



803

SUPPLIERS OF QUALITY TO THE WORLD

WELCOME

PPCS MARKETS QUALITY NEW ZEALAND
RED MEAT PRODUCTS TO THE WORLD.



PPCS is responsible for about a third of New Zealand's sheep meat and beef exports and about 60% of venison exports. It is also a major producer and exporter of added value products.

The company was formed in 1948 when an innovative group of New Zealand farmers decided to establish direct relationships with their international customers so they could provide them with the best service and products possible.

That focus on the customer remains a core PPCS philosophy today as the company exports to more than 60 countries.

PPCS considers itself fortunate to be based in New Zealand – a country recognised for its natural beauty, food safety advantages and agricultural excellence. The company builds on these strengths through its farmer-owned co-operative structure which encourages the supply of quality product.



BRIEF HISTORY

PPCS IS A CO-OPERATIVE, OWNED BY ITS NEW ZEALAND FARMER SHAREHOLDERS.

At first, PPCS was purely a marketing company and did not own any of its processing facilities. However, as markets evolved from mainly carcase trade to further-processed products, it became apparent that the company needed control of product quality and, therefore, ownership of processing.

PPCS began strategically investing in processing facilities in 1982. Today, the company is the largest single meat processing and exporting company in New Zealand.

It operates 25 processing facilities throughout New Zealand and employs more than 9000 people during the peak of the season.





CUSTOMER FOCUSED

PPCS' FOUNDING PHILOSOPHY
WAS BASED ON DEALING DIRECTLY
WITH CUSTOMERS.

That same focus is evident today. The relationships PPCS marketing staff and customers enjoy are built around a long-term commitment to each other's business.

Marketing staff understand their customers' needs and work closely with them to deliver product that meets their requirements. They are experienced in all aspects of the business, enabling them to offer a depth of expertise which adds value for the customer.

Because of the close relationships between PPCS and its customers, the company is able to respond quickly to changes in customer demands – whether accommodating retail promotions at short notice or developing new products and/or packaging.

The company has a network of overseas offices, strategically located to liaise with customers and manage the documentation and delivery of product.

MARKETING MANAGERS



Glenn
Tyrrell
group



Michael
Foate
*New Zealand
sales*



Lyn
Jaffray
beef



Murray
Jones
beef



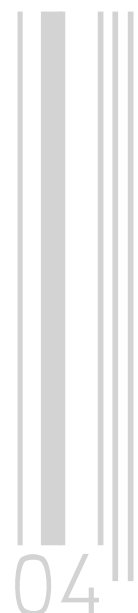
Peter
Robinson
*sheep
meats*



Geoff
Young
co-products



Paul
Freer
*hides, pelts
& skins*





05

ABOUT NEW ZEALAND

NEW ZEALAND IS THE PERFECT
PLACE TO GROW QUALITY MEAT.

New Zealand is recognised for its geographical isolation and the advantages that remoteness affords such an agricultural-intensive country.

Livestock are raised in the wide, open spaces of this beautiful country. Production systems are based on delivering a product that is as pure and natural as practically possible, with minimal interference.

New Zealand is free of the significant diseases which have disrupted many meat-producing countries in recent years. This position is highly valued by producers and New Zealand's strict quarantine standards are in place to ensure this advantage is protected.





THE PRODUCTS

PPCS HAS A DIVERSIFIED RANGE OF PRODUCTS.

The majority of processed items are chilled or frozen consumer-ready products, exported to customers on every continent.

PPCS is an established and respected brand in the international marketplace. It also markets lamb and beef under the Richmond, Silver Fern® and Mayfield brands. Venison is marketed under Silver Fern® and Mair brands.

Lamb and Mutton

The distinctive flavour of lamb makes it a popular meat throughout the world. And because taste and texture are critical, New Zealand's farming and production methods have adapted to deliver maximum flavour and tenderness.

The quality of New Zealand lamb means it is suitable for a wide range of markets and cultures. All PPCS export lamb is aged and monitored for tenderness.

Most product is further processed to specified consumer cuts, from boneless meats to convenience products – both chilled and frozen. Chilled product can be packaged as either gas-flushed or vacuum-packed.

PPCS specialises in producing lamb and mutton cuts to exacting specifications, labelled and packaged to meet particular customer and market requirements.

