

— FOR THE LOVE OF —
Ethically Farmed
— HEALTHY LAMB —



LAMB
SUPPLY
PROGRAMME
2022

KEY DATES

NAPIER SUPPLY OFFER MEETING

Monday 27th Sep 2021
3.00pm at East Pier Hotel

RANGATIRA SUPPLY OFFER MEETING

Tuesday 28th Sep 2021
10.00am at Rangatira Golf Club

GREYTOWN SUPPLY OFFER MEETING

Tuesday 28th Sep 2021
3.30pm at South Wairarapa
Working Men's Club

EKETAHUNA SUPPLY OFFER MEETING

Wednesday 29th Sep 2021
10.00am at Eketahuna Inn

WAIPUKURAU SUPPLY OFFER MEETING

Thursday 30th Sep 2021
3.30pm at River Park Event Centre

GISBORNE SUPPLY OFFER MEETING

Monday 4th Oct 2021
3.00pm at The Works

ANNUAL COMMITMENT FORMS DUE FOR 2022 SEASON

7th November 2021

MID-YEAR REVIEW DUE

8th May 2022

FINAL REVIEW DUE

18th September 2022

OUR STORY STARTED IN 1989 WITH TWO RANCHERS AROUND A FAMILY TABLE IN THE ROLLING HILL COUNTRY OF NEW ZEALAND AND THE BELIEF THAT GOOD FOOD BRINGS PEOPLE TOGETHER.

One hundred ranchers, thousands of families, countless meals and 30 years later, we still believe that extraordinary lamb eaten together creates meaningful connections and lasting memories.

Atkins Ranch is focused on delivering consistent and sustainable returns to our family of ranchers and shareholders. We make this happen through focussing solely on what we know best – the USA market. In fact we know it so well, many of our family members call San Francisco, California their home.

OUR MANIFESTO

OUR ANIMALS

1

RAISED IN ACCORDANCE
WITH THE PRINCIPLES
OF NATURE.

2

GRAZED IN WIDE OPEN
SPACES ON A 100% GRASS
FED DIET, 365 DAYS A YEAR.

3

REARED ON NATURAL
INGREDIENTS ONLY:
SUNSHINE, RAIN, HEALTHY
SOIL AND GRASS.

OUR PEOPLE

1

SUPPORTING OUR RANCHING
FAMILIES WHO PRESERVE
AND PROTECT THEIR LAND.

2

CARING FOR OUR EMPLOYEES,
THEIR FAMILIES AND THE
COMMUNITIES WE WORK IN.

3

PASSIONATELY PROVIDING
NATURAL, HEALTHY AND
TASTY LAMB TO YOUR FAMILY.

OUR PLANET

1

NURTURING
THE HEALTH
OF OUR SOILS.

2

PRESERVING AND
ENHANCING BIODIVERSITY
AND NATURAL ECOSYSTEMS.

3

REDUCING
WASTE.



MARKET CRITERIA

IT IS OUR VISION TO SUPPLY LAMB, AS SPECIFIED BY THE MARKET, TO DISCERNING CUSTOMERS ALL YEAR ROUND. IN ORDER TO DO THIS WE MUST BE RIGOROUS IN OUR APPROACH TO OUR IN-MARKET CLAIMS.



**AS A
MINIMUM
ALL LAMBS
SUPPLIED
MUST BE:**



100% GRASS FED

Never been fed grain.
Never been on a feedlot.
Never been fed any
feed containing animal
by-products.



ANTIBIOTIC FREE

Never been
administered
antibiotics or artificial
growth hormones.



NON-GMO PROJECT VERIFIED

Never ingested feed
from genetically
engineered grasses.



LIFETIME TRACEABILITY

All lambs must be supplied on an
Atkins Ranch or PML ASD Form.
Finishing lambs must have the
Atkins Ranch antibiotic free status
and 100% grass fed declaration
from the farm of origin kept on file.



THIRD PARTY VERIFIED

All producers must have
on farm Quality Assurance
to either the Atkins Ranch
G.A.P Step 4 or Progressive
Meats NZFAP certification.

