

AgResearch MIRINZ Presentation

“The Dynamics Of International Meat Marketing”

MEAT & WOOL
NEW ZEALAND

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General Manager Market Development

Agenda

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- Global Issues
- Role of Market Development
- Key Markets
 - Lamb
 - UK
 - Germany
 - Beef
 - Korea
 - Japan
 - Taiwan
 - China
- Questions

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Global Issues

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- Recession
- Food Security
- Food Safety
- Food Quality
- Cap Reform

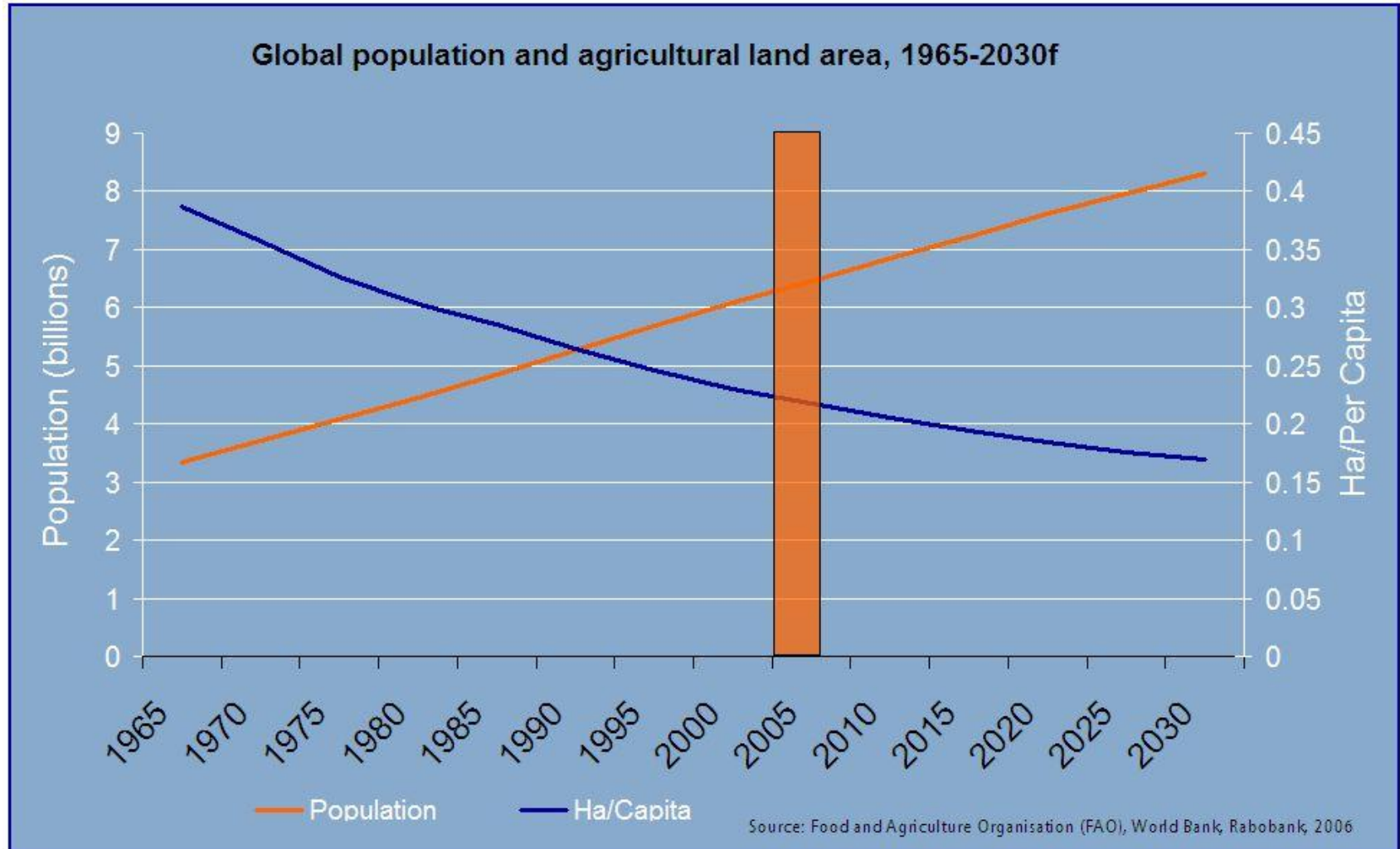
- World Food Stocks

➤ Post World War II	350-400 days
➤ 1986	130 days
➤ 2003	67 days
➤ 2007	57 days
➤ 2008	51 days
➤ 2009	45 days (estimated)

Global Issues

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- World Population Growth



Role of Market Development

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- Strategic Intent
- Engagement with Industry
- Programmes
 - Generic
 - Joint funded
- Alignment with commercial activity

Messaging

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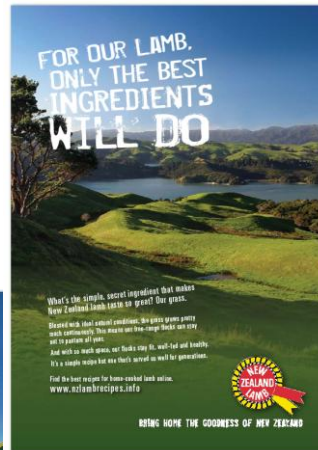
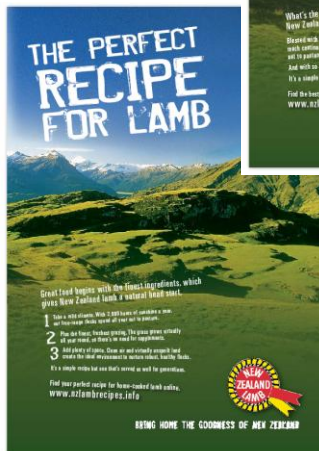
- Provenance
 - NZ story imagery
 - Environment
 - Animal welfare
- Product Confidence
 - Food safety
 - Animal health
- Health and Wellbeing
 - Nutrition
 - Functional foods



Key Markets

• UK

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THE PERFECT RECIPE FOR LAMB

ROLLOVER THE ICONS BELOW TO FIND OUT WHY

- WINE MATCH
- WINE TO GROW
- HANDLED WITH CARE
- WINE TO GROW

BRING HOME THE GOODNESS OF NEW ZEALAND

New Zealand Lamb is reared according to the highest standards, in the lush pastures of New Zealand. The combination of peaceful, native grasses, fresh air, and thousands of hours of sunshine all contribute to give New Zealand Lamb a unique character that you and your family will love, in all your favourite recipes.

RECIPE OF THE MONTH: JUNE

Moroccan style Lamb chops - Al Fresco Sunday Lunch

Serves: 4
Cooking time: 12-14 mins

View this recipe

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Key Markets

- Germany

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Key Markets

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Korea



“New Zealand nature-bred beef – a healthy gift from pure New Zealand nature”

Japan



“New Zealand grass-fed beef – grass reared is safe and delicious”

Taiwan



“New Zealand grass-fed beef – your lean and tender choice bred in nature’s pastures”

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Key Markets

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- China