Lamb carcasses are available, graded to the highest industry standards and wrapped in a polythene inner wrap and stockinette outer.

PPCS also produces a range of mutton cuts.





THE PRODUCTS

Venison

New Zealand Venison is farmed in open, green pastures of New Zealand and has a milder flavour than traditional wild game.

PPCS' Silver Fern® and Mair brand venison is healthy and nutritious. High in Omega 3, protein and iron, it is extremely low in fat and calories. Delicious and easy to prepare, New Zealand farmed venison lends itself to a wide range of cooking styles.

All PPCS venison is further processed, including a significant quantity of hand-diced goulash, steaks and stir-fry style products, which are exported for use in the supermarket and restaurant trade.

Lean and tender PPCS venison is a natural and healthy meat that delivers important nutrition to a modern diet.

Beef

The New Zealand climate allows for year-round grazing on rich pastures, resulting in some of the finest naturally-produced beef in the world.

PPCS places considerable emphasis on the production of high-quality beef cuts. This fulfils the company's marketing strategy of supplying quality products to discerning customers. As a result, PPCS is known as a leading brand for premium quality chilled beef, year-round. Chilled beef has a 12-week minimum shelf life and is selected based on meat and fat colour.

All PPCS beef carcasses are electronically stimulated prior to chilling and boning, which ensures a high level of tenderness.

The company offers a full range of boneless beef cuts, both chilled and frozen, and can package cuts to individual customer requirements.





THE PRODUCTS

Hides, Skins and Pelts

Under the PPCS and Richmond brands, the company processes and exports a full range of hides, skins and pelts for customers throughout the world.

The company's beef hides enjoy a good reputation as being clean and largely fault-free, making them suitable for use in a range of leathers – from footwear and automobile interiors, to the most luxurious of furnishings.

The group also processes and exports calf skins to the major international markets, where they are used in the production of high-quality accessories, garments and footwear.

PPCS is one of the largest producers and exporters of pickled lamb and sheep pelts in New Zealand. These pelts are sought-after throughout the world because of the quality leather – nappa, nubuk and suede – which can be produced from them.

It is also the largest producer and exporter of deer skins in New Zealand. They are used to make high quality garment and footwear leathers for some of the most prestigious labels in the world.

Pharmaceuticals

The company's pharmaceuticals division was established to focus solely on producing high quality raw materials for use in the biotechnology, pharmaceutical and health care industries.

Customers include some of the world's most well-known and highly regarded pharmaceutical and biotechnology manufacturers, demonstrating the superior quality of the company's product range.

Processed products

PPCS produces a range of premium processed products for customers worldwide. The company's processed products team is skilled at developing meal and ingredient solutions which enhance customers' recipes and provide them with a competitive advantage.

Other by-products

PPCS produces a full range of by-products including:

- ~ finished sheepskin rugs marketed in New Zealand under the Windward, Prestige and Classic brands
- ~ wool and wool-on skins
- ~ casings and green frozen runners
- ~ retail pet food, sold in New Zealand under the Vital, Buster and Trump brands
- ~ meat and bone meal
- ~ blood
- ~ pharmaceutical raw products
- ~ tallow, and
- ~ mechanically separated lamb and venison pet food.





COMMITMENT TO QUALITY

AS A COMPANY, WE KNOW THE
CUSTOMER WANTS A SAFE,
QUALITY PRODUCT AND WE
HAVE RIGOROUS PROCESSES IN
PLACE TO DELIVER THAT.

Every step of the process – from the farm to the marketplace – reflects the importance of animal welfare and food safety.

An on-farm assurance programme ensures fencing, yarding, livestock-handling processes and record keeping are all of the highest standards. Through sponsorship of the New Zealand Farm Environment Awards, the company encourages farmers to farm sustainably, to ensure a positive impact on the environment so it is protected for future generations.

At a processing level, all PPCS plants are EU and USDA approved. Plants operate within quality systems and checks, based on the internationally-recognised HACCP (Hazard Analysis at Critical Control Points) principles. All stages of production, storage and shipping are subject to PPCS quality control procedures and the New Zealand Ministry of Agriculture's stringent guidelines.

PPCS builds on New Zealand's natural platform by also providing full traceability on carcasses and batch traceability on meat cuts.





