



# Taste Pure Nature

## New Zealand's Red Meat Sector Story

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# Our strategy 2017-22



## Vision

*Our desired future for NZ's sheep and beef producers*

**Profitable farmers,  
thriving farming  
communities,  
valued by all  
New Zealanders**


## Purpose

*How and why we do what we do*

**Insights and  
actions driving  
tangible impact  
for farmers**

## Priorities

*How we generate impact*

-  **Unlocking market potential**
-  **Enhancing our environmental position**
-  **Supporting farming excellence**
-  **Government & public insight & engagement**
-  **Building a great organisation**

# CISION®

Beef + Lamb New Zealand Launches Multi-Million Dollar U.S. Branding Campaign

DISCOVER THE TASTE OF NEW ZEALAND GRASS-FED

TASTE PURE NATURE NZ NEW ZEALAND BEEF & LAMB

CISION CISION

CISION CISION

www.cision.com

THOMSON REUTERS

www.cision.com

AT&T

europa sale

FLAGSHIP RETAIL OPPORTUNITY

Hard Rock CAFE

SPECTRUM COLOR

THOMSON REUTERS

The best is at the top

ONE WAY

# TASTE PURE NATURE

## ELIGIBILITY CRITERIA

- Proof points
- Accredited to NZFAP
- Independently verified
- Evolving criteria



NEW ZEALAND

### FARM ASSURANCE PROGRAMME



The NZ Farm Assurance Programme (NZFAP) is the foundation upon which the collective red meat industry can deliver an authentic and independently verified best-practice animal raising and production assurance standard to our International consumers.

 <b>Origin &amp; Traceability</b> <p>Accurate record keeping is a critical element of profitable farming and farmers must maintain stock movements and other records to ensure traceability through the supply chain.</p>	 <b>Food Safety</b> <p>On farm biosecurity is a set of measures designed to protect a property from the entry and spread of pests (plants or animals) and diseases.</p>	 <b>Animal Health &amp; Welfare</b> <p>The care of animals requires competence, experience and the observance of high standards of animal husbandry.</p>	 <b>Environment &amp; Sustainability</b> <p>Building sustainability through good environmental management and profitable farming, go hand-in-hand.</p>	 <b>Farm to Processor</b> <p>Owners or their agents have a responsibility to select, prepare and present for loading only those animals fit for the intended journey.</p>
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# Environment Strategy 2018-22



## OUR VISION:

*World-leading stewards of the natural environment and sustainable communities*

*He kaitiakitanga mo te tai ao*



### CLEANER WATER

**Goal:** Sheep and beef farmers actively manage their properties to improve freshwater. New Zealanders can gather food from and swim in freshwater surrounding our farms.



### CARBON NEUTRAL

**Goal:** Farmers continue reducing carbon emissions, moving towards a carbon neutral sheep and beef sector by 2050.



### THRIVING BIODIVERSITY

**Goal:** Sheep and beef farms provide habitats that support biodiversity and protect our native species.



### HEALTHY PRODUCTIVE SOILS

**Goal:** Land use is closely matched to soil potential and capability. Farmers are working to improve soil health, carbon content and productivity while minimising soil loss.



BY FARMERS.  
FOR FARMERS

CONNECTING  
**TASTE PURE NATURE**  
TO FARMING SYSTEMS



**TASTE  
PURE NATURE**

**UNIQUE  
ENVIRONMENT**

New Zealand's unique  
natural environment

**LIGHT TOUCH APPROACH**

New Zealand's unique  
approach to farming

**EXPERIENCE**

Unique,  
pure natural taste  
experiences

**PILLARS UNDERPINNED BY**

New Zealand Farm Assurance Programme

Beef + Lamb New Zealand Environment Strategy

