

Strategic Partnership

26th October 2016

The Niche

Pasture-based food providers for the future:

- Sharing knowledge, methods, data, models
- Providing science evidence for our sectors to demonstrate quality, healthy, sustainable, traceable products

Similar research in different contexts means large data sets

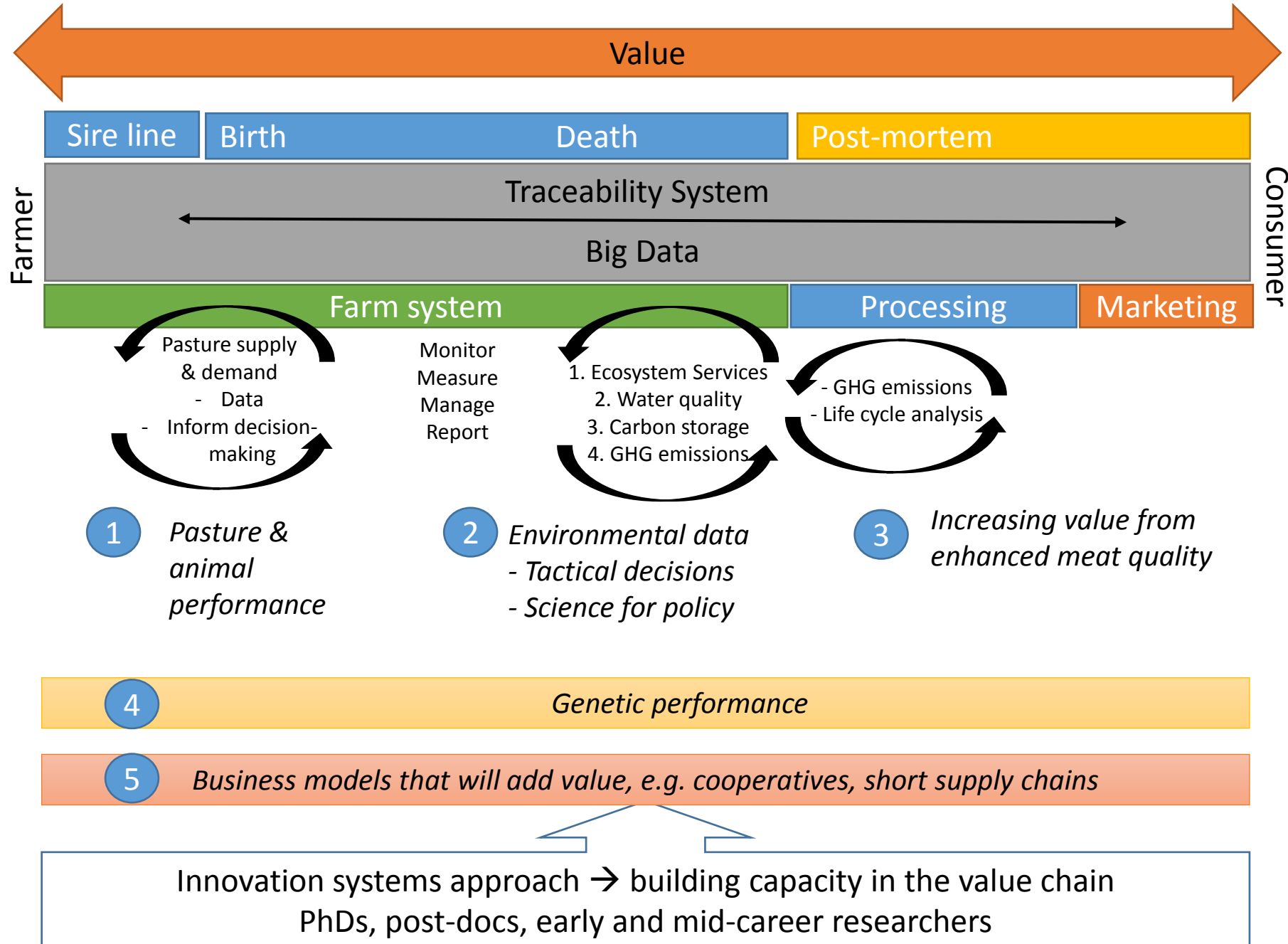
Complementary skills

The value proposition and focus

A world class, globally connected science community, delivering science on pasture based livestock systems and value chains to:

