FARM IQ

SHEEP BREEDERS FORUM

JUNE 2017

Ministry for Primary Industries
Manatū Ahu Matua

LANDCORP NEW ZEALAND

SILVER FERN FARMS

FARMIQ VISION

A demand-driven, integrated value chain for red meat that delivers sustainable benefits to all participants

Consumers

Market Analysis/ Product Development

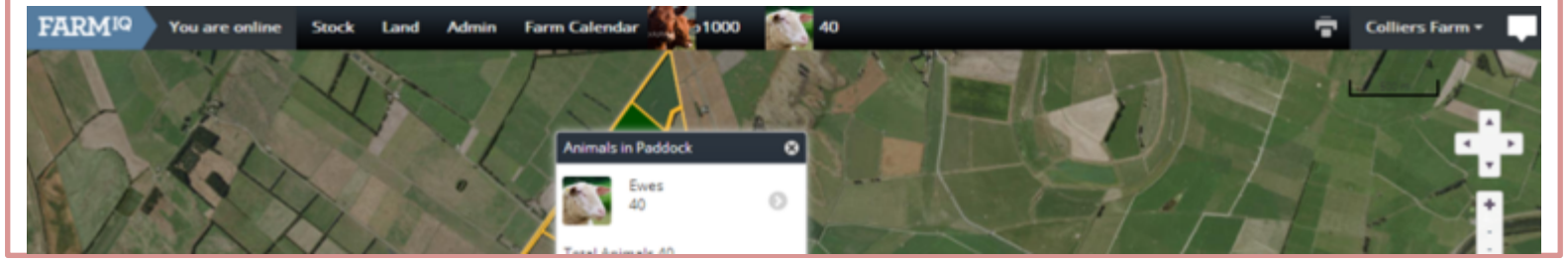
Processing improvement and Measurement

Genetics and genomics

Farm Productive Capacity and Technology Transfer

Farmers

Farm Management System



Opportunity – Consumer research - 20% steak tough

Opportunity – Many 'tender' steaks wrecked in cooking

Solution – Easy

cooking instructions - Pack

RECIPES

Roast Beef with Wilted Spinach and Kumara Gratin

By Dish Magazine

Comments

View Recipe >

Or.....Web

How the EQ System came to be

Not all meat is created equal.
But today's consumers expect to buy and enjoy a consistent quality of red meat.

In line with Silver Fern Farms' Plate to Pasture strategy, we set about developing a system that delivered exactly that – a consistently high-quality red meat product. That was back in 2010. Three years and 97,000 tasting samples later, the EQ System was launched.

The consumer testing work was led by Texas Tech University in the States, and also involved the University of Otago's department of food science. About 13,900 taste testers across 17 cities were involved.

97,000
Samples of beef worldwide

2,500
DNA samples from cattle breeds taken

Largest ever
Red meat consumer testing programme in New Zealand

Reserve brand
Launched on the back of EQ

First & Only
Eating Quality System for New Zealand red meat

13,900
Taste testers across 17 cities throughout NZ and USA

EQ grading criteria

1. pH
2. Marbling
3. Ossification
4. Rib fat
5. Meat colour
6. Fat colour

Solution – Finding the tough steak

Solution

.....Track the steak ..

