

UPDATE 27 NOVEMBER 2020

Provenance Data Platform Launches

Silver Fern Farms joins key primary industry organisations as a member of the newly launched digital platform, Trust Alliance of New Zealand (TANZ). TANZ members will share their trusted data to prove the provenance of New Zealand produce and enhance its reputation and competitiveness in the global marketplace. New Zealand producers, growers, exporters, retailers and consumers will share trusted data, giving consumers provable trust by connecting them to New Zealand's value chain.

Silver Fern Farms is investing in new technology and partnerships to support our Transformation journey. Partnering with TANZ and our other traceability partners to digitally connect our supply chain will help us to deliver our traceability promises to our customers. This will be possible through sharing verified data and confirming the integrity of our product claims.

We need digital technology to improve compliance and assurance so we can back up these claims. This will protect



our market access, and lift consumer confidence by proving our food safety, food security and food quality claims.

Through our membership in TANZ common industry challenges are addressed by sharing data across the value chain in a trusted way, with the express permission of the data owner. The underpinning technology allows the implementation of new innovative solutions to solve these problems. You can read more about TANZ at www.trustalliance.co.nz

New Mutton Presentation Premium

As weaning begins and with the number of cull ewes increasing, we are seeing a large amount of Mutton arriving at plant unshorn, uncrutched and bellied.

This increases the risk of contamination which poses a significant risk to our business, so to encourage well-presented animals Silver Fern Farms will pay a Presentation Premium to cover shearing costs and ensure a safe, high-quality end product.

As of 30 November 2020, all Mutton killed on schedule will attract a \$4.00 per head Presentation Premium across New Zealand. This will only be paid on Mutton.

To receive the premium:

- **Under 4 months wool (25-65mm) needs to be crutched and bellied**
- **Over 4 months wool (over 65mm) needs to be fully shorn. Crutched and bellied with a full fleece will not get the premium**
- **Wool length under 25mm will be classed as shorn, but we would still require these to be crutched if dirty or daggy.**

The presentation premium may be removed at a future date.

Thanks to our suppliers for your support in ensuring a quality product.





South Otago Field Day

Silver Fern Farms and our 2019 Plate to Pasture Awards Overall Winners, Maurice and Renee Judson, warmly invite our farmer partners to attend an On-Farm Field Day at their South Otago property, "The Ranch".

Join the Judsons and a number of our directors, leadership team, sales and marketing, and livestock team for presentations, a farm tour and a delicious Silver Fern Farms feast.

[Click here to RSVP](#), and for more information talk to your local Livestock Rep.

Wistaria Co Ltd
"The Ranch"
On-Farm Field Day

1 December 2020
10:00am-2:00pm
406 Wingfield Rd, Balclutha

Managers:
MAURICE AND
RENEE JUDSON

Owners:
DR DAVID IVORY AND
WICHANEE RATANAPAN

[CLICK HERE TO RSVP IF ATTENDING](#)



Greg McSkimming, Nicola Johnson, Siobhan O'Malley, Wayne Langford and Justin Courtney at the Primary Industries Summit



Meat the Need Awarded Primary Industry Champions

Silver Fern Farms was proud to be in attendance at the MPI Primary Industries Summit this week to see Wayne Langford and Siobhan O'Malley, co-founders of Meat the Need, accept the Industry Champions Award. Wayne and Siobhan were generous in their praise of Silver Fern Farms and it was humbling to acknowledge the impact of our partnership. Congratulations Wayne and Siobhan!

Since launching in May this year, Meat the Need has provided over 300,000 meals to Kiwi families in need.

Heading into the Christmas season many of us look forward to time spent with our loved ones, normally around a big Kiwi feast. After an especially challenging year for many families our charity partner Meat the Need is working hard to ensure that all New Zealanders have access to quality red meat.

In our rural communities it can be hard to imagine growing up with food insecurity – not knowing for certain that there will be food on the table every day. Join a growing group of farmers who are bridging the divide, representing New Zealand's agricultural sector in a positive light, and helping to ensure that Kiwi kids aren't going hungry.

If you're interested in donating an animal to Meat the Need as part of your upcoming livestock booking, or you'd like to know more, get in touch with your local Livestock Rep, or contact our Customer Services team on 0800 362 362.

[Click here to watch our 'How to Donate' video.](#)

"New Zealand farmers feeding New Zealand families"



Auckland In-Market Tour 2020

Last week we were thrilled to host our 2019 Plate to Pasture Regional Winners to Auckland on a New Zealand In-Market Tour. In recognition of their wins Silver Fern Farms invites each winner to join us to learn more about the activity at other end of the supply chain.

This year we attended the Auckland Food show, where our Sales and Marketing teams were also working hard to share the Delicious Starts Here story with consumers (and sell a whole lot of retail product in the process).

We were privileged to be hosted for the evening by our 2018 Select Partnership Chef, Logan Coath, at his exclusive new waterfront restaurant Saxon + Parole. Logan talked the group through the extensive spread and shared many culinary insights, including why he chooses Silver Fern Farms product.

The group also learned about product placement and the many processes that happen behind the scenes to get product into restaurants and onto shelves with a visit to Bidfood’s foodservice distribution centre, and New World Vic Park.

Although our 2020 international market tour could not go ahead for obvious reasons we are delighted to have hosted a local tour to share these invaluable market experiences with our high-performing Silver Fern Farmers. We’re already looking forward to a 2021 tour with our 2020 Regional Winners, who will be hosted in Dunedin next week for the exciting announcement of our 2020 Overall Winner.



