

Plate to Pasture Awards: Regional Finals Underway

Celebrations are underway for the 2022 Plate to Pasture Awards, with the first two Regional Finals in Christchurch and Dunedin. This is our eighth year running the awards to acknowledge our best Silver Fern Farmers in each region. The finalists must show excellence in supplying quality livestock across a range of attributes that meet the needs of our consumers.

Congratulations to Craigmore Station (South Canterbury) who won the overall Plate to Pasture Award for the Upper South Island Region. Craigmore Station also won the Venison Category and were a finalist in the Lamb Category.

The other Upper South Island winners were Ashley & Rebecca Biggs (Prime Beef), Andrew & Nikki Newton (Bull Beef) and Craig & Fiona Tomlinson (Lamb).

In Dunedin our Lower South Island celebration was made even more special, as we celebrated the occasion at our newly refurbished Dunedin Hub.

Suppliers enjoyed the food experience that was delivered from our new in-house Innovation Kitchen, and it's fair to say they were suitably impressed with the upgraded facility.

Congratulations to Baker Farms Ltd who won the overall award for the Lower South Island Region (Prime Beef).

The other Lower South Island winners were Landcorp Waipuna (Bull Beef), Wohelo Ltd (Lamb), and Jeff Farm (Venison).



Above: Upper South Island winners Craigmore Station.
Below: Lower South Island winners Baker Farms Ltd.



Marking Lambs - Presentation Guidelines

To capture the maximum value for your lambs Silver Fern Farms suggests that you use a chalk raddle when marking lambs.

Spray raddle on lambs, particularly blue spray marker, is virtually impossible to clean out of a pelt. This downgrades the pelt from an A grade to a B or C grade, reducing the value of the pelt.

If you have any questions please get in touch with your local Livestock Rep.



The spray raddle is unable to be cleaned from this pelt resulting in a downgrade and loss of value.



Beef

The US beef market has continued to soften for imported grinding meat.

Cow slaughter is running at decade highs for this time of the year, due to widespread drought conditions across large parts of the cattle growing areas in the US. The cost of formulation for burger production currently favours domestic beef over imported, which is driving the lower pricing.

The China market remains disrupted with the Shanghai lockdown. City-wide restrictions continue to disrupt the supply chain, from port clearances to processing factories and all parts of the wholesale network. The Chinese Yuan has depreciated around 5% against the USD over the past few weeks, which could place some downwards pressure on pricing. Demand for beef fundamentally remains firm despite some of the current issues.

Other North Asian markets such as Japan and Taiwan continue to be well supported, with good demand across a broad range of cuts and grinding meat. Demand for chilled prime cuts continues to grow across foodservice and retail customers within each market.

The Korean market remains flat largely due to the impacts of Covid-19 affecting normal sales activity.

Australian cattle processing volumes are on track to lift from the end of 2022 and scale up to more normalised volumes from 2023. Additional cattle volumes will start to load up the supply chain (especially from 2023) which will likely create some readjustment to current pricing in key Asian markets.

Overall demand for chilled and frozen beef cuts across global beef markets remains stable.



Sheepmeats

There are signs from the EU that the purple patch we have been experiencing may be drawing to a close, as we start to hear our first murmur of discontent around pricing.

The uncertainty of the global economic situation, continued logistical challenges, the ongoing conflict in Ukraine and of course the ever present and changing Covid-19 situation continue to heap pressure on not only EU economies but those throughout the world.

The USA and Canada are both facing inflation levels nearing 7% (higher cost of living/food costs), increasing interest rates (affecting mortgages/rents), flattening house prices (reducing perceived wealth and with it consumer confidence) and sky rocketing fuel cost (have doubled since January 2021 in some cases), all very similar to what we are experiencing here in New Zealand.

Post-Easter chilled trade into the USA has seen weaker demand and pricing as consumers continue to trade down to more affordable forms of protein to help offset the ever increasing cost of living.