Solution .....measure what matters

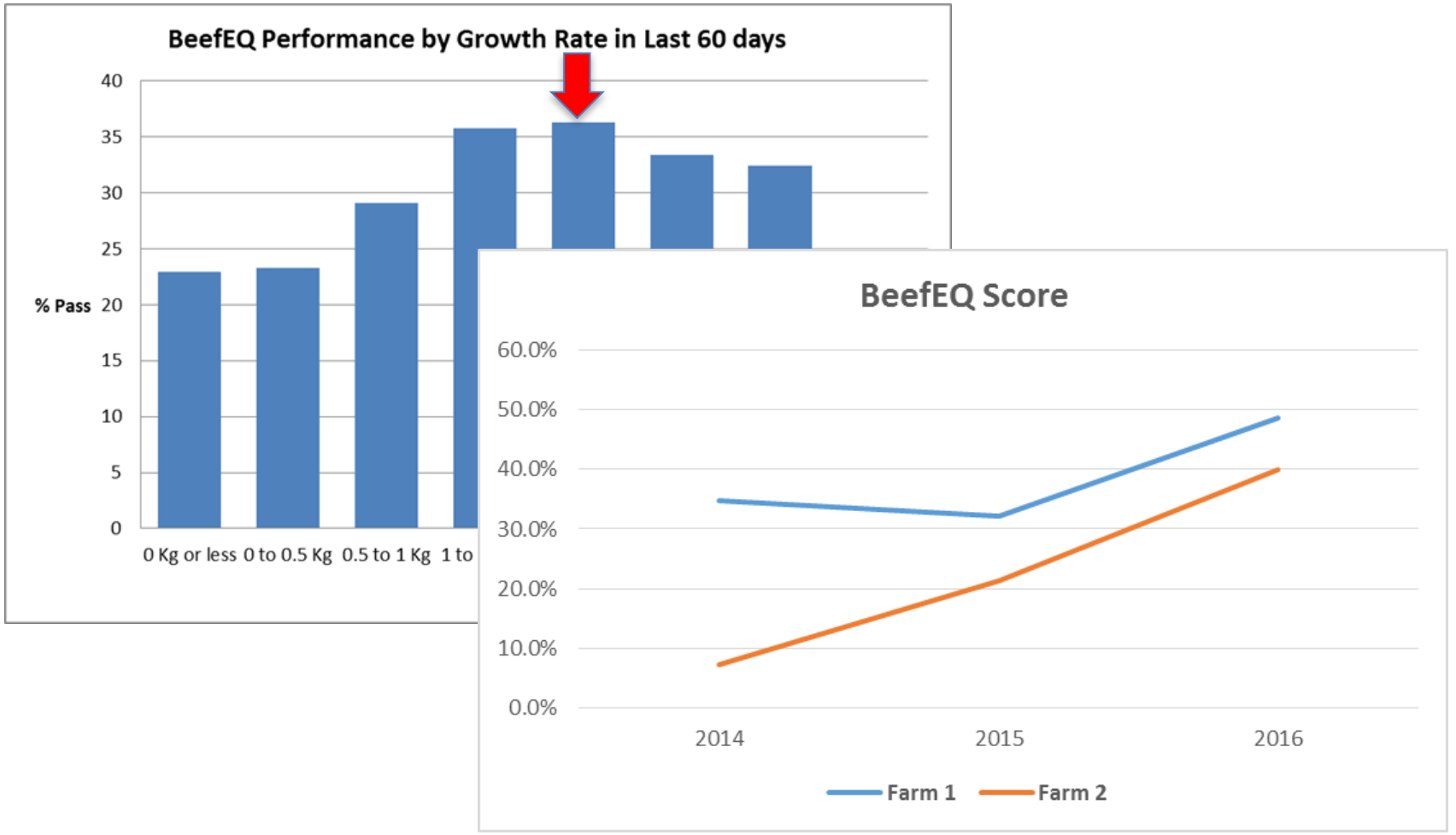
Solution .....record and link it

Breed

Supplier

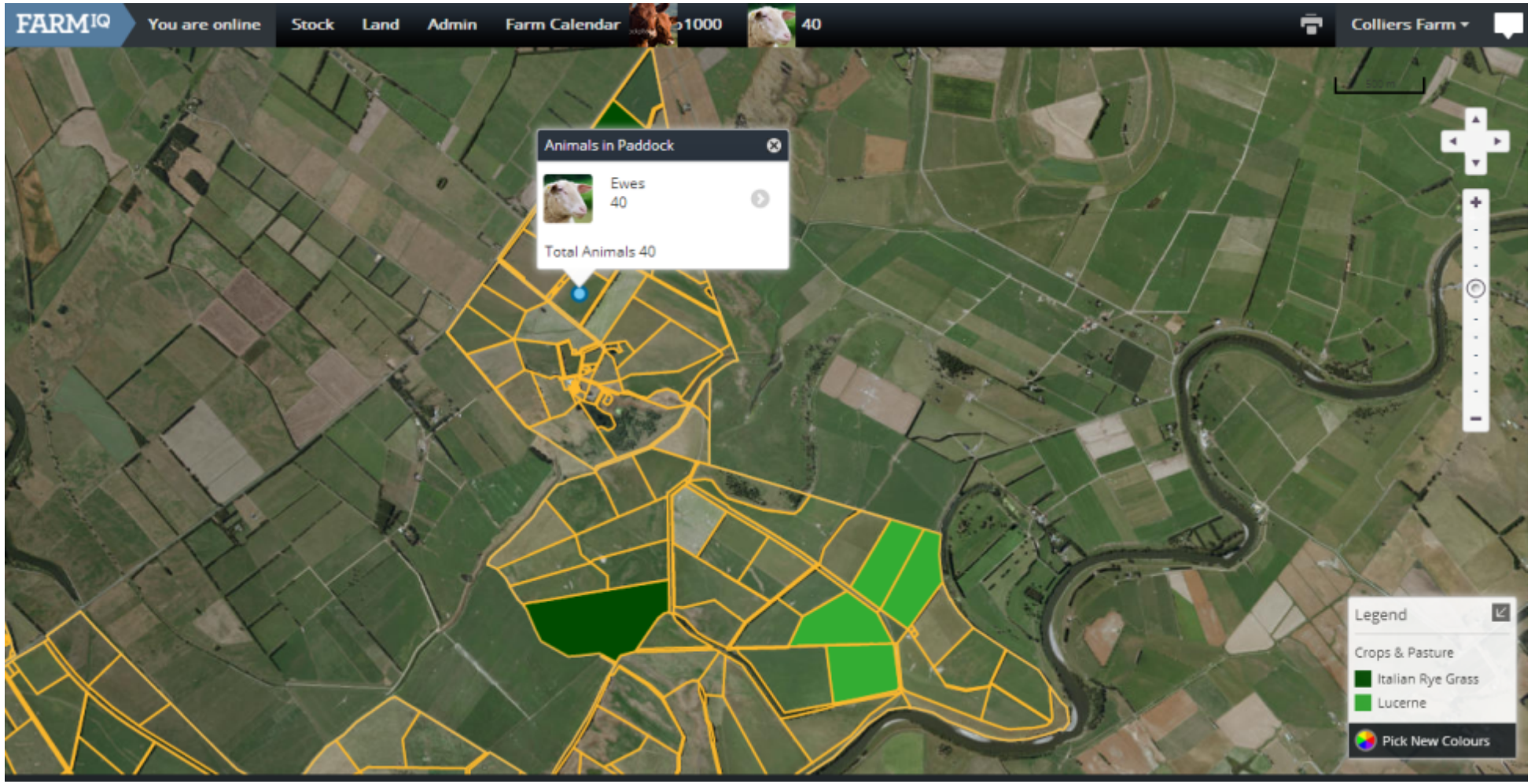
Solution – Help the farmer work out what works

By providing the information..



All the way to the farm.....

The paddock.....



and pocket + $0.25c/kg (+5%)

So...consumers are guaranteed a great steak

Lamb?

