

LAMB SUPPLIER PROGRAMME

2025/2026



ATKINS RANCH™

The Lamb Nature Loves

KEY DATES

Taihape/Bulls Supply Offer Meeting	Monday 18 August 2025	11.00am Bulls Community Centre Criterion Street, Bulls
Masterton Supply Offer Meeting	Monday 18 August 2025	4.00pm Copthorne Hotel & Resort Solway Park, Masterton
Waipukurau Supply Offer Meeting	Tuesday 19 August 2025	3.00pm Waipukurau Club 10 Russell Street, Waipukurau
Napier Supply Offer Meeting	Wednesday 20 August 2025	3.00pm Napier Sailing Club 63 West Quay, Ahuriri
Gisborne Supply Offer Meeting	Monday 25 August 2025	4.00pm Bushmere Arms Main Road, Waerenga-a-Hika
Producer of the Year Dinner	Thursday 20 November 2025	6.00pm Brookfields Vineyards 378 Brookfields Road, Meeanee
Mid-Year Review Due	Monday 11 May 2026	



OUR PURPOSE

To Leave Nature Even Better

OUR STORY

When nature gives us the very best,
we make sure to thank her.

Atkins Ranch lamb is raised by a community of family ranches in beautiful New Zealand – roaming free through lush pastures in some of the most perfect growing conditions on Earth.

What sets Atkins Ranch apart is not just what nature gives us. It's what our ranchers give back, every day, in return. Working with the land we care for, to sequester carbon, improve water quality and biodiversity, enrich soils and leave natural systems stronger, healthier and more resilient than we found them.

We have the passion and innovation to find new ways, across our entire supply chain, leaving nature even better and reducing waste – and sharing our knowledge with others to follow.

So when you choose Atkins Ranch, you can share in the flavour, and a future, you can love. Without reservation or compromise.

OUR VALUES

Be Exceptional

Everyone, in everything, every day.

Be Honest

Openness and transparency create great relationships.

Be Fair

To our ranchers, our customers and partners, everybody.

Leave Nature Even Better

From our ranches, right through to our customers' kitchens.

Respect Our Animals

At every step of the journey. We owe it to them.

Treat Others As Family

We need each other, and we can't do this alone.

HOW WE'RE LEAVING NATURE EVEN BETTER

'Performance' to us is enhancing both nature and returns back to ranchers and their communities. We are continuing a journey we began years ago, to always look ahead, to explore and create new ways of caring for our land and animals, to Leave Nature Even Better. Below are the core pillars of our strategy for achieving this as well as our highlights to date.

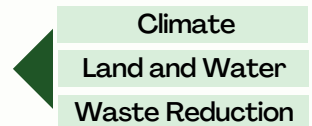


CORE PILLARS AND FOCUS AREAS



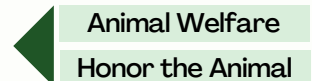
Leave Nature Even Better

There are three key areas we can have a significant impact – Climate, Land and Water, and Waste – which, like anything in nature, are all interconnected. Our ranchers are implementing agricultural practices to actively improve soils and biodiversity, ensuring we can sequester carbon right across the ranch land area and improve water management.



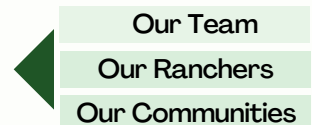
Respect Our Animals

Our animals give us their all and they deserve our respect. To us that means ensuring two things. First, we uphold an extended standard of animal welfare through our Global Animal Partnership, Step 4 Pasture Raised Certification. And secondly, we 'Honor the Animal' by utilising and adding value to all of our precious lambs, so nothing is wasted and greater value is delivered back to ranchers.



Treat Others As Family

We need each other, and we can't do this alone. To help drive real change we need ideas, collaboration and support of others, and we need them to prosper also. So that's why we treat everyone we interact with as family. Not only caring for our teams' wellbeing, but our network of ranchers and their communities, wherever we operate.

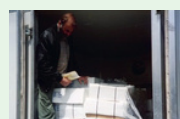


Our History of Leadership, Innovation and Impact

1989 | Founded in San Francisco taking 100% Grass-fed Lamb to US Retail.



1993 | Atkins Ranch lamb first supplied to Whole Foods Market.



