

BLAIR & JANE SMITH

Newhaven Farms Limited

Blair and Jane Smith farm 9,000 sheep and beef stock units in the North Otago hills. They were national winners of the 2012 Ballance Farm Environment Awards and engaged in a study tour of markets in Asia during April/May 2013. They focused on emerging market opportunities from a New Zealand farmer's point of view, and what tomorrow's global consumer expects of our on-farm sustainability practices.

Good Morning Asia - Consumer expectations of the New Zealand farmer

New Zealand is one of few nations able to produce safe, sustainably-produced primary produce with efficient resource use in an isolated disease-free environment. However, this doesn't guarantee a premier place for our produce in today's increasingly global consumers' eyes, and our positioning in offshore markets needs to be well researched, well communicated and driven by market demand, not supply. Products need to be targeted towards consumer-driven specifications and their sustainability message, with safe food sources as the underlying concept. Robust traceability labelling will be required to achieve premiums, and protection of New

Zealand's purity brand is important. Well-structured logistics, increased investment in market communication, surety of supply, lowered price volatility and direct access to target consumers are all important. New Zealand exporters need to build secure business relationships in demand-driven marketplaces through greater in-market presence and knowledge, and a superior level of consumer-driven structured market flexibility; and consumers want to know their producers. As an innovative industry, New Zealand farming is well placed to do this, but requires the tools of communication and knowledge of the markets in their hands to do so in an effective manner.

MONDAY 12 MAY

 **2.20pm**

| Room 6



'Good Morning Asia'

-Consumer Expectations of the NZ Farmer-
AgInnovation 2014 – Blair & Jane Smith



Newhaven

PERENDALES

high quality hill country genetics

www.newhavenperendales.co.nz

EST. 1972

DAVID & ROBYN RUDDENKLAU and BLAIR & JANE SMITH









- Korea
- China
- Taiwan



To interact with the importers, distributors, retail outlets and consumers of New Zealand Red Meat to achieve a ‘farmer’s perspective’ on current and future expectations of these markets.

Insight to Korea



- 50 Million people
- One of highest per capita consumption of beef in Asia
- “Grain fed is King”
- Grass raised has poor reputation
- “Quality Scale” rating based solely on level of marbling
- One of the highest frequencies of eating out in Asia
- Strong presence of “NZ Nature Beef” logo and branding
- Concern around competing with China for supply
- Education and branding through restaurants and chefs is the key



SALE 

100g	0	4	0	0	100
------	---	---	---	---	-----

개제식별번호
신(우육관련호) www.mtrace.net

우육관련호
내
우육관련호
신(우육관련호)
신(우육관련호)

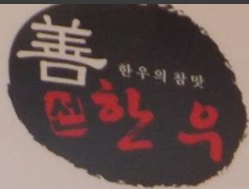
100g

뉴질랜드

저지방 · 저칼로리 · 저콜레스테롤
“뉴질랜드 자연이 키운 소고기” 냉장육 판매







한우 메뉴

치마살	<200g>	36,000	갈소곰불
갈비살	<200g>	36,000	
A++꽃등심	<200g>	32,000	
A+등심	<200g>	26,000	
채끝등심	<200g>	22,000	
차돌박이	<200g>	22,000	
육사시미	<300g>	30,000	
치마살	<200g>	15,000	

Insight to China



- Pork and Chicken = 80% diet
- Lamb, Mutton and Beef – ideally suited to ‘Hot Pot’
- Red meat more popular in colder Northern areas
- Texture important not taste
- Proud to be associated with NZ
- More concerned about food safety and supply than sustainability
- Poor distribution logistics – frozen channels only
- Well versed on grass fed beef (95%)
- NZ Beef imports increased markedly



