

THE ARROW OF SUCCESS

TO

REJUVENATE THE SHEEP & BEEF INDUSTRY

Target

Driver

Critical Mass

Better Outcomes



Sheep
Beef
Dairy
Industries

FINZ

COMMERCE

Falkirk
System

Commercial Producers / *Quality Product to*
Astute Breeders / *Market Specification*

NZSCA

NZ Economy
Financial
Commerce
MARKETS
Meat Industry
Wool Industry
Science