MARKET OPTIONS



OUR WHOLE FOODS MARKET PRODUCER GROUP IS FOCUSED ON SUPPLYING CHILLED LAMB TO OUR KEY CUSTOMERS IN THE USA. THE PRODUCER GROUP PROVIDES YOU WITH THE OPPORTUNITY TO ‘EFFECTIVELY’ BECOME THE EXPORTER WITH ASSOCIATED OWNERSHIP, RISK AND MARGINS AND BE REWARDED WITH AN END OF SEASON MARKET RELATED POOL PAYMENT (SUBJECT TO PERFORMANCE). THE SUPPLY PERIOD FOR THE PRODUCER GROUP “POOL” IS FROM 3RD JANUARY 2022 THROUGH TO 30TH DECEMBER 2022.



THIS PROGRAMME IS FOCUSED ON SUPPLYING THE US RETAIL READY MARKET. FURTHER PROCESSING OF THIS PRODUCT OCCURS AT ATKINS RANCH FREMONT BEFORE RETAIL DISTRIBUTION. THESE LAMBS ARE NOT REQUIRED TO BE ATKINS RANCH G.A.P STEP 4 CERTIFIED.

PROGRAMME CRITERIA



Atkins Ranch Quality Assured to a minimum of Global Animal Partnership Step 4.
Meet the Market Criteria (page 5).



Carcass Specification:
18.0-25.9KG
4-20MM GR

Payment of 100% of the weekly schedule price will be made when sales receipts are received (approximately 6-8 weeks after slaughter).
Share of the pool, paid by mid-February 2023.

PROGRAMME CRITERIA



All producers must be at a minimum NZFAP Quality Assured to the Progressive Meats Standard.
Meet the Market Criteria (page 5).



Carcass Specification:
16.0-23.9KG
4-20MM GR

A competitive weekly schedule will be printed at the end of each week for the following weeks supply.
Payment in full is made 14 days after processing.

G.A.P STORE LAMB SUPPLY



As part of our G.A.P lamb supply into the USA market we need G.A.P store lamb producers to continue the G.A.P accreditation from birth, to our finishers, through to market. This option enables you to be part of the family without having to supply prime lambs to slaughter. If you want to receive direct market feedback about the product

you are producing and feel like you are involved in something bigger, this option could be for you. To assist our producers keeping store lambs in the family, we have developed a store lamb dashboard. This is a transparent listing platform for available and wanted G.A.P accredited ewes and lambs, sent out to the producer group twice a week. Talk to one of our livestock team to find out more.

FIXED PRICE CONTRACTS



Atkins Ranch may offer fixed price options at any point during the year. As we have strong relationships with our retail customers and the price we receive is set in advance, we are able to buy currency at any point in the year to offer you a set price for your supply.

PROGRAMME FEATURES



PROGRAMME SPECIFIC BONUS PAYMENTS 2022

Prices are based as at the schedule of the week when offer printed.

			CONTACT AND COMPLETE	WOOL NAD PELT	DRAFTER REBATE	COMMITMENT BONUS	WHOLEFOODS PRODUCER GROUP POOL PAYMENT
Meat \$/Kg x CCS Weight \$9.80	20Kg	\$196.00	Deliver >85% of confirmed tally	Based on Weekly Schedule @0.5kg wool		Monthly Variations September Example	Market Premium returned on completion of season
Less K&P Fee		\$10.05					
Less Procurement Charge		\$1.50					
Less Beef & Lamb Levy		\$0.70					
Less MPI Inspection Fee		\$2.15					
\$/Head		-\$14.40	\$0.50	-\$0.98	\$1.50	\$1.31	PLUS SHARE OF POOL
Nett \$/Head		\$181.60	\$182.10	\$181.12	\$182.62	\$183.93	
Nett \$/Kg		\$9.08	\$9.10	\$9.06	\$9.13	\$9.20	

COMMITMENT BONUS

\$/Head for month specified:

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AVERAGE RATE \$	1.05	0.59	0.50	0.50	0.55	1.05	1.60	1.72	1.31	1.80	1.72	1.60

COMMITMENT BONUS

To be eligible for the commitment payment suppliers must commit lambs before the closing date(s) and supply at least the number committed. Payment will be weighted depending on supply week to reflect the annual supply curve. There is no Commitment Bonus paid on Mutton.