2015 | Formally established our Producer Group ensuring that profits are shared directly with our rancher producers.



2016 | Achieved 100% Non-GMO across our entire supply base.





OUR CUSTOMER PROMISE

The Lamb Nature Loves

Succulent, grass-fed New Zealand lamb, raised with the utmost care for nature. For a flavour, and a future, you can love.

2025 HIGHLIGHTS

Bridging Farm to Market

Supported NZ farmers in visiting USA retail outlets, helping them see firsthand how their lamb is positioned on American shelves, strengthening the connection between producer and consumer.

Growth in Premium Supply

Following strong interest from both existing and new suppliers, participation in our premium programmes increased significantly: resulting in a more than 20% rise in lambs processed for the year and boosting our export volumes to the USA market.

Supplier Engagement

Held 12 supplier meetings and workshops across the region, focusing on eating quality, sustainability, and long-term planning. These sessions helped strengthen relationships, share knowledge, and align on future goals.

Regenerative Launch in USA

Successfully launched Regenerative Certified lamb into the USA market, with early sales showing strong momentum and positive consumer response.

Land to Market Verified

79% of lamb supplied is Savory Land to Market Regenerative Agriculture Verified. Our ranchers are adopting best practices, to improve soil, carbon sequestration and biodiversity across their ranch land.



Embracing Technology for Better Outcomes

In recent years, Atkins Ranch has actively embraced new technologies to enhance both product quality and environmental impact. Tools like the MEQ probe have enabled objective measurement of intramuscular fat, helping us more accurately select for premium eating quality. At the same time, our engagement with CarbonCrop has introduced cutting-edge AI tools to measure and better understand carbon on-farm: supporting our move toward more sustainable, data-driven farming systems.

2017 | Global Animal Partnership Step 4 Certified (enhanced grass-fed animal welfare).

Honor the Animal Pet food partnership established, increasing full animal utilisation.

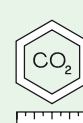


2021 | Honor the Animal Regenerative Skin program established.



2024 | Formalising our Leaving Nature Even Better Strategy.

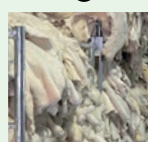
Baseline our greenhouse gas footprint (Scope 1, 2 & 3) and key resource use.



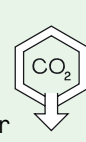
2019 | Regenerative Agriculture Pilot Commenced on 23 ranches, with the ranches achieving Savory Land to Market Ecological Outcome Verification (a regenerative agriculture standard) in 2020.



2022 | Verified Regenerative Wool supplied to market under Savory Land to Market Programme to fashion footwear.



2025 | Completed our GHG baseline measurement to support the development of our impact statement



FIVE YEARS OF PROGRESS

The Regenerative Journey So Far

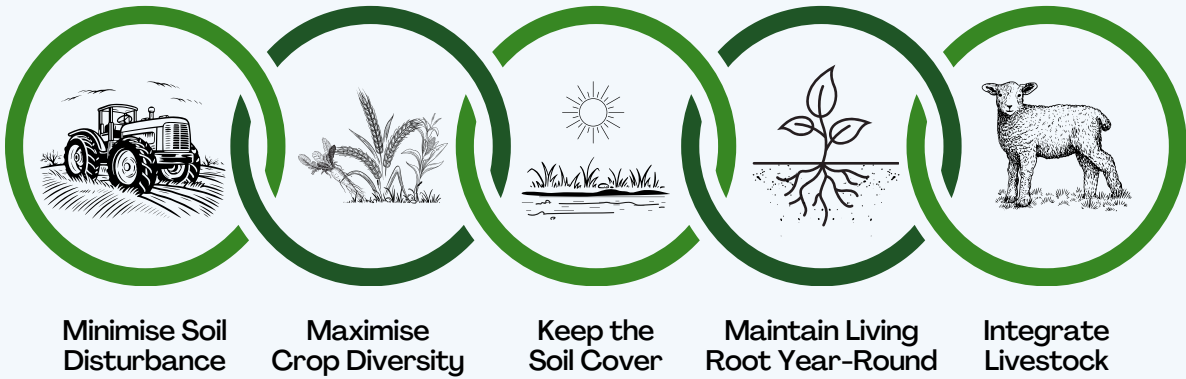
Regenerative agriculture is built on the idea of continuous improvement, and since launching the Atkins Ranch Regenerative Programme in 2019, we've seen that principle in action. What began with just a handful of farms has grown into a strong, committed network. Today, 104 farms are involved in the programme, with more coming on board this spring.

