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**DEER INDUSTRY CONFERENCE**  
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**Presentation by John Rabbitt**



## OLD FRIENDS - KEY ACCOUNT ...

### 1) Europe

- Metro
- Davigel

### 2) Utilise 'In Market' assets

- NZ Lamb Co - Cervena
- NZ Farmers (UK)

### 3) Product Range Extension 'One Stop Shop'

- M&S 'Exclusive'
- J Sainsbury





## NEW FRIENDS ...

### CHINA (15 - 20 years)

- ❖ In Market Partner - Grand Farms

#### Short Term – ‘Foot in the Door’

- ❖ Meat - Low Value - Diversification
- ❖ 5<sup>th</sup> Quarter - Bones, Soft Offal, Blood
- ❖ Co-products
- ❖ Quantify 5<sup>th</sup> Quarter - 7 to 10% increase in revenue per head

#### Medium to Long Term

- ❖ Move up the value chain
- ❖ Telling ‘our story’ - branded / added value



## INDIA (12 months) ...

- **Quality NZ**
- **NZ Inc Strategy**
- **Competitive Advantage - Cricket**



# WHAT WE HAVE ...

- 1) **Operational excellence**
- 2) **Finite resource**
- 3) **In-market investment**
- 4) **Tangible premium/true value**
  - **Deserved but not always achieved**





## **SPECIAL FRIENDS ...**

### **‘Passion to Profit Strategy’**

### **“Theory of Premiumisation”**

- ❖ **Create a premium through the brand - Cervena**
- ❖ **Selective (markets, customers, cuts - Topend)**
- ❖ **Premium Positioning**
  - **Diffentation strategy for Europe**
  - **Positioning ‘Story’ for China**
- ❖ **Collaborative**
  - **Joint marketing strategy**
  - **Shared resources**
  - **Logical**





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