WEST COAST SUPPLIER ROADSHOW ADDED

Due to popular demand we have added a final Plate to Pasture Roadshow for our West Coast suppliers. Join us in Hokitika for a presentation followed by lunch on December 15.

Tuesday 15 December 11:00am-2:00pm Hokitika RSA



Beef

US demand for Beef leading into the Thanksgiving holiday period has remained firm.

Processors remain cautious as Covid-19 cases continue to increase across the US. Larger retail buyers continue to build inventory for Jan-Feb arrival.

Foodservice operators are facing a sharp decline in traffic due to Covid-19 and this is slowing demand for some imported foodservice items.

China imports continue to be disrupted at Tianjin port, due to customs enhanced testing and disinfection policy. Tianjin is responsible

for about 50% of China's imports. NZ and other country export shipments are being diverted to other ports for import clearance, which may cause wider congestion.

South America continues to struggle with dry conditions across the region, and consequently processing levels have begun to tighten. Its expected meat processors are likely to reduce capacity to match reducing cattle supply, which could see some reduction in exports to China.

Increasing Prime numbers are seeing some steak cut prices move lower as we move to a wider range of markets. European markets remain mostly inactive while Covid-19 restrictions stay in place.

Rainfall events across the North Island have slowed beef supply, making December tight for processing space.

The welcome relief of rain across the North Island has slowed beef flows into our plants, right at the time we are bringing on further capacity to ensure we are running at full speed in the coming weeks. Training our staff for the season ahead is a big focus for our plant teams right now. Caution is needed at farm level, as the deferral of Beef will likely mean December is going to be very tight for processing space. We encourage you to work with your Silver Fern Farms Livestock Representative to plan your supply intake now, to avoid upcoming processing space congestion and likely schedule drops.



Sheepmeats

Chilled business continues to see good demand globally but Covid-19 still hampers some markets, making trading difficult.

Congestion at Chinese ports is the main concern for exporters as increased security and inspection measures take effect and container movements slow as a result. Increased livestock availability, and therefore production, will see an increase in container numbers heading to market placing additional pressure on authorities to quickly rectify this situation as we enter a critical supply period and inventory build in preparation for the Chinese New Year consumption period.

Over supply from other producer countries has slowed retail and affected pricing in parts of the Middle East, although this is countered by a resurgence in business for other countries as operating restrictions continue to lift.

We continue to trade well on the chilled front across Europe/UK and North America. Frozen remains soft in the US and Canada, and the market is soft but improving in Europe, with positive signs for 2021 across all markets. Planning is well underway for the Easter promotional period which falls earlier in 2021, and Chilled Leg production commences immediately after our plants return from their Christmas breaks.



Venison

Whilst all markets remain relatively flat we have made some positive inroads recently, continuing to work with our in-market customers to stabilise pricing and build demand.

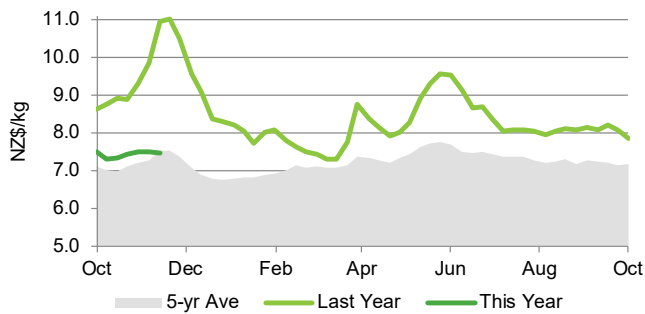
Covid-19 has had a devastating impact on the foodservice industry – the channel through which a large percentage of Venison makes its way to the consumer – and for frozen goods this situation remains unchanged.

Our EU chilled customers have performed admirably under what have been very trying market conditions, and with about a

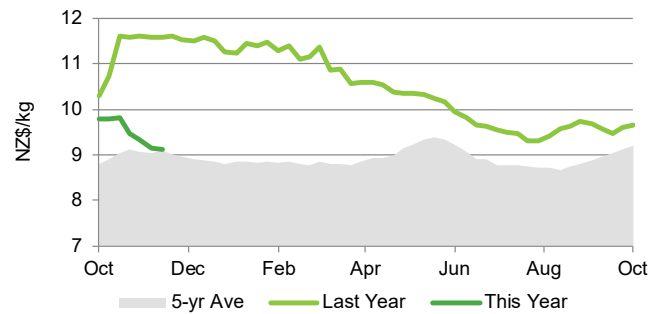
month remaining of the traditional ‘game’ consumption period, we are pleased to hear that sell-through has run in accordance with sales targets.

There’s plenty happening in the Venison space in regard to product offerings, formats, channels to market, in-market activity and capitalising on the potential shown from emerging markets such as China. We were pleased with the positive reaction to our two new Venison retail products at the Auckland Food Show last week and hope to see growing consumer interest in Venison as a home-cook product.

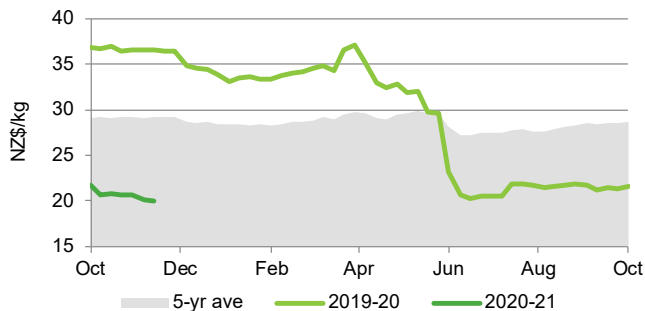
US imported 95CL bull



UK CKT lamb leg



US French Rack



Lamb Flaps

