

For Six Month Period Ending JAN 8 1990
(Insert date)

Name of Registrant New Zealand Meat Producers Board Registration No. 2526

Business Address of Registrant
1110 N Glebe Road Suite 580
Arlington VA 22201

I--REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

2. Explain fully all changes, if any, indicated in item 1.

Relocated office from NY to VA

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
Barrie G. Saunders	Director	30 Sept 1989

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 INTERNAL SECURITY
 REGISTRATION DIVISION

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
Lawrence I. Bryant	1319 Ozkan St McLean VA	New Zealand	Director	20-9-89

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

NEW ZEALAND MEAT PRODUCERS BOARD

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

NEW ZEALAND MEAT PRODUCERS BOARD

SEE PAGE 10a AND 10b ADDITION TO THIS STATEMENT FOR ELABORATION

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE PAGE 11 ADDITION TO THIS STATEMENT FOR ELABORATION

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).
⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE PAGE 15a ADDITION TO THIS STATEMENT FOR ELABORATION

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

NA

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches

NA

Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

NA

21. What language was used in this political propaganda:

- English
- Other (specify) _____

NA

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes No

NA

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

NA

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes No

NA

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes No
- Exhibit B⁷ Yes No

NA

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

NA

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

[Handwritten Signature]
LAWRENCE I BRYANT

Subscribed and sworn to before me at 1110 N GLEBE RD ARLINGTON VA 22201

this 9th day of January, 19 90

[Handwritten Signature: Maria E. Rover]
(Signature of notary or other officer)

My Commission Expires Apr. 30, 1993

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

ATTACHMENT IN ELABORATION OF ITEM 11

THE NEW ZEALAND MEAT PRODUCERS BOARD IS A STATUTORY BOARD OF NEW ZEALAND, WITH A REPRESENTATIVE IN NEW YORK. IT IS A BOARD REPRESENTING THE MEAT FARMERS OF NEW ZEALAND. I, THE UNDERSIGNED, HAVE BEEN TEMPORARILY SECONDED TO ARLINGTON VA OFFICE TO MANAGE ITS AFFAIRS.

PRIMARY FUNCTIONS ARE AS FOLLOWS:

(A) TO OBSERVE, MONITOR AND REPORT ON THE MEAT MARKET IN THE USA AND CANADA. THIS FUNCTION BEING PARTICULARLY RELATED TO IMPORTS OF NEW ZEALAND MEAT INTO THE USA AND CANADA.

(B) TO ASSIST TRADE INQUIRIES FOR NEW ZEALAND MEAT.

(C) TO LIAISE WITH THE NEW ZEALAND EMBASSY, CONSULATES, AND TRADE COMMISSIONERS, AND OUR ATTORNEY ON ANY DEVELOPMENTS THAT MIGHT AFFECT NEW ZEALAND MEAT.

(D) TO ASSIST TRADE AND FARMING VISITORS FROM NEW ZEALAND.

(E) TO LIAISE WITH FARMER BODIES IN THE USA AND CANADA, SUCH AS CATTLE AND SHEEP FARMER ORGANISATIONS; AND ALSO MEAT TRADE ASSOCIATIONS.

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SUPPLEMENTAL STATEMENT
 PERIOD ENDING 8 January, 1989

Attachment in elaboration of Item 15A.

B. Saunders	
Minneapolis - Beef Board	\$NO CHG
Los Angeles - National Livestock & Mt Bd	1,850
Houston - Trade Show	790
Charleston - Cuninary Convention	650
Chicago - MICA Convention	1,850
Several trips to DC - Trade Matters	900
Several trips to DC - Relocation	1,280
Several trips to New York City to meet with various industry reps & PR firm	850

P. Gianotti	
Chicago - MICA Convention	\$1,450
Ottawa - CMIC Meeting	970
Los Angeles - Taco Bell Meeting	950
Several trips to DC - Relocation	1,190
Several trips to New York City - trade visits & PR firm	300

L. Bryant	
Chicago - MICA Convention	\$1,380
NY/Ottawa - trade and Government visits	1,250
New Orleans - Beef Board Meeting	1,545
Chicago - National Livestock & Mt Bd	850
Several trips to New York City - Trade meetings	780