- enhance local capacity of farmers to capture greater economic, social, cultural and environmental gains from the value chain
- inform policy making, extension, processors and agribusiness

Capturing value on farm: Opportunity rather than compliance



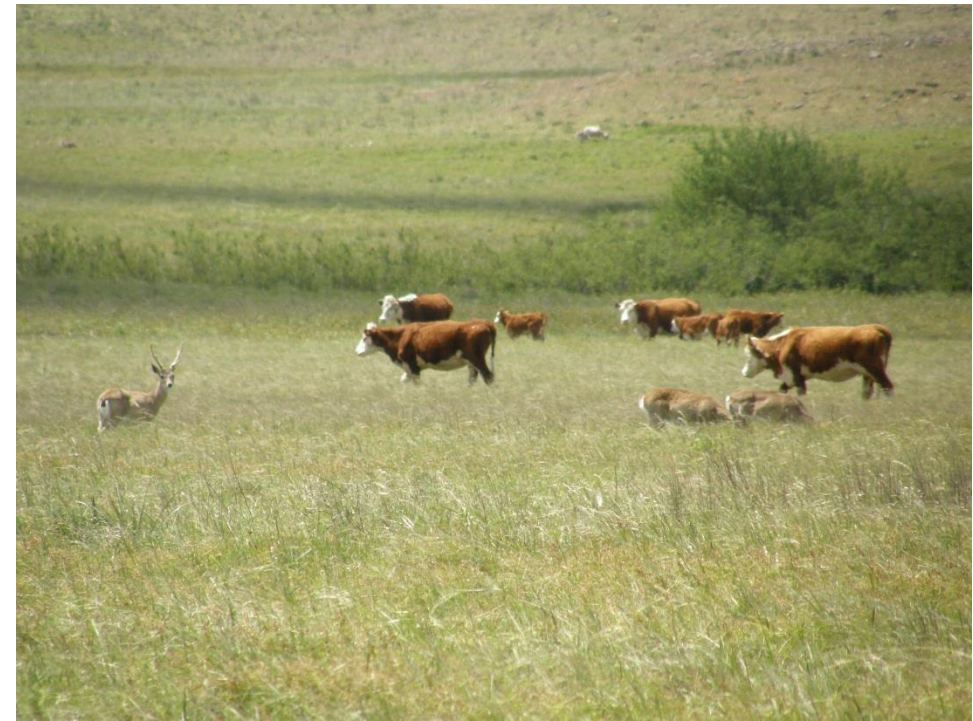
1. Pasture and animal performance

- The application and use of data, tools and methods to improve farmer decision making about grasslands use so as to optimise tactical and strategic choices



2. Use environmental data

- Data and tools so farmers know how their decisions
 - impact & enhance environmental outcomes
 - Impact their own economic, social and environmental values
- Tools for farmers, processors and agribusinesses to report to consumers and policy makers on these environmental outcomes traced through the value chain



3. Increased value from enhanced meat quality

- Excellent meat with odor, taste and texture demanded by clients
- Adding value from:
 - Characterizing parameters of eating quality
 - Promote innovative post-mortem systems to enhance quality
- Consumer willingness to pay studies in niche markets provided to stakeholders, promoting agencies & policy makers for marketing



4. Genetic performance

- Farmers will have more accurate, complete and responsive information for choosing their bulls and pasture by utilising:
 - Traceability information in each country for carcase & meat quality and feed conversion efficiency
 - Information on genomics and parentage for different traits being shared among countries (international multi-breed reference population)

