

# Our Pathway to Growing Value Action Plan



**VISION** – Creating a high-value, resilient red meat sector that thrives through change by seizing every opportunity to deliver greater value across the supply chain



**GOAL** – Ensure long-term profitability and resilience for meat processors and farmers through sustainable practices and value chain efficiency



## PRIORITY AREAS

### Enhancing On-Farm Productivity

Unlocking productivity gains at the farm gate

### Spotlight on China

Amplifying our first mover advantage

### Address Non-Tariff Barriers

Removing costs to add further value

### Leverage Market Opportunities

Growing value by developing new revenue streams

### Enabling Domestic Settings

Regulation to support productivity, efficiency and growth

### Creating Value From the Carcass

Exploring opportunities for new products



## OUTCOMES

Higher farm productivity and profitability

Sector's low environmental footprint is recognised and acknowledged with fit-for-purpose regulation settings to provide for headroom and support growth

Taste Pure Nature preference measures

Export revenue increased  
Streamlined regulatory settings support ease of trade  
Enhanced product diversification

Non-Tariff Barriers have reduced

Trade is maintained in key markets  
Risk of trade impediments is reduced

Increased revenue from sales of new products

Tariff costs are reduced as industry takes advantage of tariff free access

Market share growth to support market diversification  
New products add value to the whole animal

Innovation is unlocked

Migrant and sector labour capacity increased  
Economic contribution increased  
Environmental KPIs are reasonable and fit-for-purpose



## KEY ENABLERS

### Food Safety

World leading food safety standards and regulatory settings to maintain New Zealand's reputation as a producer and exporter of safe, high quality food, and to maintain customer confidence

### Innovation

Value of our products is supported by substantiated attributes and credentials  
Productivity and efficiency is enabled by R&D, innovation and automation

### Collaboration

Working sector-wide, cross-sector, and with Government to build strong relationships and understandings  
Co-investment on key priorities

### World Class Farmers

Supporting farmers to deliver world-class performance on-farm now and into the future