Opportunity?- Consumer research – Lamb good experience

Opportunity – Lamb wrecked in cooking

Solution – easy cooking instructions on pack

Sizzling Chinese-style Lamb Stir-fry

By Silver Fern Farms

PREPARATION TIME 10min

COOKING TIME 10min

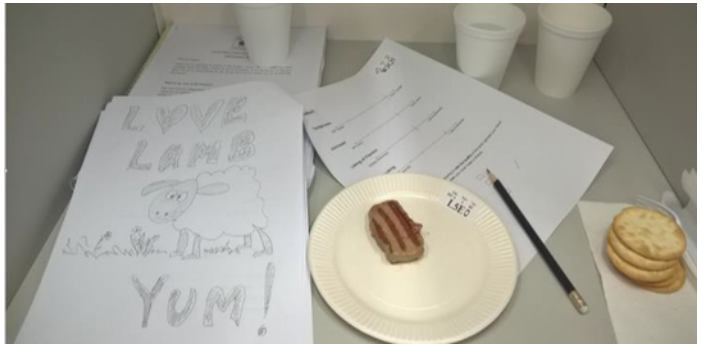
SERVES 3-4

DIFFICULTY Easy

RATING ★ ★ ★ ★ ★ *Click stars to rate*

Or.....Web

But – We didn't believe them!