CONTACT & COMPLETION

To be eligible for this payment, producers must confirm bookings by Wednesday evening of the week prior to delivery and deliver 85% or more of their confirmed number. Achieving this producers will be rewarded \$0.50 per head.

\$/L DRAFTING PAYMENT OPTIONS

We believe in full transparency between producers, agents and ourselves. In line with these beliefs we offer options to suit all producers' livestock drafting preferences.

Stock Agent - By electing your chosen stock agent to be your drafter they will be responsible for drafting livestock, booking and confirming livestock on time, and organising trucking to the plant once delivery time is confirmed by Progressive Meats Ltd. The agent will undertake all communication with yourself and the booking office, and will receive \$1.50 per head.

Own Agent - All functions undertaken by a stock agent are completed by the producer. These include booking and confirming livestock, drafting livestock (including milk lambs) and organising trucking to plant once delivery time is confirmed by Progressive Meats Ltd. Producer will receive \$1.50 per head. It is important to note this can be a demanding role. Producers will be expected to operate at the same standards that we expect of our agent partners.

Self Drafter - The producer may decide to draft their own stock but utilise their agent for logistics and time coordination. This function allows the producer to share this payment with their agent at \$0.75 cents per head each.

To be eligible for either of the Own Agent or Self Drafter options the producer must complete two drafts where at least 90% of the lambs are in specification for the relevant supply programme. Prior to changing your current arrangement we expect that you will have had a discussion with your respective agent. The option you select needs to be indicated on your commitment form and will be confirmed for the season (a producer cannot swap between options during the season).

COMMITMENT REVIEW

There will be a mid-year review, which will be due on the 8th May 2022 and a final review for the season which is due on the 18th September 2022. Producers are able to review and increase their original committed tally at any point up until the final review on the 18th September 2022. At this point committed tallies are finalised for the season.

SPACE ALLOCATION

The preferential booking system will be based on the following criteria to allocate space during peak periods. The Best Producer rankings will be used in conjunction with this to ensure our best performing producers secure their slaughter space requirements.

PREFERENTIAL RANKING FOR BOOKING

1. Whole Foods Market Producer Group Atkins Ranch (Heavy Lambs Ltd) shareholder.
2. Whole Foods Market Producer Group producer.
3. Retail Ready Programme Atkins Ranch (Heavy Lamb Ltd) shareholder.
4. Retail Ready Programme producer.

HEAVY LAMBS LIMITED

We encourage all suppliers to be shareholders to provide "ownership", focus and commitment to the satisfaction of our customer's needs to mutual benefit. Heavy Lambs Limited has a shareholding in Atkins Ranch and currently has shares available for suppliers to purchase. As a shareholder you get priority booking for peak season processing space and the shareholder dividend, when coupled with the Whole Foods Producer Group pool payment, makes the combined shareholder/supplier return very attractive.

If you are interested in purchasing Atkins Ranch shares, please make contact with Bryan Dew on 027 431 1634.

KILL SUMMARY

Your kill summary will be available the first working day after kill via email.

ELECTRONIC ANIMAL STATUS DECLARATION (eASD)

Progressive Meats has adopted the OSPRI eASD app on plant which improves efficiencies on farm and at plant level. It is now a requirement that all farmers use eASD when sending lambs to Atkins Ranch. Failure to use eASD, without prior arrangement, may result in a 5c/kg penalty.

CUTTER GRADES

Cutters with minor carcass damage are not downgraded to the Out of Spec grade. These carcasses will be paid at the grade price into which they fall.

TRANSPORT

Suppliers pay for the transport of lambs to the plant and are paid a transport rebate on the kill sheet. This way the producer can utilise the carrier of their choice. Wherever possible loads will be co-ordinated for economic truck loads.

MUTTON

Atkins Ranch is provided mutton space through our close working relationship with Te Kuiti Meat Processors. Mutton space is available through Te Kuiti Meat Processors commitment programme with a portion of this mutton processed by Progressive Meats in Hastings. Space is allocated using the preferential booking system (in conjunction with the best producer ranking).

FROM FARM TO FORK, THE LABEL CONSUMERS TRUST



**GLOBAL
ANIMAL
PARTNERSHIP**

WHO IS G.A.P.?