TOTAL \$18,835

REGISTRATION NUMBER: 2526

RECEIPTS- JULY 8, 1989 TO JANUARY 8, 1990

DATE	FROM WHOM	PURPOSE	AMOUNT	
JULY	WELLINGTON	OPERATING EXP	50,000	
	PETER GIANOTTI	TELE REIMBURSEMENT	121	
AUGUST	WELLINGTON	OPERATING EXP	30,000	
	WELLINGTON	OPERATING EXP	50,000	
	WELLINGTON	OPERATING EXP	40,000	
	WELLINGTON	OPERATING EXP	70,000	
	AMI	CONFERENCE REIMURSEMENT	25	
	PETER GIANOTTE	TELE REIMBURSEMENT	14	
	EXECUTIVE SUITE	REFUND	360	
SEPT	CATTLE BEEF PROMO	REIMBURSEMENT OF EXP	645	
	WELLINGTON	OPERATING EXP(HOUSE PURCH)	475,000	
	MERRILL LYNCH RELO	RENT REIMBURSEMENT	2,878	
OCT	WELLINGTON	OPERATING EXP	50,000	
	WELLINGTON	OPERATING EXP	50,000	
NOV	WELLINGTON	OPERATING EXP	84,000	
	CITIBANK	CLOSED ACCOUNT	58,053	
	US POST OFFICE	REIMBURSEMENT POSTAGE	399	
	LI BRYANT	REIMBURSEMENT TELE	37	
	LI BRYANT	REIMBURSEMENT ENTERTAINMENT	140	
	PR GIANOTTI	REIMBURSEMENT ENTERTAINMENT	156	
	AMERICAN AIRLINES	REFUND	100	
	DEC	WELLINGTON	OPERATING EXP	50,000
		WELLINGTON	OPERATING EXP	20,000
		PR GIANOTTI	REIMBURSEMENT TELE	73
LI BRYANT		REIMBURSEMENT TELE	48	
CITIBANK		CLOSED ACCOUNT	14	
PR GIANOTTI		REIMBURSEMENT TELE	42	
LI BRYANT		REIMBURSEMENT TELE	51	
STATE FARM INS	INSURANCE REFUND	367		

TOTAL \$1,032,523

REGISTRATION NUMBER: 2526

PAGE 15a

8 July 1989 To 8 January 1990

STAFF SALARIES	190,383 *
INSURANCE	6,369
RENTS	40,777
TRAVEL	20,613
ENTERTAINMENT	4,394
GENERAL OFFICE EXPENSE	13,320
PROPERTY MAINTENANCE/EXP	15,716
LEGAL: BRONZ & FARRELL	
JOEL ROBINSON	
THOMAS RE	64,497
CAPITAL PURCHASES	470,351
PROMOTION	160,937
TOTAL	\$ 987,357

*INCLUDES TICKETS TO NEW ZEALAND - B SAUNDERS

Registrant: New Zealand Meat Producers' Board
Registration#: 2526

The following persons in your organization filed short form registration statements on the date indicated by each name. These short forms are still in an active status. Please review and update where appropriate.

Date Filed	Name	Current Role	Termination Date?
1/09/87	Barrie G. Saunders	Director	30 Sept 1989
10/15/87	Peter Rodolfo Gianotti	MANAGER	Director Mktg
20/09/87	Lawrence I Bryant	Director	Trade Policy

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NEW ZEALAND
MEAT PRODUCERS' BOARD



Meat New Zealand

1989

New Zealand Meat Producers Board

Issue two

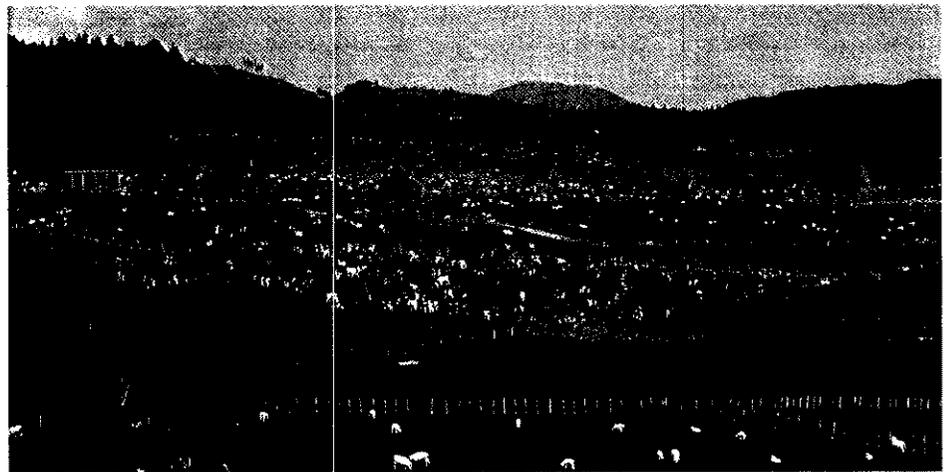
Cattle and sheep farming using the best nature has to offer - that's the basis of the New Zealand meat industry. The New Zealand beef and lamb producer has developed and refined pastoral farming techniques to produce some of the best cattle and sheep in the world.

With good soil and a temperate climate with adequate rainfall (20-60 inches), there is no need for animals to be finished in feedlots or kept indoors. Even bobby veal calves stay in the paddocks.