- 4,300 Lambs
  - 27 Breeds
  - Gender (rams, crypts etc)
  - Grades
  - On farm info e.g. growth rate, feed
- 23,000 samples
- 3,240 Consumers – NZ and US
- What did they say?
- GREAT PRODUCT

Solution? – What matters??

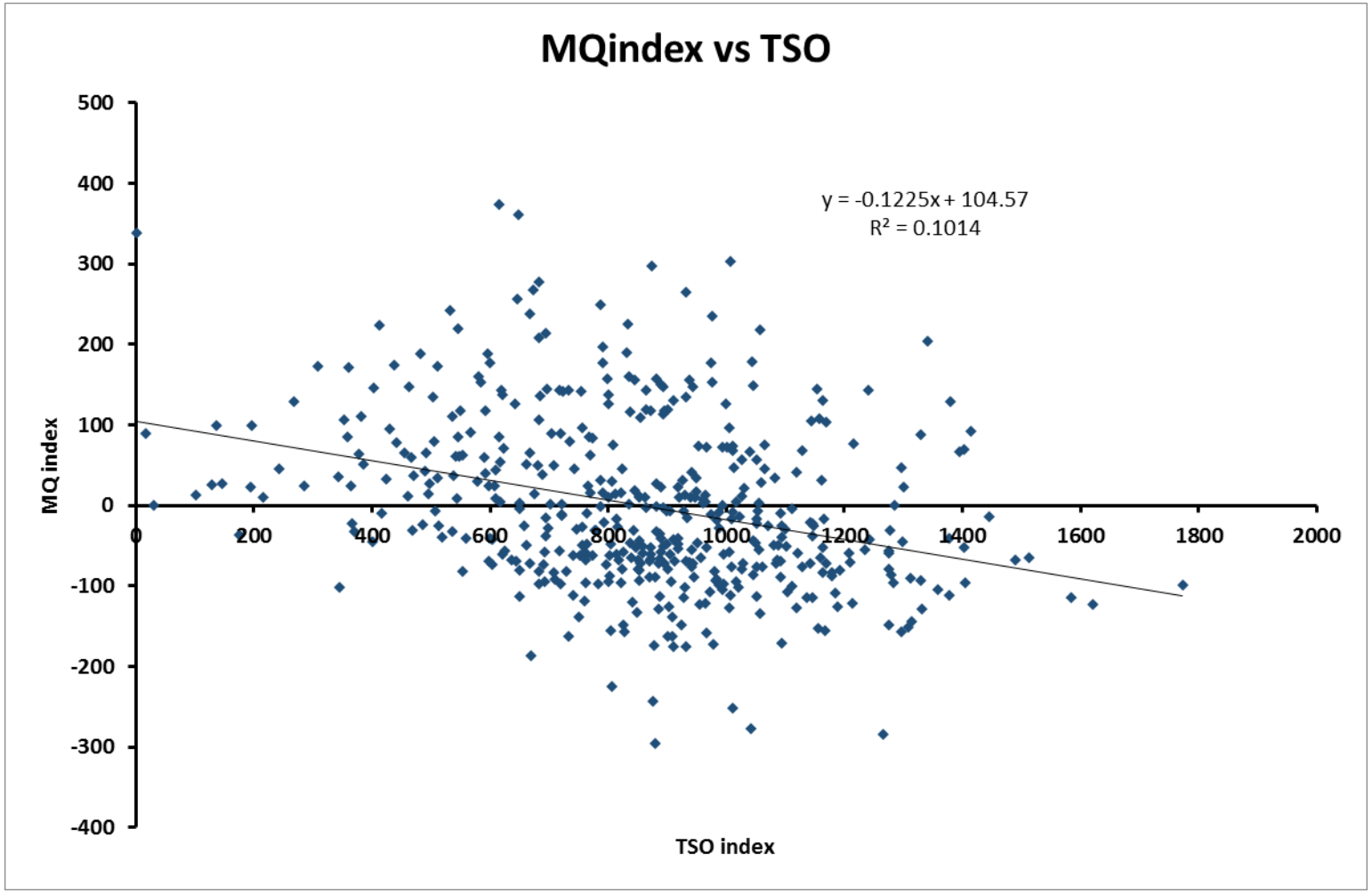
- Best cuts
- Ageing the meat (chilled or before freezing)
- Matching cut to cooking method
- pH decline management – Electrical stimulation
- Compelling Brand Story

Solution? – What doesn't matter?

