



MEAT INDUSTRY iSIGHTS

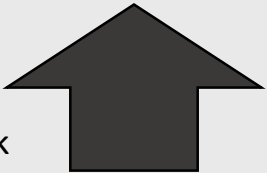
Insight information provided to
29/04/2017

Information detailed is an Industry
snapshot of our observations

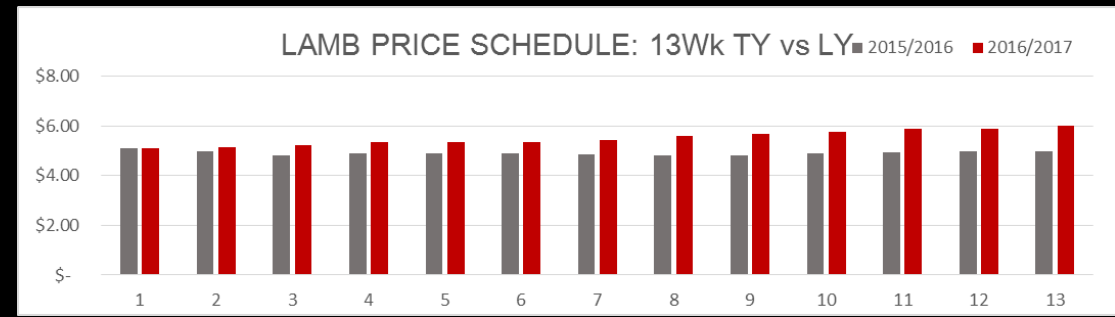
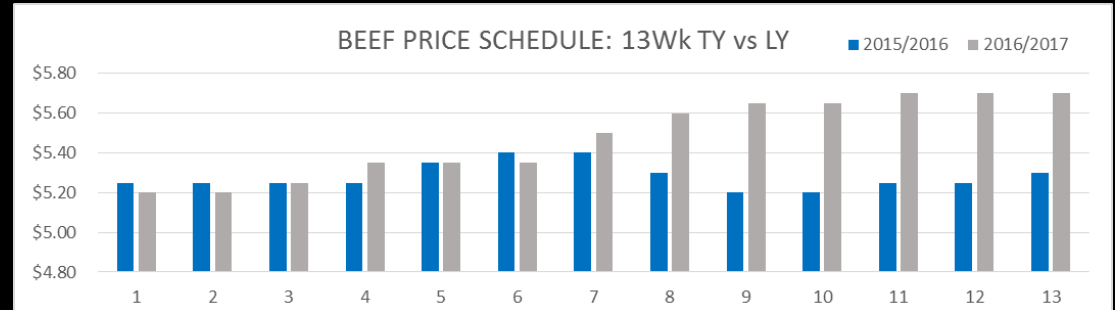
KWM WEEKLY TONNAGE SOLD:

ALL MEAT VARIANTS:

- 127,3869kg
- +4.4% vs previous week



MEAT SCHEDULE FOR PAST 13 WEEKS COMPARED TO PREVIOUS YEAR:



MARKET COMMENTS:

- “MEAT” the movie is in cinemas around the country from today. Apparently it is a great watch and offers some interesting insights into the realities of commercial farming. Check out <http://www.stuff.co.nz/entertainment/film/76837619/meat-film-the-modern-story-of-the-animals-we-eat> for more details.
- The lamb schedule reached \$6 and has had a direct impact on cut pricing. Lamb Square Cuts in particular have seen a large increase in recent weeks