Over the past five years, your efforts have helped shape a practical, New Zealand-led approach to farming in harmony with natural systems. Together, we've deepened our understanding of how to improve soil health, support animal wellbeing, and strengthen the long-term resilience of our farms.

This year marks another key milestone with the launch of the Regenerative Farmer Network. The platform is designed to bring farmers together through local gatherings, on-farm demonstrations, and peer-to-peer learning. It's a chance to connect, share experiences, and celebrate the progress already being made.



ENVIRONMENTAL SUSTAINABILITY AND REGENERATIVE AGRICULTURE



Looking Ahead

LOOKING AHEAD

We're broadening our approach to better reflect the full potential of regenerative practices. That means paying closer attention to the natural features of each farm and supporting farming systems that are more resilient, productive, and reflective of the land they're part of.

This is a journey we're proud to be on with you. Regenerative farming isn't about ticking boxes. It's about making meaningful progress, staying curious, and working together to leave the land better for the next generation.







MARKET CRITERIA

As a minimum all lambs supplied must be:



100% Grass-fed

Never been fed grain. Never been on a feedlot. Never been fed any feed containing animal by-products.



Antibiotic Free

Never been administered antibiotics or artificial growth hormones.



Non-GMO Project Verified

Never ingested feed from genetically engineered grasses.



Third Party Verified

All producers must be Global Animal Partnership Step 4 verified.



Lifetime Traceability

All lambs must be supplied with a eASD or an Atkins Ranch ASD form. Finishing lambs must have the Atkins Ranch antibiotic free status and 100% grass-fed declaration from the farm of origin kept on file.

MARKET OPTIONS

ATKINS RANCH

WHOLE FOODS MARKET

PRODUCER GROUP



Our Whole Foods Market Producer Group is focused on supplying chilled lamb to our key customers in the USA. The producer group provides you with the opportunity to ‘effectively’ become the exporter with associated ownership, risk and margins and be rewarded with an end of the season market related pool payment (subject to performance). The supply period for the producer group “pool” is from 6 October 2025 through to 4 October 2026.

Programme Criteria



Atkins Ranch Quality Assured to a minimum of Global Animal Partnership G.A.P. Step 4.
Meet the Market Criteria.



Carcass Specification
18.0 - 27.9kg
4 - 20mm GR

Payment of 100% of the weekly schedule price will be made when sales receipts are received (approximately 6-8 weeks after slaughter).
Share of the pool, paid by mid-December 2026.

G.A.P. Store Lamb Supply

As part of our G.A.P. lamb supply into the USA market we need G.A.P. store lamb producers to continue the G.A.P. accreditation from birth, to our finishers, through to market. This option enables you to be part of the family without having to supply prime lambs to slaughter. If you want to receive direct market feedback about the product you are producing and feel like you are involved in something bigger, this option could be for you.

To assist our producers keeping store lambs in the family, we have developed a store lamb dashboard. This is a transparent listing platform for available and wanted G.A.P. accredited ewes and lambs, sent out to the producer group twice a week. Talk to a member of the Atkins Ranch team to find out more.



ATKINS RANCH RETAIL READY SUPPLY PROGRAMME

This programme is focused on supplying the USA retail ready market. Further processing of this product occurs at Atkins Ranch in Fremont before retail distribution.

Programme Criteria



Atkins Ranch Quality Assured to a minimum of Global Animal Partnership G.A.P. Step 4.

Meet the Market Criteria.



Carcass Specification

16.0 - 23.9kg
4 - 20mm GR

A competitive weekly schedule will be printed at the end of each week for the following weeks supply.

Payment in full is made 14 days after processing.

Fixed Price Contracts

Atkins Ranch may offer fixed price options at any point during the year. As we have strong relationships with our retail customers and the price we receive is set in advance, we are able to buy currency at any point in the year to offer you a set price for your supply.