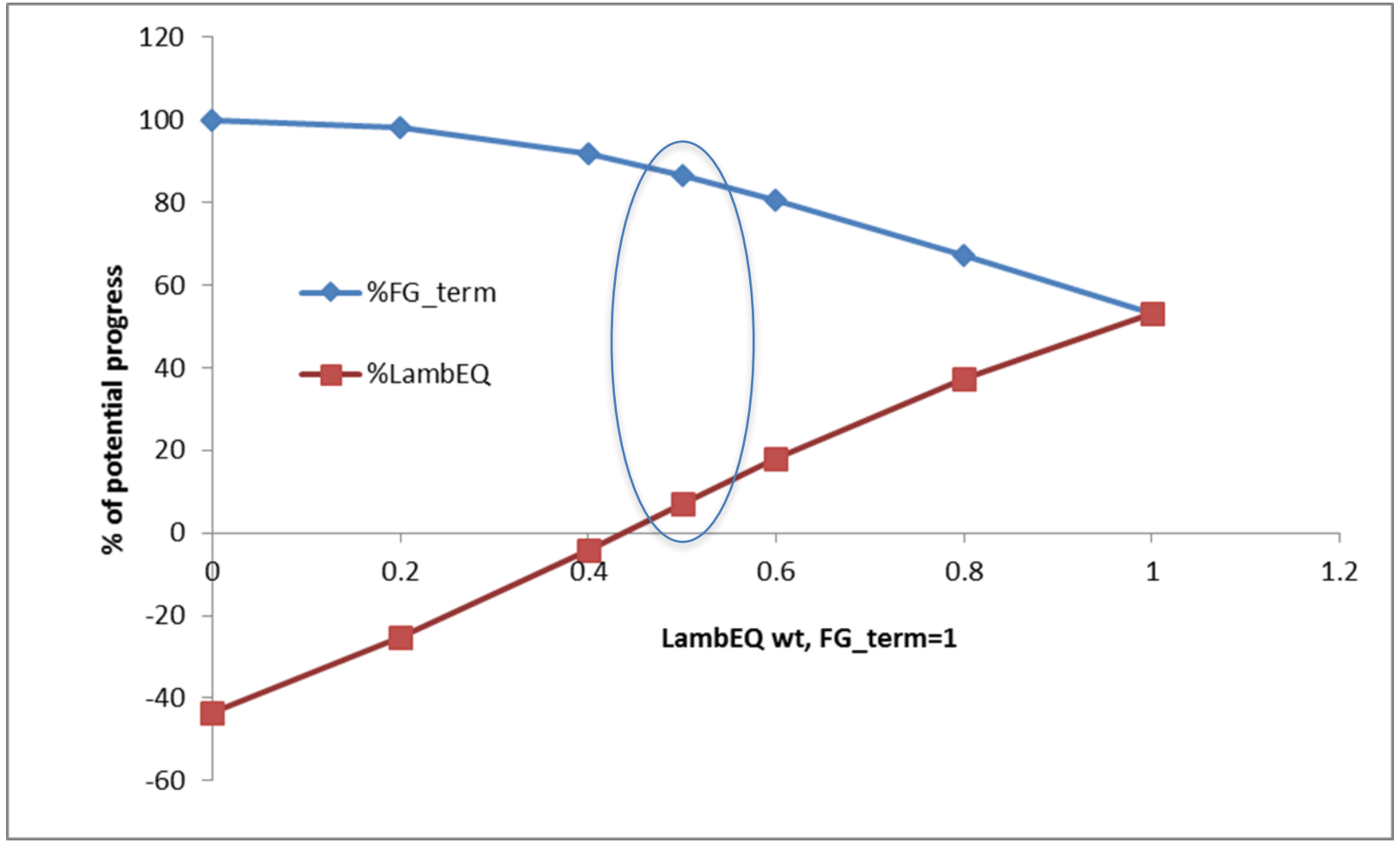
Generally – everything else

But!

