

Adding value to NZ red meat



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What is NZ red meat?

- How can we differentiate against our competitors?
 - 100% pure (hormone, antibiotic free)
 - Grass-fed
- Consumers requirements
 - Eating quality
 - Provenance/Trust/Local/Environmental
 - Health attributes
 - “Pets are people too”

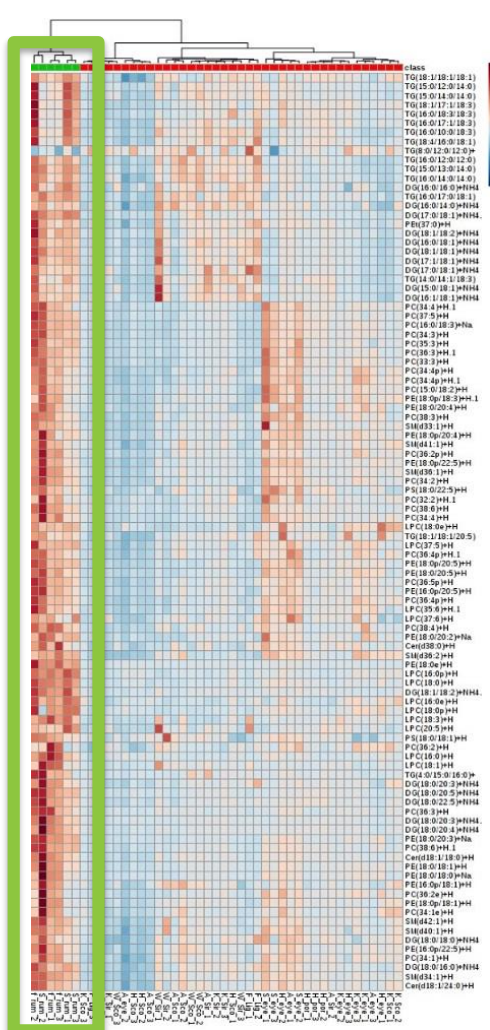
How can we leverage intrinsic qualities of NZ red meat to tell a compelling story for consumers?

[that they will pay for]

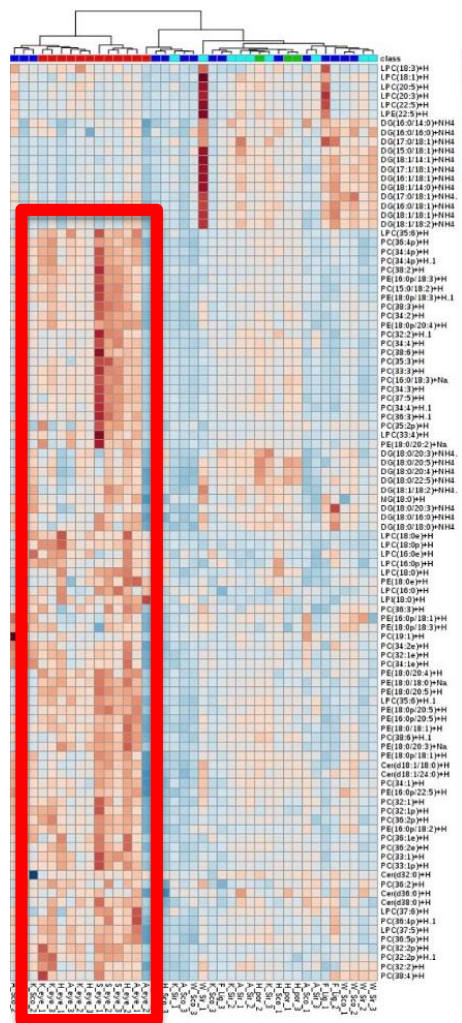
Naturality of Meat project

Funded by: AgResearch Core Funding

Aim: to understand what NZ meat 'looks' like



Lamb differs from beef



Differences between cuts

Naturality of Meat project

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Aim: to understand what NZ 'looks' like



Anticipated outcome: NZ meat can be differentiated from our competitors

So what??

Can we use this to leverage a "NZ" brand around trust/provenance?

Healthy Hamburgers

Funded by: National Science Challenge

National
Science
Challenges

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

Aim: to understand if complex lipids from meat can reduce cholesterol absorption



Anticipated outcome: meat from grass-fed ruminants contains complex lipids that will have positive impact on health

So what??

Can we use this to leverage a “NZ” brand around human health?

Super-premium NZ petfoods

Funded by: MBIE



Aim: to show nutritional benefits of NZ red meat diets for our pets



Anticipated outcome: NZ-meat petfoods have positive impact on pet nutrition and health

So what??

Can we use this to leverage a “NZ” brand around pet nutrition?

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