Extremes of temperatures are rare and most of the country experiences 1700 to 2500 sunshine hours per year. Livestock are grazed year round on pastures which are predominantly grass-legume mix. Pasture growth is seasonal and animal production is managed accordingly. In winter, hay and silage supplements are common and use is made of fodder crops.

Sheep and beef cattle are mainly farmed on rolling to steep hill country with dairy cattle located in higher rainfall, low lying areas. As at June 30 1989 there were 62 million sheep, 4.8 million beef cattle and 3.2 million dairy cattle.

Beef production relies on traditional breeding herds but the dairy industry supplies cows for slaughter, and calves to raise for beef production. Sheep and cattle are



Typical mixed beef and sheep farm.

generally reared on farms together and the farms are mostly owner operated. The major sources of income are wool (47 percent), sheepmeat (21 percent) and beef (19 percent).

Farmers are totally unsubsidized by the Government and have to rely on earnings predominately from overseas as 80 percent of sheepmeat and beef is exported. Meat and by-products are vital to the export economy, providing about 23 percent of export earnings.

The effective utilization of New Zealand's natural advantages makes the country a major player in world meat markets and the

largest exporter of lamb meat. With the positive outlook for beef, New Zealand farmers are intending to expand their herds to take advantage of the growing market.



Hereford beef cattle.

Message from the Directors

Changes in company ownership, mergers, takeovers and plant rationalization have been an ongoing feature of the New Zealand meat industry since late 1985.

Many of the once familiar names such as Borthwicks, Hawkes Bay Farmers Meat Coy, Pacific Freezing, Southland Frozen Meat, South Otago Freezing Coy, Aotearoa Meats, New Zealand Refrigerating Coy, Farmers Meat Export, Gear Meat, Hellabys and Producer Meats have now disappeared.

At the same time there have been a number of new small single spe-

cies plants opened in both Islands.

Waitaki, who purchased or merged some of the above into their operation, will sell their North Island assets to Auckland Farmers Freezing Coy (AFFCO).

These changes have had a ripple effect through the North American market as the importers' traditional supply relationships and bases have eroded. Disruptive though this is to the individuals affected by these changes, a more efficient and competitive industry ought to emerge in New Zealand in the longer term.

The present projections for the volume of beef available in 1990 indicate a 17% reduction on 1989. This has been caused by the slaughter of cows and heifers due to regionalized droughts and does not signal a decision by farmers to cut back beef production. It is expected that numbers will recover for the 1991 year because of a 20% reduction in calf slaughterings this year.



Peter Gianotti

The New Zealand meat industry is now represented in the United States, Canada and Mexico by two specialists with specific roles. Mr Peter Gianotti as Director Market Services and Mr Laurie Bryant as Director Trade Policy.

Peter is available to handle all queries relating to promotion and information covering the production and distribution of meat. Having an extensive background in meat production handling of both beef

New NZMPB Officers in North America



Laurie Bryant

and lamb, he has been with the Board since 1984 and in North America since 1987.

Laurie trained as an agricultural economist. He spent 4 years with the Ministry of Agriculture and Fisheries before joining the Board where he has been for 14 years. He has considerable trade policy experience as well as an extensive knowledge of the meat industry gained working in both production and market services departments.

We have moved from White Plains, New York to Arlington County, Virginia.

Our new address is:

**Ballston Plaza II
1110 North Glebe Road
Suite 580
Arlington VA 22201**

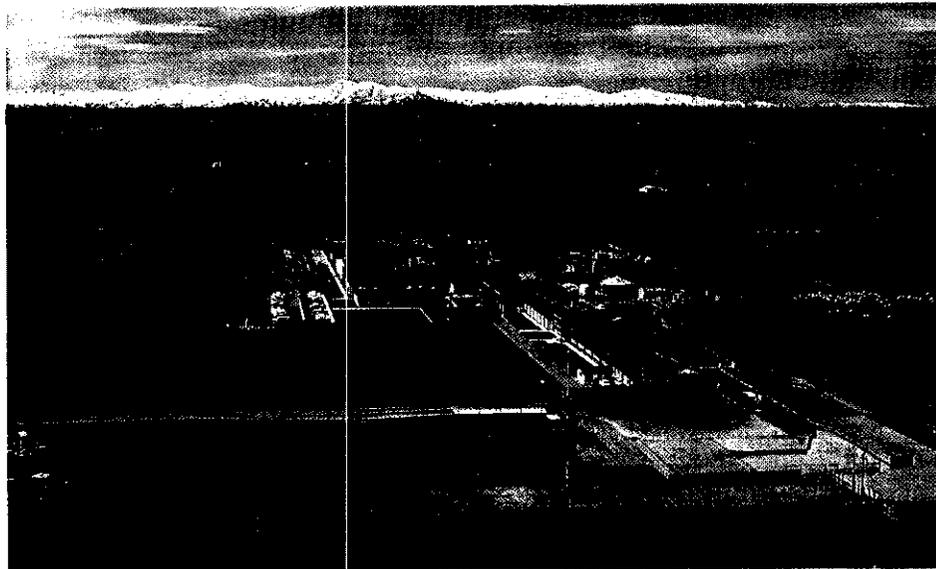
Fortex - an innovative company

Fortex Group is based in New Zealand's scenic South Island. Its strong farmer production base enables coordination of the growing, processing and export of a comprehensive range of lamb, goat and venison products. Cooperative involvement with livestock supplier/shareholders guarantees quality and consistency.

Company Chief Executive Graeme Thompson says they have encouraged the year round supply of heavy weight lambs to ensure they can maintain an orderly supply of suitable cuts.

Fortex's plant was designed and "purpose built" for the export of fresh product. Meat processing standards are second to none and meet USDA, Agriculture Canada and European Community standards.

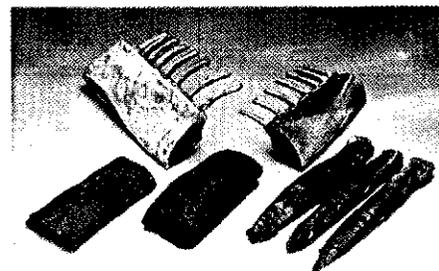
"All our products are processed and packed after ageing using state-of-the art vacuum packaging technology which extends the life of fresh lamb by maintaining its hygienic condition," Thompson said. "Every care is taken in the



Fortex plant in picturesque South Island.

handling and distribution system - minimizing exposure to ensure delivery on time to each customer." He says this provides additional lead for customer reordering, ensuring maximum flexibility.

Information about the Fortex Group's importer/distributors is available from the New Zealand Meat Producers Board.



Range of cuts for USA.



Brian Comfort

New Zealand Lamb Company

The New Zealand Lamb Co (USA) has a new Chief Executive. Brian Comfort, President of the New Zealand Lamb Co in Canada, now heads both companies.

Mr Comfort's extensive experience in the Canadian meat industry includes service with Canada Packers, Excel Food Systems and Centennial Packers.

He says his priorities for the USA

company are to maintain existing relationships, to strengthen these where necessary and to establish a solid foundation on which to sustain future growth.

Canadian Lamb Company

The highly successful Toronto based New Zealand Lamb Co has heightened the awareness of Spring Lamb in Canada. A multi-faceted marketing and promotion program, with strong advertising and public relations components, is making major inroads in convincing Canadians to eat New Zealand Spring Lamb more often.

The promotion programme has been designed to reach the consumer directly. This is very important as many Canadians have never eaten lamb and are unsure about preparation and cooking methods. Sampling events and cooking demonstrations through a wide range of organizations, supermarkets and shopping malls have introduced lamb to a host of potential new consumers.

To strengthen relationships with key food media and generate ideas for new stories and recipes, a number of media events are held annually in Toronto, Vancouver and Montreal. These events showcase a range of lamb cuts in innovative recipes and promote top-of-mind awareness for New Zealand Spring Lamb products among the key food media.

Building good relationships with key Canadian food editors and writers has been an important step in reaching the Canadian consumers through food media, culinary school tutors, nutritionists, chefs, food service operators, and retailers.

The Canadian hotel and restaurant sector plays a key role in persuading consumers to sample innovative, gourmet lamb dishes. Hotels and restaurants now have the choice of an exciting new range of lamb cuts marketed under the name of "New Zealand Spring Lamb



Mix of cuts marketed in Canada.

Gourmet Meats." These cuts are trimmed and packaged to extremely high standards and are aimed at the discriminating chef. The range includes both traditional and very sophisticated new cuts which are both chef and oven ready.

The company also sells a Spring Lamb Sausage as well as an extensive range of frozen entrees, and is developing other food products to widen the market for lamb.



Selected retail products.

New Zealand Meat Producers Board

The Board's prime role is to assist in the development of export meat markets and to maximise returns to the producers and New Zealand. An office is maintained in the Washington D.C. metro area which assists the trade with information about the New Zealand meat industry. "Meat New Zealand" is available free of charge from:

New Zealand Meat Producers Board
1110 N Glebe Road, Suite 580
Arlington, VA 22201

Tel: (703) 243-1295
Fax: (703) 243-1497

Other publications available at no charge are:

Brochure on New Zealand meat industry
Meat Trade Guide
Handling and Storage Guide
List of North American Meat Importers
New Zealand Lamb International Cookbook