< asure >



NEW ZEALAND OPERATIONS

BECAUSE PPCS IS OWNED BY THE SAME PEOPLE WHO SUPPLY THE LIVESTOCK, THERE IS A GREATER INCENTIVE TO SUPPLY QUALITY.




PPCS farmer-suppliers have a financial interest in their livestock right through to the marketplace and aim to meet market demands as closely as possible.








Farmer ownership means market trends are well communicated to suppliers and signalled through quality and specification-based pricing. Company profits are shared directly with the farmer suppliers.

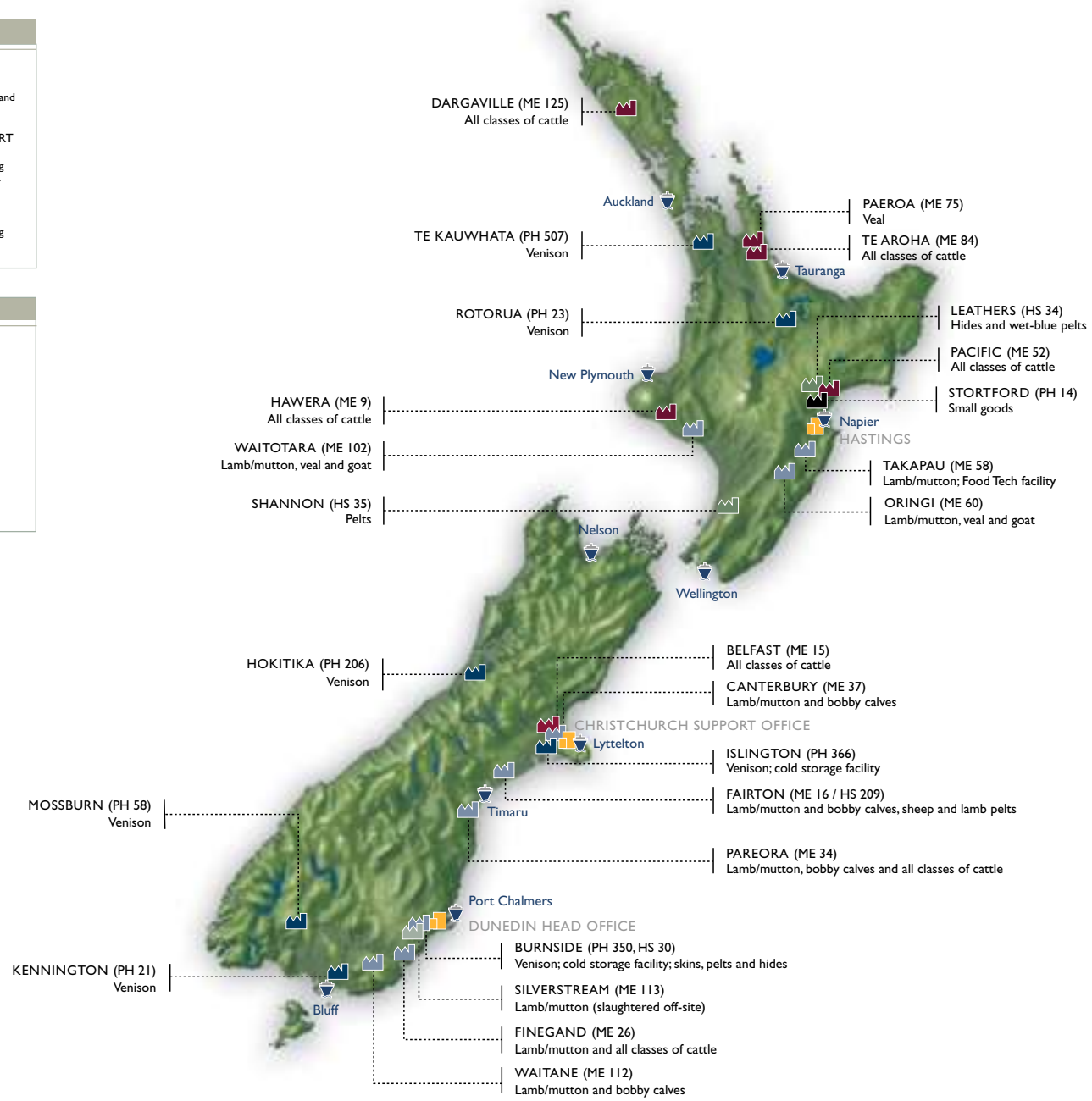
As a nationwide company operating in both the North and South Islands, PPCS is able to supply chilled product throughout the year.

