



SILVER  
FERN®  
FARMS

PREMIER



SELECTION

# RESERVE

NEW ZEALAND BEEF

Growing value  
*together*

GRASS  
FED  
RA  
NATU



PREMIER SELECTION  
RESERVE



PREMIER SELECTION

RESERVE  
NEW ZEALAND BEEF



PREMIER SELECTION

RESERVE  
NEW ZEALAND BEEF

100% MADE OF NEW ZEALAND

100% MADE OF NEW ZEALAND

FROM A PLACE LIKE NO OTHER

# BACKBONE

Partnership Programme

# Unlocking a Premium Edge

The Silver Fern Farms Backbone® Reserve Programme rewards you for being dedicated to our elite standard of New Zealand grass-fed beef. Our Plate to Pasture strategy is focused on driving increased sales of value-added products, increasing our profitability so that we can return premiums to our suppliers. And, the Silver Fern Farms Premier Selection Reserve Beef is our most highly valued product.

Silver Fern Farms Premier Selection Reserve Beef is made possible by the farming skill of New Zealand's best farmers, and the ability to grade carcasses provided by the Silver Fern Farms Eating Quality™ System. It's what allows us to offer an elite quality of grass-fed beef to our customers.

## Farmer:

Rewarded for Performance

**Involvement in the Backbone® Reserve Programme delivers you significant advantages:**

- **Receiving financial reward for all aspects of herd quality, and management**, including genetic selection practices with premiums that are directly related to quality stock production measured by the Silver Fern Farms Eating Quality™ System for beef (BeefEQ)
- **Having eligibility for all stock, of all breeds** (including heifers and younger cattle) to meet the BeefEQ criteria
- Being linked with **a select group of leading global customers**
- Having access to individual animal data, through the FarmIQ management system, **helping to identify opportunities on-farm to lift Reserve Programme eligibility**
- **Achieving absolute clarity of herd performance** as measured against eating quality

## Criteria

- Silver Fern Farms BeefEQ grading system – attributes to be assessed (to meet Reserve EQ score):
- pH, Rib Fat, Marbling, Ossification, Meat Colour, Fat Colour
- 220.5kg – 370.0kg
- P1 and P2-graded steer and heifer only
- Non-HGP
- NAIT – all animals to be tagged with NAIT-approved RFID tags
- All cattle must be 60 days Farm Assured
- All cattle must be grass fed

To learn more about the Silver Fern Farms Eating Quality™ System, visit [www.silverfernfarms.com](http://www.silverfernfarms.com)



## Customer:

Drive our Reserve Story – Rare Quality

As a member of the Silver Fern Farms Backbone® Reserve Programme, **you are a key part of our story of true rarity and absolute quality** that we are telling to the world.

**A story of selected farms**, in the rarest of places – New Zealand.

**And the selected farmers who work the land with rare skill** to produce grass-fed beef to a level of quality with no equal.

**Judged to the highest standards** by trained graders and a system that allows us to offer a rare promise.

**Extraordinary eating quality, guaranteed.** Consistent tenderness, juiciness and flavour, backed by your skills and our eating quality system, BeefEQ.

Your beef can carry the Reserve mark – **a mark of rare quality so exceptional that only 4 in 100 carcasses will earn it.**

## Customer Programmes

- **United States** – MARX Imports (Foodservice)
- **New Zealand** – Bidvest (Foodservice)
- **New Zealand** – Foodstuffs and Progressive Enterprises Ltd (Retail)
- **China** – Angliss and Bester Foods (Foodservice)
- **Germany** – Klughardt GmbH (Foodservice)
- **Germany** – EDEKA (Retail)
- **Middle East** – Country Hill, Kaylani, The Sultan Center
- **Singapore** – Sealink (Foodservice)
- **Hong Kong** – Million (Foodservice)

Full requirements and terms and conditions for the above Silver Fern Farms Backbone® Programmes are contained in the registration for each programme. Please contact your Livestock Representative for further details and how to register, or call: **0800 362 362.**

PREMIER SELECTION  
**RESERVE**  
NEW ZEALAND BEEF



## Plate To Pasture

Our strategy is all about ensuring that the consumer always comes first. We promise them high-quality, grass-fed red meat that is 100% Made of New Zealand. And as a farmer supplying Silver Fern Farms, you are central to delivering that promise.

100% MADE OF NEW ZEALAND

[www.silverfernfarms.com](http://www.silverfernfarms.com)