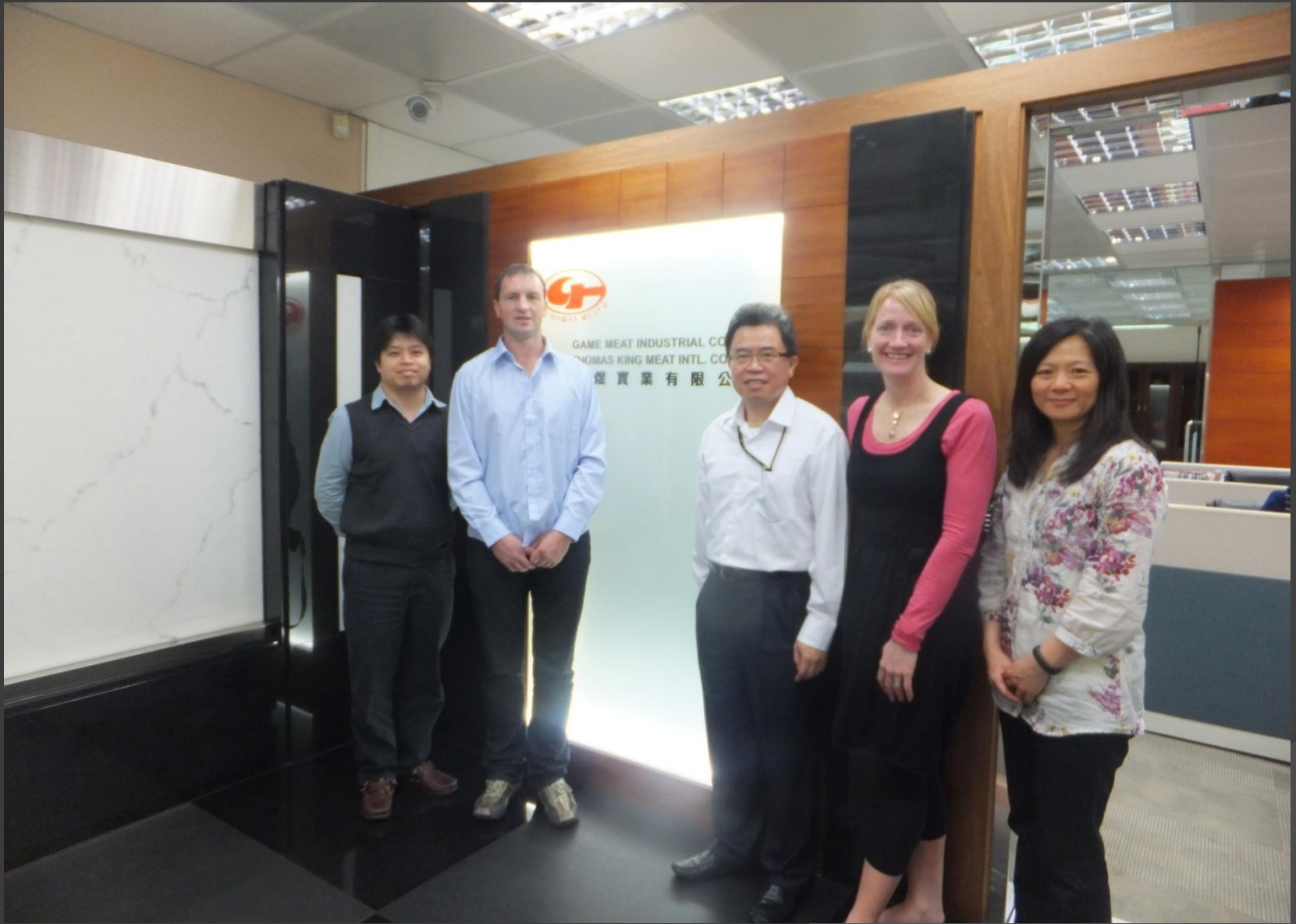
Insight to Taiwan



- 23 Million people
- 98% of beef consumed is imported
- Excellent frozen and chilled distribution system
- World leading food labelling
- High presence of 'NZ Nature Bred' Logo
- 'Westernised' eating style
- Higher demand for 'high value' cuts
- Huge potential for both beef and lamb
- Sustainability is very important
- Concerned about competing with China for supply









'Key Factors for Future Success'

- Robust Relationships
- Communication, Clarity and Leadership
- Demand Driven, not Supply Driven
- Define your consumer and destination
- Protection of New Zealand Inc.
- Define Sustainability
- Unyielding Biosecurity
- "It's a Small World"
- Corporate Social Responsibility
- Resource Utilisation



“It is not the not the strongest
that survives, nor the most
intelligent – but the one most
responsive to change”

Charles Darwin