Driving the company is a board made up of farmer shareholders and specialist independent directors.



PPCS LIMITED	
	DUNEDIN HEAD OFFICE Management, marketing and export-related activities.
	HASTINGS SUPPORT OFFICE Satellite office overseeing North Island operations.
	CHRISTCHURCH SUPPORT OFFICE Satellite office overseeing South Island operations.

KEY	
	VENISON
	LAMB
	BEEF
	HIDES/PELTS
	COMBINATION
	OFFICE
	EXPORT PORTS



INNOVATION

CONSIDERING TOTALLY NEW APPROACHES
GIVES PPCS A COMPETITIVE ADVANTAGE.

The board and senior management of PPCS strongly believe in continuous innovation to secure the future success of our customers and the company.

PPCS is committed to developing new approaches to open up future pathways that will give PPCS and its customers a competitive advantage.

The company's current research projects include:

- ~ robotic technologies capable of advancing processing quality;
- ~ market-attributed assessment of carcase (MAAC) where the market value of individual carcasses is measured and the information is fed back to the farmer;
- ~ bio-products developed through PPCS' 50% subsidiary Global Technologies (NZ), which is focused on extracting value from by-products.





CONTACTS

INTERNATIONAL SALES/ CORPORATE OFFICE

PPCS Limited
PO Box 941
Dunedin
New Zealand

TEL +64 3 477 3980
FAX +64 3 474 1087
EMAIL sales@ppcs.co.nz

NEW ZEALAND SALES

PPCS Limited
PO Box 80
Belfast
Christchurch
New Zealand

TEL +64 3 375 9610
FAX +64 3 323 6002
EMAIL ppcsmeats@ppcs.co.nz

INTERNATIONAL OFFICES

PPCS United Kingdom

Crown House
Home Gardens
Dartford
Kent DA11DZ
United Kingdom

TEL +01322 424485
FAX +01322 424486
EMAIL sales@ppcsbrooks.co.nz

PPCS Belgium

Molendries 11A
9300 Aalst
Belgium

TEL +32 53 60 3151
FAX +32 53 60 3160
EMAIL belgium@ppcs.co.nz

PPCS Germany

Rondenburg 25
22525 Hamburg
Germany

TEL +49 40 890 6696
FAX +49 40 890 66989
EMAIL germany@ppcs.co.nz

PPCS Middle East

PO Box 978
Hamriya
PC 131
Sultanate of Oman

TEL +968 24789 647
FAX +968 24789 649
EMAIL middleeast@ppcs.co.nz

PPCS Hong Kong

Room 1403
New Landwide
Commercial Building
73 Kimberley Road
Tsimshatsui
Kowloon
Hong Kong

TEL +852 2366 0002
FAX +852 2366 9691
EMAIL hongkong@ppcs.co.nz



PPCS Japan

#203 Canal Nihonbashi 2175
Chuo-ku
Tokyo 103-0025
Japan

TEL +81 3 5614 1255
FAX +81 3 5614 1256
EMAIL japan@ppcs.co.nz

PPCS Korea

Rm 801
Doosan We've Centium
158-4 Samsung-Dong
Kangnam-Gu
Seoul
Korea

TEL +82 2 554 8150
FAX +82 2 554 8051
EMAIL korea@ppcs.co.nz

REPRESENTATIVES

Greece

Dimos Papaspiriou and Co Ltd
10 Riga Fereou Street
151 21 Pefki
Athens
Greece

TEL +30 1 802 1610
FAX +30 1 805 0035
EMAIL dimosp@ath.forthnet.gr

Italy

A Alquati SRL
C.so Garibaldi 86
26100 Cremona
Italy

TEL +39 037 229 629
FAX +39 037 2410 967
EMAIL ralquat@tin.it

USA

New Zealand Lamb Cooperative Inc
20 Westport Road
Suite 320
Wilton
CT 06897
United States of America

TEL +203 529 9100
FAX +203 529 9101
EMAIL info.usa@nzlamb.com

PPCS
Limited

www.ppcs.co.nz