Gain in TSO is loss in eating quality

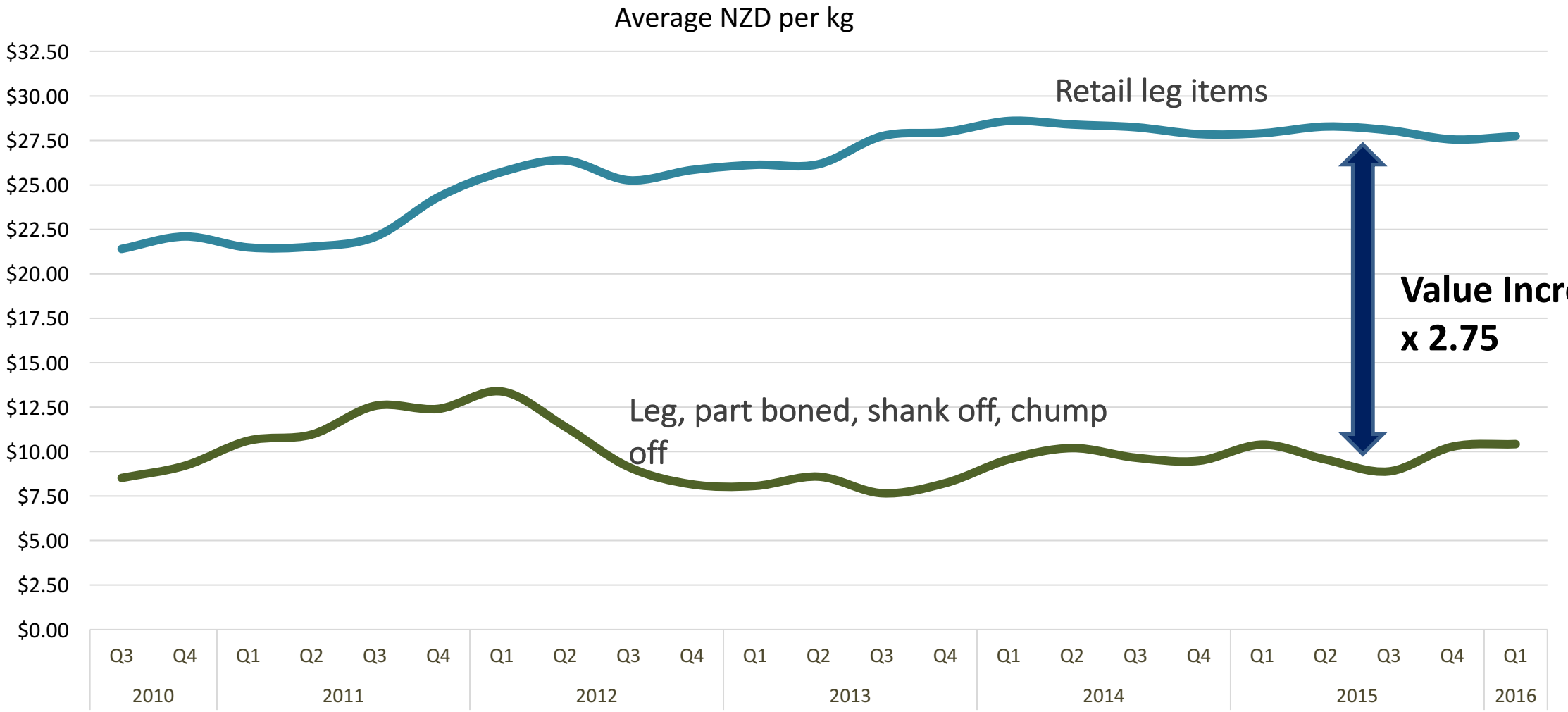


Good compromise possible……



So...we can still guarantee great lamb!

Retail leg items vs Commodity lamb leg



Source: RetailValuevsCommodity

100% Made of New Zealand

THANKS

QUESTIONS?

WWW.FARMIQ.CO.NZ