

Unlocking greater value from Taste Pure Nature

Taste Pure Nature is now in the hands of New Zealand exporters to take the lead in advancing the brand and activity programme designed to raise awareness and drive preference for New Zealand grass-fed beef and lamb.

WORDS NATHAN GUY



Nathan Guy is the Chair for the Meat Industry Association.

AT THE END OF June 2024, the Meat Industry Association (MIA) and Beef + Lamb New Zealand (B+LNZ) announced New Zealand's country of origin beef and lamb marketing programme, Taste Pure Nature, is to move into a new phase.

Having processors involved supporting the programme is not new. They have already been working closely alongside B+LNZ in-market under the Taste Pure Nature umbrella as the sector looks to drive more value and ultimately higher premiums for our products.

For example, in April 2024, B+LNZ, Alliance Group and Silver Fern Farms partnered with the well-known Shanghai bistro chain, Alimentari, to launch a limited-time "Banquet of Nature" special menu at five popular bistros.

The collaboration's star ingredients were New Zealand grass-fed beef from Silver Fern Farms and grass-fed lamb branded Pure South from Alliance. The chefs crafted fusion dishes inspired by New Zealand's pristine environment, highlighting the unique flavours and quality of New Zealand red meat.

ANZCO has also been involved in Taste Pure Nature, collaborating with B+LNZ in a promotion alongside their in-market partner Beijing Zhouchen in an initiative in Beijing.

The Taste Pure Nature programme has effectively demonstrated the value of our farmers' stories and the impact that targeted investments in international markets can achieve.

B+LNZ's Market Development programmes were designed to lay a robust foundation for meat processing and exporting companies to enhance their international marketing efforts.

So, the time is right time for companies to take the lead in designing, governing, and funding ongoing activities, with B+LNZ moving into a supporting role.

Under the agreement, MIA will take on the leadership role of Taste Pure

Nature on behalf of processing and exporting companies. B+LNZ and MIA are each contributing \$2 million to the programme over three years. MIA is in discussions with the Government about potential support for the programme.

This new phase will help unlock greater value for our brand and the New Zealand red meat sector as a whole. It will be crucial in maintaining our relevance amid the intense competition in key markets like China.

'Amid the current challenging market conditions, it is crucial that we continue investing in marketing.'

NATHAN GUY,
CHAIR, MEAT INDUSTRY ASSOCIATION

The MIA and exporters will initially concentrate on China — a vital market for New Zealand red meat — with a customised programme designed to capture greater market value for farmers, companies, and the broader red meat sector.

Taste Pure Nature already has a presence in China, so this next phase will build on this by amplifying our presence and concentrating our resources in the China market.

The MIA team, in conjunction with our partners, is preparing for a launch in November to coincide with the China International Import Expo in Shanghai.

We are recruiting a marketing specialist with strong understanding of the China market and proven international meat marketing experience to lead the programme and we look forward to updating farmers later in the year. Doing nothing is not an option. ♦