

The New Zealand Origin Brand and Story

Overview



Beef + Lamb New Zealand (B+LNZ) and the red meat sector have launched Taste Pure Nature, a country of origin brand campaign designed to raise awareness and drive preference for grass-fed beef and lamb from New Zealand.

What are we trying to achieve?

Agriculture is facing rapid change globally as consumers rightly want to know more about how their food is produced. There are growing concerns about the environmental and animal welfare aspects of red meat production, and pressure to reduce meat consumption.

At the same time, we are seeing growing demand for natural, grass-fed, hormone free, antibiotic free meat, which is the way New Zealand farms.

Our extensive research has found that consumers know next to nothing about New Zealand's farming systems—we're better known for the scenic vistas they've seen in Lord of the Rings.

New Zealand can only produce so much food. We have to be smarter about how we do it and tell the story of our unique grass-fed, free range farming systems to achieve better returns for our farmers and New Zealanders.

As a sector, our future lies in driving more value and ultimately higher premiums for our products. We can't and don't want to feed the world.

Our research found that country of origin is the primary factor a consumer takes into consideration when considering what food to buy and is a shortcut to understanding and trust.

All this research and understanding has led to the development of the Taste Pure Nature origin brand and marketing strategy.



Our marketing strategy will target the Conscious Foodie

After extensive consumer research across six key markets (US, China, UAE, Indonesia, UK, Germany, NZ), we have identified a segment of consumers called the Conscious Foodie that our marketing will focus on. The values of these consumers lines up perfectly with how we farm in New Zealand.

Conscious Foodies want quality and experiences from their food. They are interested in the provenance of their food, where it comes from and how the animals they were raised from a welfare and environmental perspective. They see these as inputs into quality and nutritious food.

How do we connect with the Conscious Foodie?

Our research identified that while conscious foodies are present across all markets, the US (and in particular California) has the greatest total number of consumers within this segment. Based on this research we launched Taste Pure Nature in March 2019 in California using a marketing campaign with a strong digital focus as many of their online interactions have food as a focal point.

Further research into the characteristics of the Conscious Foodie segment in China formed the basis of our launch there in 2020 with a strong focus on using social media.

There are two main streams to the overall Taste Pure Nature brand messaging and marketing programme: a strategic branded programme and an agile programme, which allows for greater customisation, working alongside our licenced partners.

AngusPure, Coastal Spring Lamb, Ovation, First Light, Atkins Ranch, ANZCO, Silver Fern Farms, Affco, Greenlea Premier Meats and Taylor Preston are licensed to use Taste Pure Nature.

In both markets the focus of our programme is to:

- BUILD continued awareness and preference for NZ grass-fed beef and lamb
- ELEVATE the NZ grass-fed origin story
- EDUCATE consumers on the benefits and key differentiators of NZ grass-fed beef and lamb
- CREATE a direct link between awareness and available product through dynamic partner campaigns

Our strategic programmes are integrated marketing programmes that include digital and social media marketing, media and influencer relations, events and advertising.

Results from California show the positive impact the programme is having.

We also partner with leading retail brand owners to develop specific marketing programmes for their brands to leverage off Taste Pure Nature and connect consumer interest to available product.



ANZCO retail promotion, Beijing



Taste Pure Nature live in California



Digital display ads

How will companies leverage off Taste Pure Nature?

Taste Pure Nature provides a platform to create awareness and preference for grass-fed beef and lamb from New Zealand.

Our research shows value is built in tiers. First consumers want to know what country it comes from and then which company has supplied it.



There is strong support from processors and exporters for the Taste Pure Nature Brand and the collaborative work is demonstrating value.

Our collaboration with Beef + Lamb New Zealand and Taste Pure Nature alongside our co-brand partner in Beijing provided a great chance for us to test how effective Taste Pure Nature could be to broaden our reach into Chinese consumers, educate those consumers about New Zealand's point of difference, and encourage and direct them to find ANZCO product in our specific retail outlets. The results exceeded our expectations, provided us with some valuable learnings and insights, and has helped to accelerate our progress in achieving our long term strategic goals in this important and fast growing market. ANZCO is excited about the opportunity to work with Taste Pure Nature in China again during 2021, as well as across our other strategic retail markets around the globe where we believe it can be equally as influential and successful.

Rick Walker - General Manager Sales & Marketing, Anzco Foods

We are starting to see the benefits of collaborating closely with Beef + Lamb New Zealand in the market by adopting a truly integrated strategic approach to our collective marketing efforts. When we integrate and layer the Taste Pure Nature origin campaign with our own branded marketing campaigns, we are able to have more impact and influence over participants in the value chain and greater reach and engagement with our end target consumers. Ultimately, over time, we are confident this will unlock greater value for our brand and the New Zealand red meat sector as a whole.

Nicola Johnston - Group Marketing Manager, Silver Fern Farms



How it all fits together— NZFAP and the Environment Strategy

The Taste Pure Nature brand is only as valuable as the trust consumers have in it.

B+LNZ and the sector have worked together to build systems to underpin the brand including the New Zealand Farm Assurance Programme (NZFAP). This provides assurances on the integrity, origin, traceability, biosecurity, and animal health and welfare.

Only meat from farms that are part of the NZFAP, or a processor equivalent, will be eligible to use the Taste Pure Nature origin brand. This is a system that we expect to evolve over time.

The NZFAP is already in operation and 2,831 farms have been audited to this standard. Work is now underway to build in more elements of sustainability and animal welfare into this assurance system.

Please contact your processing company to find out how to join the NZFAP or equivalent. To learn more, see: www.nzfap.com.

Another key underpinning of the brand is the B+LNZ Environment Strategy that was launched in May 2018. This strategy aims to achieve cleaner water, carbon neutrality, thriving biodiversity, and healthy soils.

This strategy is underpinned by a comprehensive implementation plan that we will be delivering over the next couple of years. For more information visit: www.beeflambnz.com/environment-strategy.

For further information, please contact:

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