GLOBAL ANIMAL PARTNERSHIP (G.A.P) IS ONE OF THE LARGEST ANIMAL WELFARE FOOD LABELLING ORGANISATIONS GLOBALLY. WE BELIEVE THAT MEANINGFUL LABEL CLAIMS, VALIDATED BY THIRD-PARTY FARM AUDITS, ARE KEY TO INFLUENCING THE INDUSTRY, RAISING CONSUMER EXPECTATIONS, AND CREATING LONG LASTING CHANGE.

WHAT DO THEY DO?

G.A.P develops comprehensive animal welfare standards that are based in science, and then uses independent third-party certifiers to audit each and every farm in the program. G.A.P feels that this level of transparency and integrity is important to consumers as they look for and purchase products with the G.A.P label.

ATKINS RANCH & GLOBAL ANIMAL PARTNERSHIP

Atkins Ranch are embracing this concept in its entirety. We have aligned with the G.A.P Pasture Raised standard by recognising this level of welfare is highly sought after by USA consumers and is aligned with New Zealand farming practices.

WHY TAKE PART

- Access into the Whole Foods Market Producer Group and the ability to participate in the end of season market pool payment.
- The ability to sell your store lambs within 'the family'.

All costs of the auditing and certification of your properties will be covered by Atkins Ranch. For further information on the G.A.P programme please contact one of the supply team.

416M ANIMALS G.A.P CERTIFIED
3900 FARMS G.A.P CERTIFIED
5000 OUTLETS CARRYING G.A.P CERTIFIED PRODUCTS
1200+ PRODUCTS AVAILABLE ARE G.A.P CERTIFIED



OUR COMMITMENT TO THE ENVIRONMENT



IN 2019 ATKINS RANCH PARTNERED WITH SAVORY INSTITUTE, INVESTING TO BECOME A FRONTIER FOUNDER OF SAVORY'S LAND TO MARKET PROGRAM TO PROMOTE AND SUPPORT REGENERATIVE PRODUCTION OF LAMB MEAT AND BY PRODUCTS.

Atkins Ranch entered into an initial pilot phase by establishing a pilot group of 23 producers to be involved in undertaking Savory's Ecological Outcome Verification on farm (EOV). EOV measures the indicators of ecosystem functionality in order to ascertain the overall health of the land and grazing systems that support production of their lambs. The program takes real-world assessment of soil health and sequestered carbon, water infiltration rates, and biodiversity. By utilising Land to Market's Ecological Outcome Verification, Atkins Ranch is able to provide enhanced assurance to our consumers that they are eating verified regenerative lamb raised with the highest animal welfare and environmental standards.

IN 2021 ATKINS RANCH WAS AWARDED THE REGENERATIVE AGRICULTURE COMMITMENT AWARD FROM WHOLE FOODS MARKET FOR OUR COMMITMENT TO HOLISTIC FARMING AND GRAZING MANAGEMENT PRACTICES THAT IMPROVE SOIL, ENHANCE BIODIVERSITY AND INCREASE CARBON CAPTURE.

This is one of a few awards recognised by Whole Foods Market at their annual supplier awards. Something Atkins Ranch is extremely proud of achieving. This could not have been achieved without our suppliers and our collective involvement with Savory Institute.



1/3

OF EARTH'S SURFACE IS GRASSLAND



70%

OF THE WORLD'S GRASSLANDS HAVE BEEN DEGRADED



13M

HECTARES ARE CURRENTLY REGENERATING



PRODUCER AWARDS



IN LINE WITH OUR COMMITMENT TO BRING OUR PRODUCERS AND THE MARKETPLACE TOGETHER, ALL PRODUCERS ARE ELIGIBLE TO WIN A TRIP FOR TWO TO THE USA TO VIEW THE MARKET POSITIONING OF ATKINS RANCH LAMB WITHIN OUR KEY RETAILERS.

HOW TO WIN

The below criteria is used for the selection of our Atkins Ranch Producer of the Year. Please note the USA market trip can only be won once by the same producer within a four year cycle. The trip must be taken in the following calendar year at a mutually convenient time to the team in America and the Best Producer.