PROGRAMME FEATURES

Programme Specific Bonus Payments 2025/2026

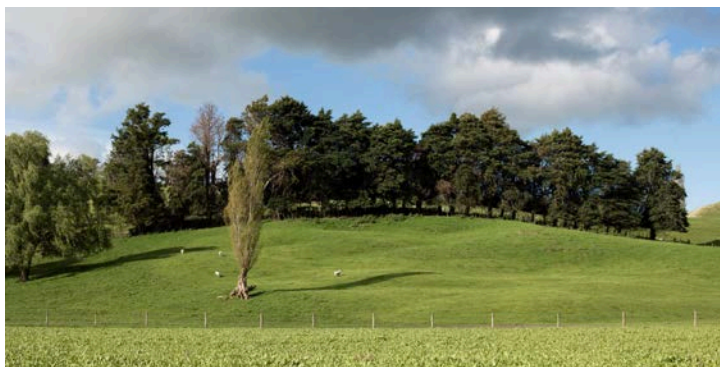
Prices are based on an example schedule, not at current weekly price.

			Wool	Pelt	Contact & Complete	Commitment Bonus	Whole Foods Producer Group Pool Payment
Meat \$/kg x 20kg	\$10.00	\$200.00	@ 0.6kg Wool Pull	Per Pelt \$1.58	Deliver ≥85% of confirmed tally	July	Market Premium returned on completion of season
Kill & Processing		-\$13.97					
Procurement Fee		-\$1.50					
Beef & Lamb Levy		-75c					
MPI Inspection Fee		-\$2.50					
\$/Head		-\$18.72	-81c	-\$1.97	50c	\$1.61	Plus Share of Pool
Net \$/Head		\$181.28	\$180.47	\$178.50	\$179.00	\$180.61	
Net \$/kg		\$9.06	\$9.02	\$8.92	\$8.95	\$9.03	

Commitment Bonus

\$/Head for month specified.

Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Average Rate	80c	\$1.72	\$1.60	\$1.05	59c	50c	50c	55c	\$1.05	\$1.60	\$1.72	\$1.31



Commitment Bonus

To be eligible for the commitment payment suppliers must commit lambs before the closing date(s) and supply at least the number committed. Payment will be weighted depending on supply week to reflect the annual supply curve. There is no Commitment Bonus paid on mutton.

Contact & Completion

To be eligible for this payment, producers must confirm bookings by Wednesday evening of the week prior to delivery and deliver 85% or more of their confirmed number. Achieving this producers will be rewarded 50 cents per head.

Drafting Payment Options

We believe in full transparency between producers, agents and ourselves. In line with these beliefs we offer options to suit all producers' livestock drafting preferences.

Stock Agent - By electing your chosen stock agent to be your drafter they will be responsible for drafting livestock, booking and confirming livestock on time, and organising trucking to the plant once delivery time is confirmed by Progressive Meats Ltd. The agent will undertake all communication with yourself and the booking office, and will receive \$1.50 per head.

Own Agent - All functions undertaken by a stock agent are completed by the producer. These include booking and confirming livestock, drafting livestock (including milk lambs) and organising trucking to plant once delivery time is confirmed by Progressive Meats Ltd. Producer will receive \$1.50 per head. It is important to note this can be a demanding role. Producers will be expected to operate at the same standards that we expect of our agent partners.

Self Drafter - The producer may decide to draft their own stock but utilise their agent for logistics and time coordination. This function allows the producer to share this payment with their agent at 75 cents per head each.

To be eligible for either of the Own Agent or Self Drafter options the producer must complete two drafts where at least 90% of the lambs are in specification for the relevant supply programme. Prior to changing your current arrangement we expect that you will have had a discussion with your respective agent. The option you select needs to be indicated on your commitment form and will be confirmed for the season (a producer cannot swap between options during the season).



Commitment Review

There will be a mid-year review, which will be due on Monday 11 May 2026.



Space Allocation

The preferential booking system will be based on the following criteria to allocate space during peak periods. The Best Producer rankings will be used in conjunction with this to ensure our best performing producers secure their slaughter space requirements.



Kill Summary

Your kill summary will be available the first working day after kill via email.

★★★ Preferential Ranking for Booking

1. Whole Foods Market Producer Group Atkins Ranch (Heavy Lambs Ltd) shareholder.
2. Whole Foods Market Producer Group producer.
3. Retail Ready Programme Atkins Ranch (Heavy Lamb Ltd) shareholder.
4. Retail Ready Programme producer.



