

SILVER  
FERN  
FARMER

UPDATE 10 JUNE 2022

# Plate to Pasture Awards 2022

It has been great to celebrate our final two Regional Plate to Pasture Awards for 2022, with dinners in Hamilton and Paihia. The calibre of suppliers from this year's awards has been phenomenal, with all finalists showing an intimate understanding around what Silver Fern Farms and our consumers need from them as farmers.

Last week in the Bay of Plenty/Waikato region, congratulations went to Vicki & Leveson Gower from Stockland Trading Ltd as the overall Plate to Pasture winner for the region. The Gowers won the Prime Beef category and were finalists in both the Bull Beef and Lamb categories. Other regional category winners were Highlands Station Ltd (Bull Beef), Landcorp Mangimangi (Lamb) and Templeton Farms (Venison).

Then this week we celebrated our best farmer partners from the Northland region in Paihia. The regional winner was Pāmu Rangiputa Station, who also took out the Bull Beef category. Congratulations also to Pete & Rose Coles, who won the category for Prime Beef.

Over the next two weeks our judges will visit each of the regional winners, assessing their farming operations to determine our overall National Plate to Pasture winner for 2022. We look forward to celebrating the finalists and announcing the winner at the **Plate to Pasture Farmer Conference**, 4-6 July in Christchurch.



PLATE TO PASTURE  
FARMER  
CONFERENCE  
2022

Join our great lineup of guest speakers, plus industry leaders and our own in-house experts, to hear about the latest developments in our market-led sustainability work. We'll also host the Silver Fern Farms Boning Competition National Finals, and celebrate the Plate to Pasture Supplier Awards for 2022.

Guest speakers include: **Nadia Lim, Diana Rodgers, Hon. Tim Groser & Dame Valerie Adams**

Free to attend for all suppliers and shareholders.

[CLICK HERE TO REGISTER NOW](#)

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4-6 JULY 2022



## Beef

US market demand post-Memorial Day weekend has remained relatively flat, with pricing generally softer, likely reflecting a softening in consumer demand.

Another contributing factor is the increase in imports from South America, driven by strong exports from Brazil. Brazilian beef availability has kept grinding prices in check for some of the smaller burger chains in the US, who would typically also be active buyers of Australian and New Zealand beef.

Covid-19 restrictions continue to ease in Shanghai and the broader China market. South American product that has been held up at port is now starting to be freely released into

the market, which is leading to some price disruption as normal supply chain starts to resume within China. Market prices remain relatively stable, but product shipped through June-July arrives mid-Summer when demand is typically lower, so we may see some further easing in prices.

Other Asian destinations remain active for all frozen and chilled cuts.

European and Middle East markets are stable with good demand for chilled beef. We are seeing some retreat in pricing from recent highs for some of the aged frozen steak cuts.

Australian beef export volumes have lifted, with importers in Japan and Korea using this to negotiate lower pricing. The volume increase is more a correction from the low exports in April.



## Sheepmeats

Nervousness stemming from inflationary pressure continues across all global markets.

The rising cost of living (fuel, energy and food) is having a direct impact on disposable income and as a result we are seeing a “tightening of the belt” by consumers.

Retailers confirm the net effect of this is the trading down of products to cheaper options, which could impact on demand as the situation around inflation worsens.

We are hearing reports from some importers and distributors in the EU seeing business progressively slow, with orders being smaller in volume and more frequent – a sign that customers are looking to reduce their financial outlay and risk by carrying lower inventories. We expect this nervousness will continue to be reflected in pricing while demand and availability of product remain aligned.

On the flip side of this, Covid-19 concerns are almost non-existent in the UK nowadays with little mask wearing and lockdowns a distant memory. New Covid-19 cases are suggested to stay at home for 5 days if unwell, and return to work after that. Reporting is no longer mandatory, meaning daily reported cases will be greatly understated.

Similar conditions prevail in Europe, although mask wearing remains mandatory in public places. Given this the restaurant trade is showing a positive upswing as consumers eagerly dine out, and there is potential for these positive signs to build as the weather improves and holiday periods come into play. China too has seen some easing of restrictions, and this should continue so long as Covid-19 numbers continue to track in the right direction.





# Venison

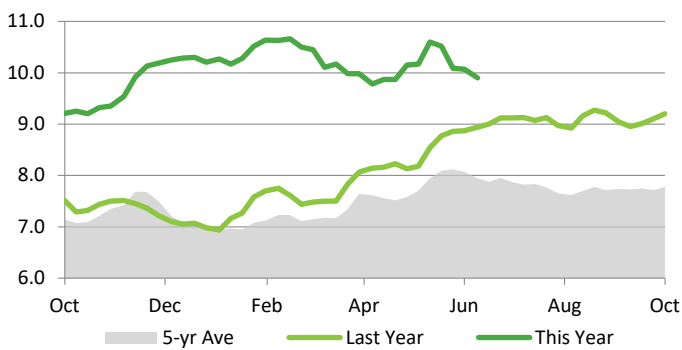
The status quo remains on the Venison front.

Chilled demand from Northern Hemisphere markets is holding at limited levels, and these volumes align with the reduced consumption of this protein typically seen through the warmer months. Our focus remains on servicing the frozen demand for customers looking to have this product arrive in market in readiness for the all-important EU Game Season consumption period. Demand for frozen remains steady into the EU, and pricing has continued to hold firm.

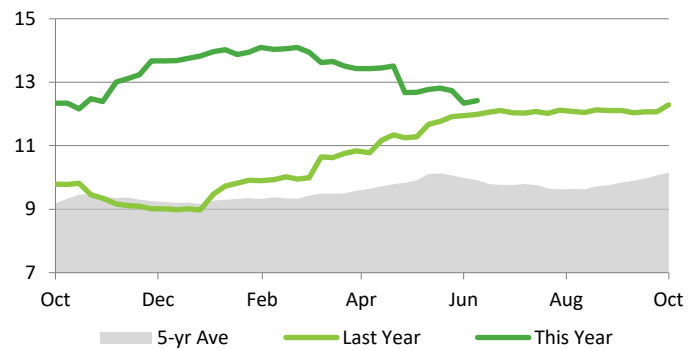
Negotiations around volumes for this period have commenced, and will continue for an extended period as customers look to evaluate the effects factors such as the ever rising cost of inflation and the Ukraine conflict may have on demand and conversely pricing.

The state of the global supply chain and the ability to move product into Europe remains key to the success of this period.

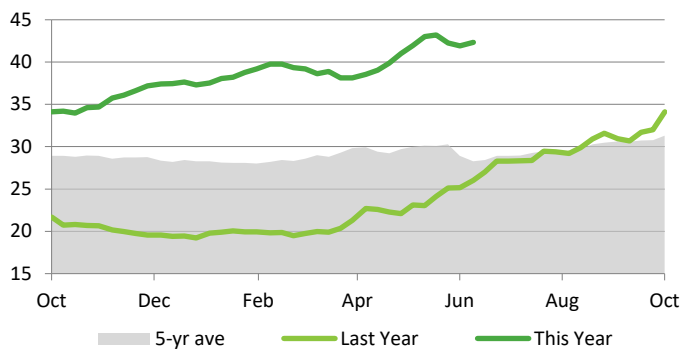
## US imported 95CL bull



## UK CKT lamb leg



## US French Rack



## Lamb Flaps