COMPONENT		WEIGHTING
YEAR ROUND SUPPLY	Feb – May @ 1% each month supplied, Oct, Jan, Jun @ 2% each month supplied, Nov-Dec, Jul-Sep @ 4% each month supplied	30%
CERTAINTY OF SUPPLY TO SPECIFICATION	In-full & on-time – supply to commitment	20%
LOYALTY	3% per year supplied, over past 5 years	15%
VOLUME	% in proportion to number of lambs supplied – to max of 5000 lambs	15%
TOTAL		100%

IN SPEC AWARD

This award is to celebrate an individual who is able to consistently draft lambs to our program specific carcass specification. It is awarded on the highest % of lambs drafted in spec over all lambs supplied in the 2022 season. It will be awarded to the drafter on farm i.e agent, farm manager, or shepherd. To be eligible for this award you must supply a minimum of 500 lambs over at least six months of the year.

DRESS OUT YIELD AWARD

An award will be presented at the 2022 Producer of the Year awards dinner to the producer achieving the highest Dress Out Yield over their lambs supplied in the 2022 season. To be eligible for this award you must supply a minimum of 500 lambs over at least six months of the year.



OUR FAMILY VALUES

LET'S BE HONEST
HONESTY AND
TRANSPARENCY ARE KEY TO
ALL OUR RELATIONSHIPS.

**MOTHER NATURE
KNOWS BEST**
OUR LAMBS ARE 100%
GRASS FED ON GMO
FREE PASTURE WITH NO
ADDED ANTIBIOTICS OR
HORMONES.

IT'S GOOD TO BE GOOD
WE DELIVER, NATURAL,
HEALTHY, SAFE AND
NUTRITIOUS LAMB THAT'S
FULLY TRACEABLE TO OUR
RANCHES.

RESPECT GOES A LONG WAY
WE TEND TO OUR ANIMALS
AND LAND WITH CARE SO
THAT THEY'LL BE THERE FOR
YEARS TO COME.

STRIVE TO BE BETTER
WE HAVE EXCEPTIONALLY
HIGH ANIMAL WELFARE
AND ENVIRONMENTAL
STANDARDS, AND UPHOLD
THE HIGH COMPLIANCE
REQUIREMENTS.

HOWDY NEIGHBOUR
WE'RE JUST AROUND THE
CORNER, EVEN THOUGH
OUR LAMB COMES FROM A
WORLD AWAY.

IT PAYS TO BE FAIR
WE VALUE PASSION
AND INTEGRITY IN
OUR RANCHERS AND
ENSURE THEY RECEIVE A
SUSTAINABLE RETURN.

**“ANIMAL WELFARE
AND GOOD FARMING
GO HAND IN HAND.
LAMBS NEED TO BE
STRESS FREE AND
WELL FED. WE LIKE
THE ATKINS RANCH
TEAM APPROACH
TO LAMB SUPPLY.
WE'RE RECOGNISED
FOR A GOOD PRODUCT
AND WE TAKE PRIDE
IN THAT.”**

JAMES MEAD, AWAPAI STATION



DO YOU KNOW YOUR NUMBER?

BY THE END OF 2022 ALL NEW ZEALAND FARMERS RUNNING 80HA OR MORE WILL NEED TO KNOW THEIR FARM'S GREENHOUSE GAS EMISSIONS AND HAVE A PLAN TO MONITOR AND MEASURE THEIR EMISSIONS.

THESE GOALS HAVE BEEN SET TO PROVIDE AN ALTERNATIVE TO THE EMISSIONS TRADING SCHEME WHICH APPLIES A BLANKET TAX THAT DOESN'T RECOGNISE WORK BEING COMPLETED ON-FARM.

VISIT GHGNUMBER.CO.NZ FOR MORE INFORMATION AND TO LINK TO THE BEEF+ LAMB NEW ZEALAND CALCULATOR TO FIND OUT YOUR FARM'S NUMBER.