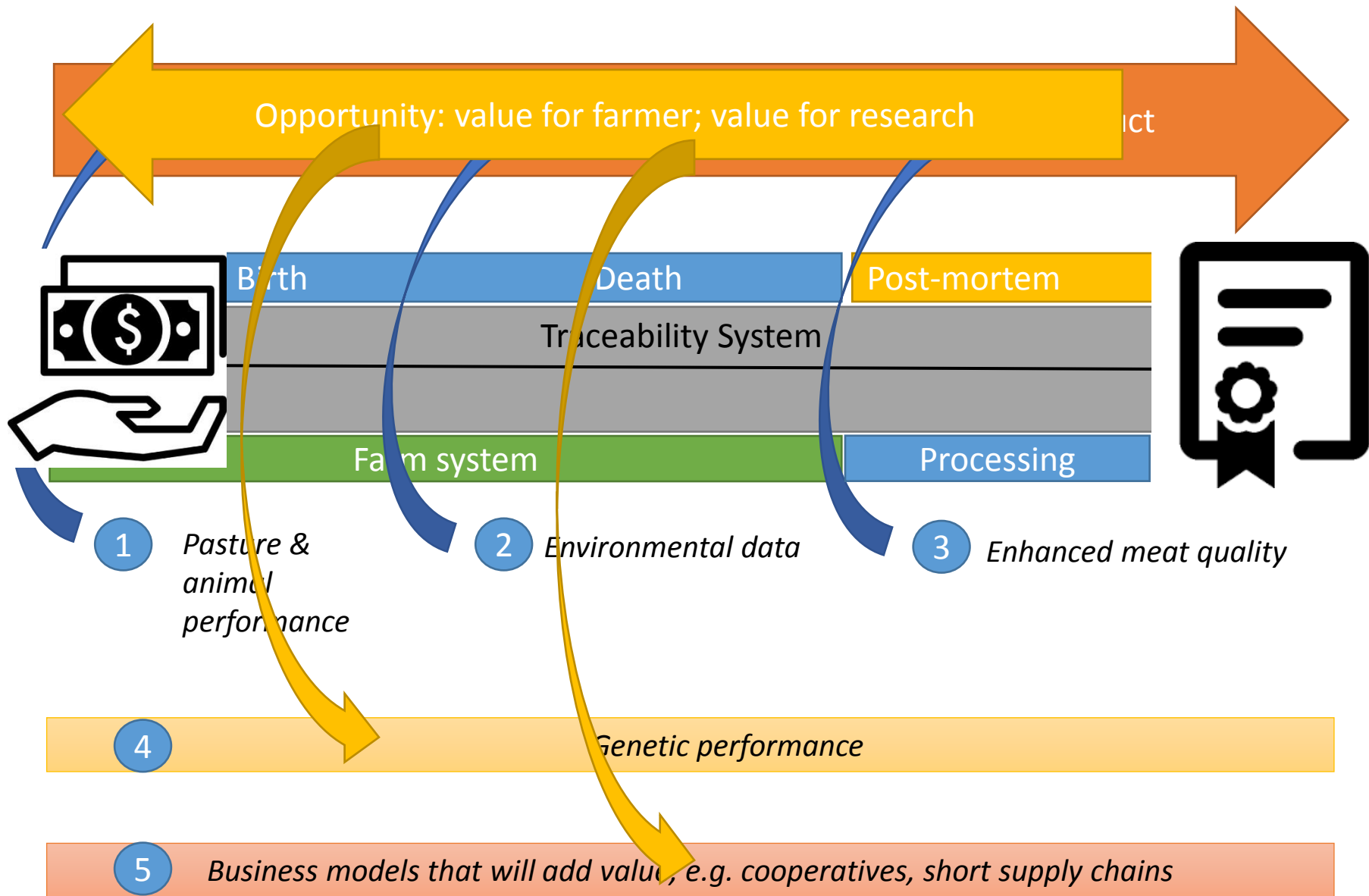
5. Business models that will add value

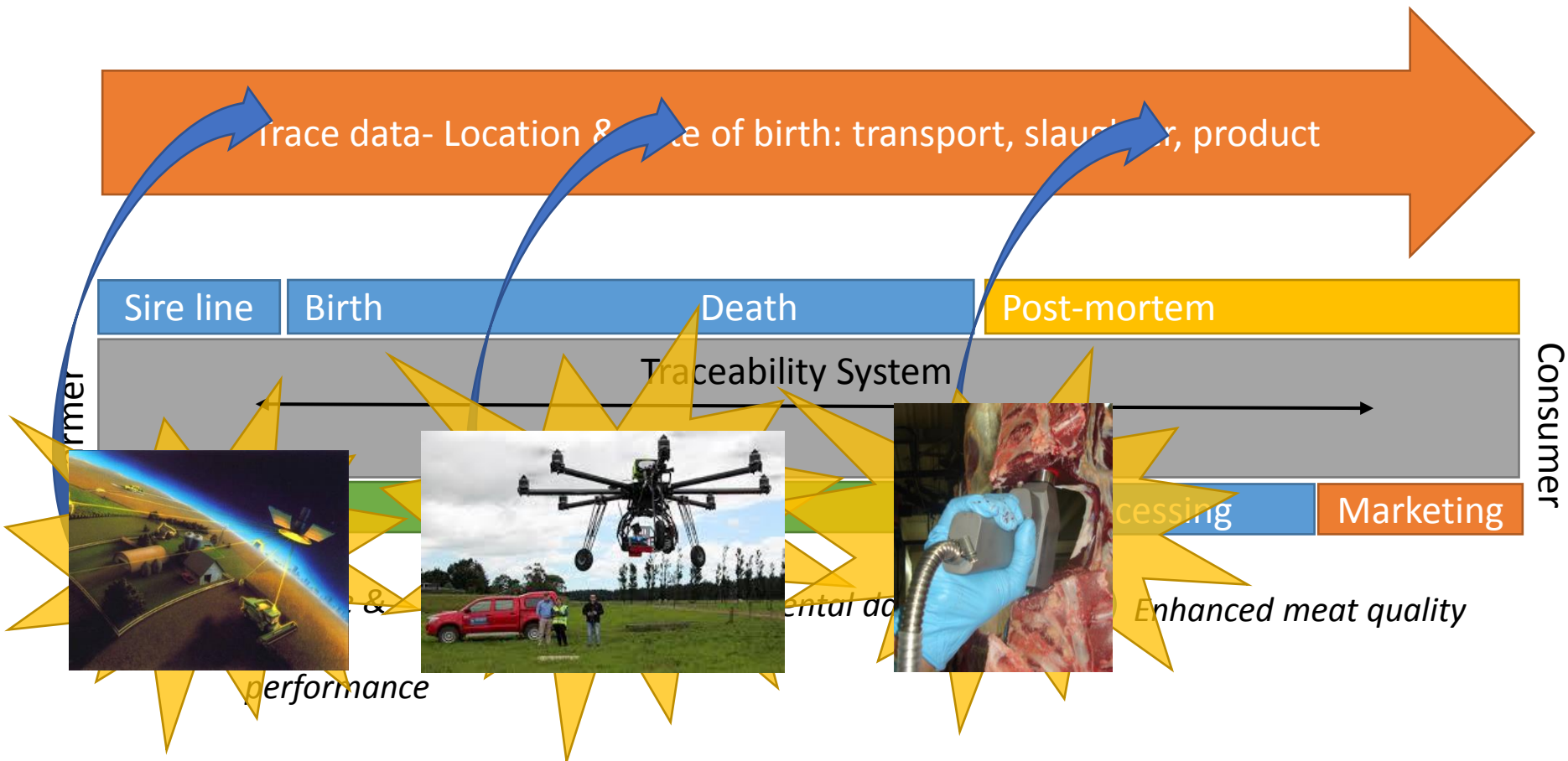
- Agribusiness models that enhance the economic, social and environmental value realised by farmers to inform
 - relevant policy
 - farm-level changes
 - value-chain level changes
- Some of these new business models are systemic while others could be implemented by a single organisation or group



Activities underpinning each theme

1. Reflection papers – cross-country science reviews
2. Science workshop using reflection papers as an evidence base for developing proposals
3. Proposal – PhD students
4. Stakeholder workshop to Identify existing knowledge
 1. Existing knowledge relevant for these stakeholders
 2. Additional research questions





4 Genetic performance

5 Business models that will add value, e.g. cooperatives, short supply chains

The next steps

- Appointment of an Executive Secretary
- Develop the reflection papers within the next six months
 - Ready for AgResearch budgets in July (others in January 2018)
- Identifying funding mechanisms
- Presentation to the World Farmers Organisation in November

- Seed funding for reflection papers and proposal development