WHAT IS RMPP?
The Red Meat Profit Partnership (RMPP) is a unique collaboration between the Red Meat Sector and Government through the Primary Growth Partnership (PGP) programme.
The programme draws together nine industry partners that are investing alongside the Ministry for Primary Industries.
Our objective is to drive sustainable productivity improvements in the sheep and beef sector to deliver higher on-farm profitability, which will enhance our already high customer confidence in the New Zealand supply chain.
RMPP has also teamed up with the deer industry PGP programme called Passion2Profit, to create an across the board and robust approach.

HOW DO I APPLY?
Please contact your meat processor/s in the first instance. They can provide you with all the necessary documentation and guide you through the application process.

For further information visit the NZFAP website at www.nzfap.co.nz or drop us an email on nzfap@asurequality.com

New Zealand Farm Assurance Programme (NZFAP)

WHAT YOU NEED TO KNOW ABOUT NZFAP
NZ RED MEAT STORY

The Red Meat Story is a marketing strategy championed by Beef & Lamb NZ. This is focused on building a trusted NZ brand, emphasising the clean, green nature of our country and our Red Meat Industry. Having a single robust farm assurance programme is key in authenticating this project.

WHY DO WE NEED NZFAP?

Today’s consumers ask questions about the meat they buy... where has it come from? How were the animals raised? Is it safe to eat?

Red meat which is audited and endorsed under the NZFAP comes with assurances in terms of integrity, origin, traceability, bio-security, environmental sustainability and animal health and welfare, all key elements required to meet the high expectations of our diverse International consumer audience.

“Our aim is to create one common standard throughout New Zealand, enabling customers to be confident that the product they purchase originates from a trusted source”

Neil Smith, NZFAP Governance Group Co-Chair

What are the benefits to farmers?

If you supply stock to several meat processors, instead of having several different audits, you will simply have to complete one which will mean less time required, and less stress!

How much does the NZFAP audit cost?

It will not cost farmers anything to become NZFAP accredited. All associated costs will be covered by participating meat processors.

How do I book an audit?

If you supply one of the participating meat processors your first NZFAP audit will replace your next scheduled farm assurance audit, whenever the due date falls.

Is my processor/s part of NZFAP?

Please contact your processor directly to find out, or you can visit our website www.nzfap.co.nz for a full list of participants.

Is the NZFAP audit different/more difficult than my current meat processor audits?

The audit content should be very familiar to you as the NZFAP is based upon existing processor assurance programmes. For the full list of requirements refer to your NZFAP Standard. This can be obtained from your meat processor.

Is NZFAP an accredited programme?

NZFAP is a JAS-ANZ recognised assurance scheme for process and product verification (ISO17065).

“The process was straightforward with the best part about it being that NZFAP qualified the farm for a number of meat companies, not just one. It is good that everyone is on the same page”

Mark Poole, Farmer, Ashburton