China continues to be hampered by the Covid-19 related restrictions and lockdowns. Port congestion appears to be improving however there is a way to go before normality resumes.

No change of substance on the mutton front with demand remaining relatively flat however in line with availability. We continue to experience some erosion to pricing from all main markets however this continues to be minimal and consistent with seasonal expectations.





Venison

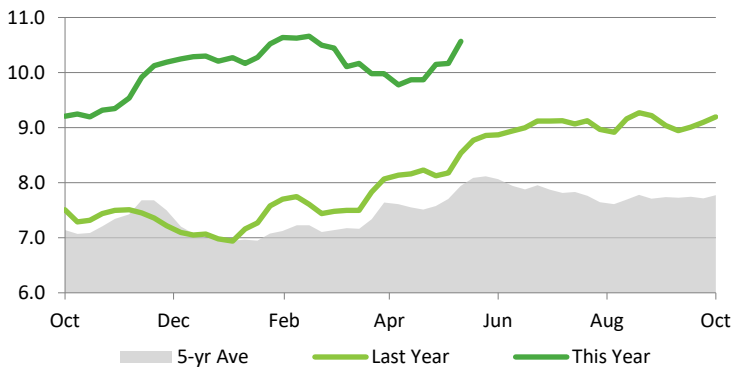
Our venison chilled business continues to perform above expectations in Europe, through what is considered the 'low season' in regards to consumption.

Whilst volumes remain relatively small we continue to see incremental gains across a number of specifications with pricing also very positive. Discussions continue on the all important chilled game season ,and later in May we will have members of the sales team in market for face to face meetings with our customers looking to conclude this business.

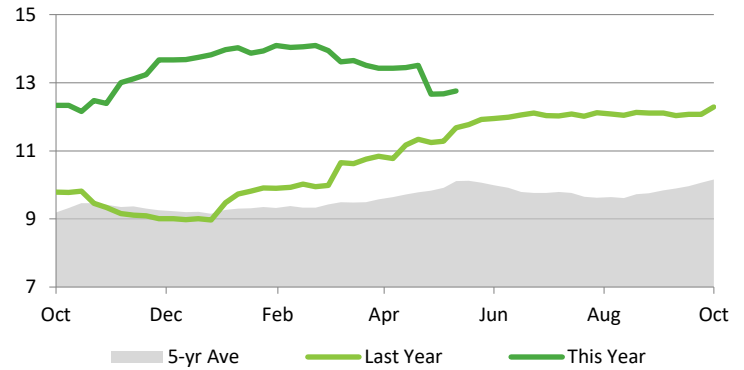
Continued logistical challenges remain a real threat to chilled game season business; the transit times for perishable goods remains critical to the success of these programmes and therefore a reliable service from our shipping partners will be paramount.

Frozen demand continues to build from all main markets. The EU continues to track above expectations with all channels contributing to the demand.

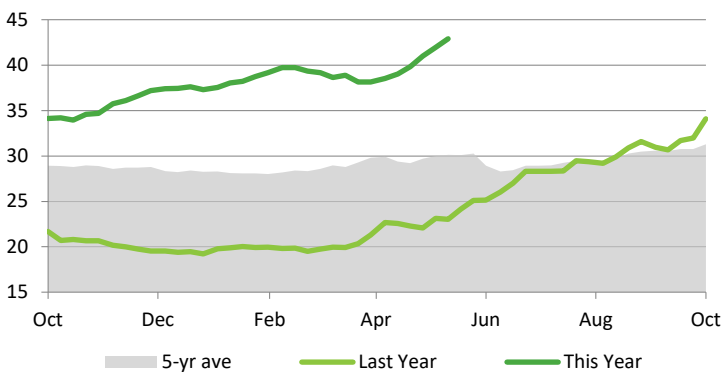
US imported 95CL bull



UK CKT lamb leg



US French Rack



Lamb Flaps