Heavy Lambs Ltd

We encourage all suppliers to be shareholders to provide "ownership", focus and commitment to the satisfaction of our customers' needs to mutual benefit. Heavy Lambs Ltd has a shareholding in Atkins Ranch. As a shareholder you get priority booking for peak season processing space and the shareholder dividend, when coupled with the Whole Foods Producer Group pool payment, makes the combined shareholder/supplier return very attractive. If you are interested in purchasing Atkins Ranch shares, please talk to a member of the Atkins Ranch team.



Electronic Animal Status Declaration (MyOSPRI)

Progressive Meats has adopted the MyOSPRI programme on plant which improves efficiencies on farm and at plant level. It is a requirement that all farmers use MyOSPRI when sending lambs to Atkins Ranch. Failure to use MyOSPRI, without prior arrangement may result in a 5c/kg penalty.



Cutter Grades

Cutters with minor carcass damage are not downgraded to the Out of Spec grade. These carcasses will be paid at the grade price into which they fall.



Transport

Suppliers pay for the transport of lambs to the plant and are paid a transport rebate on the kill sheet. This way the producer can utilise the carrier of their choice. Wherever possible loads will be coordinated for economic truck loads.



Mutton

Atkins Ranch is provided mutton space through our close working relationship with Te Kuiti Meat Processors. Mutton space is available through Te Kuiti Meat Processors commitment programme with a portion of this mutton processed by Progressive Meats in Hastings. Space is allocated using the preferential booking system (in conjunction with the best producer ranking).



PRODUCER OF THE YEAR

In line with our commitment to bring our producers and the marketplace together, all producers are eligible to win a trip for two to the USA to view the market positioning of Atkins Ranch lamb within our key retailers.

How to Win

The below criteria is used for the selection of our Atkins Ranch Producer of the Year. The trip must be taken in the following calendar year at a mutually convenient time to the team in America and the Best Producer.

COMPONENT		WEIGHTING
Year Round Supply	1% each month supplied.	12%
Certainty of Supply	In-full & on-time – supply to commitment.	28%
To Specification	Schedule Carcass Specification Score.	30%
Loyalty	3% per year supplied, over past 5 years.	15%
Volume	% in proportion to number of lambs supplied – to max of 5,000 lambs.	15%
		Total 100%

In Spec Award

This award is to celebrate an individual who is able to consistently draft lambs to our program specific carcass specification. It is awarded on the highest % of lambs drafted in spec over all lambs supplied in the 2025/2026 season.

It will be awarded to the drafter on farm i.e. agent, farm manager, or shepherd. To be eligible for this award you must supply a minimum of 500 lambs over at least six months of the year.



CONDITIONS OF SLAUGHTER

Delivery of Stock

- All stock arriving at Progressive Meats must be accompanied with a pre-sent electronic ANIMAL STATUS DECLARATION form.
- Trucking delivery times must be adhered to.
- If a problem does occur we would appreciate if the plant is advised as soon as possible to minimise disruptions.
- Additional stock arriving over and above the number confirmed must have plant approval. Excess numbers that cannot be accommodated will be returned to the producer at their own cost.
- No stock with excessive dags, dirty bellies, muddy purse etc will be accepted for slaughter and will be returned to the producer at their own cost.
- No lambs which have been treated for Johnes Disease will be accepted for slaughter.
- No horned animals will be accepted for slaughter.
- No merinos will be accepted for slaughter without prior approval.

Transportation of Stock

- Stock must be fit to travel and must not be lame. A sheep is deemed lame if the animal is not weight bearing on one or more limbs when moving or standing; or the animal has difficulty walking and holds its head below its backline almost continuously.
- Stock must be emptied out for a minimum of four hours prior to trucking or, depending on the season and feed conditions, the same time as required for penning up for shearing.
- Refer to the Fit for Transport App by MPI if you are unsure about transporting stock.

Information Use

- The information you have supplied will be seen by others in an abridged form and used in the scheduling and planning of the daily slaughter requirements of the plant.

JOIN OUR FAMILY

If you would like to join us raising lamb as nature intended – 100% grass-fed and free to roam on pasture in fresh air and sunshine – we would love to talk. Contact us to have a chat and find out more.

COMPANY CONTACTS

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