LAMB COMMITMENT FORM

Please complete and return by Sunday 7th November 2021

PRODUCER / MANAGER NAME:

Trade Name:

Address:

Phone Number:

Email Address:

Transport Company:

Drafting Rebates:
(please circle your preferred option)

STOCK AGENT **OWN AGENT** **SELF DRAFTER**

Agent's Name:

Sign: Date:

Please circle supply programme:



	WC	WC	WC	WC	WC	
JAN	3 Jan	10 Jan	17 Jan	24 Jan	31 Jan	TOTAL
FEB	7 Feb	14 Feb	21 Feb	28 Feb		TOTAL
MAR	7 Mar	14 Mar	21 Mar	28 Mar		TOTAL
APR	4 Apr	11 Apr	18 Apr	25 Apr		TOTAL
MAY	2 May	9 May	16 May	23 May	30 May	TOTAL
JUN	6 Jun	13 Jun	20 Jun	27 Jun		TOTAL
JUL	4 Jul	11 Jul	18 Jul	25 Jul		TOTAL
AUG	1 Aug	8 Aug	15 Aug	22 Aug	29 Aug	TOTAL
SEP	5 Sep	12 Sep	19 Sep	26 Sep		TOTAL
OCT	3 Oct	10 Oct	17 Oct	24 Oct	31 Oct	TOTAL
NOV	7 Nov	14 Nov	21 Nov	28 Nov		TOTAL
DEC	5 Dec	12 Dec	19 Dec	26 Dec		TOTAL
TOTAL SUPPLY						

CONDITIONS OF SLAUGHTER

DELIVERY OF STOCK

- All stock arriving at Progressive Meats must be accompanied with a pre-sent electronic ANIMAL STATUS DECLARATION form.
- Trucking delivery times must be adhered to. If a problem does occur we would appreciate if the plant is advised as soon as possible to minimise disruptions.
- Additional stock arriving over and above the number confirmed must have plant approval. Excess numbers that cannot be accommodated will be returned to the producer at their own cost.
- No stock with excessive dags, dirty bellies, muddy purse etc will be accepted for slaughter and will be returned to the producer at their own cost.
- Lambs that require more than one wash will be deducted \$1.50 per head.
- No lambs which have been treated for Johnes Disease will be accepted for slaughter.
- No horned animals will be accepted for slaughter.
- No merinos will be accepted for slaughter without prior approval.

TRANSPORTATION OF STOCK

- Stock must be fit to travel and must not be lame. A sheep is deemed lame if the animal is not weight bearing on one or more limbs when moving or standing; or the animal has difficulty walking and holds its head below its backline almost continuously.
- Stock must be emptied out for a minimum of four hours prior to trucking or, depending on the season and feed conditions, the same time as required for penning up for shearing.
- Refer to the Fit for Transport App by MPI if you are unsure about transporting stock.

INFORMATION USE

- The information you have supplied will be seen by others in an abridged form and used in the scheduling and planning of the daily slaughter requirements of the plant.

RETURN ADDRESS

Supply Office
PO Box 36
Hastings 4156
0508 887 788



Keep Connected!
Follow us on Facebook and
Instagram by searching
"Thetoppaddock"



OUR PARTNERS

BY CHOOSING TO SUPPLY ATKINS RANCH YOU DIRECTLY BENEFIT THROUGH OUR PARTNERSHIPS WITH INDUSTRY SPECIALISTS. WE ARE PROUD OF THE PARTNERSHIPS WE HAVE BUILT OVER THE YEARS AND ARE CONSTANTLY LOOKING FOR NEW OPPORTUNITIES TO PROVIDE THE HIGHEST RETURNS TO YOU- OUR SUPPLIER.



We regularly offer the opportunity for our suppliers to join us on a one day excursion to visit our local partners. This allows you to have full transparency in the processing of your animals and their by-products post the farm gate. From this you gain an insight to the true additional value our partners are delivering to you. Interested in joining us? Let the Livestock team know.

JOIN OUR FAMILY

If you would like to join us raising lamb as nature intended – 100% Grass Fed and Free to Roam on Pasture in Fresh Air and Sunshine – we would love to talk. Contact us to have a chat and find out more.

SUPPLY CONTACTS

Karen Atkins
Livestock Supply Co-Ordinator
karen.atkins@atkinsranch.com
027 444 1033

Supply Office
0508 887 788
livestock@progressivemeats.co.nz

COMPANY CONTACTS

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