

THE FACTS

NORTH AMERICAN RETAIL ACCELERATOR (NARA) PROGRAMME

Year One Jul 2024–Jun 2025



WHAT'S THE PROGRAMME AIMING TO ACHIEVE?

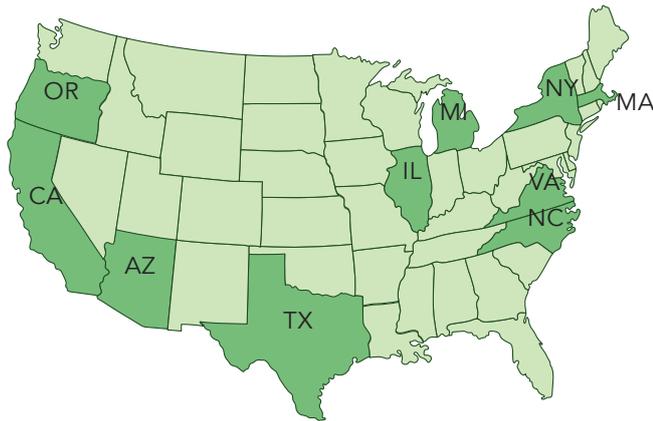
The NARA programme is a joint initiative between DINZ, the five New Zealand venison companies and MPI to grow year-round, value-added sales of New Zealand venison in the North American retail market.

The goals are clear:

- Increase export returns to New Zealand farmers
- Sell more higher-value cuts like leg medallions into North American retail
- Reduce reliance on seasonal game markets in Europe
- Strengthen brand awareness for farmed New Zealand venison in North America
- Support stable, long-term value chains that reward quality farming

WHAT REGIONS IN THE USA ARE BEING TARGETED?

Venison companies are targeting metro areas where health-conscious consumers seek premium proteins. Key U.S. states include:



- California, Oregon (West Coast)
- Texas, Arizona (Southwest)
- Michigan, Illinois (Midwest)
- North Carolina, Virginia (Southeast)
- New York, Massachusetts (Northeast)

The US (as opposed to Canada) accounts for the lion's share of volume and growth.

WHAT TYPE OF PRODUCT IS SELLING?

The focus is on premium, retail-ready cuts — especially leg medallions, which are performing well in both in-store and online channels.

Notable Year One numbers are:

- 8 new SKUs (products) launched
- 8 new distributors appointed
- 12 new retail banners secured
- High-value leg cuts exported reached 394,000 kg (vs target of 300,000 kg)
- Total retail export volume reached 1,311,000 kg (vs target of 1,300,000 kg)
- Total retail export value reached \$26 million (vs \$10.4m target)

Consumers are responding positively to New Zealand venison as a lean, nutritious protein, and recipe-based content.

WHERE IS THE VENISON BEING SOLD?

Most sales are happening in leading premium physical retail stores, but many of these retailers also operate online delivery channels, blurring the line between offline and online. Key retailers include the likes of Meijer (Midwest), Safeway (West Coast), United Supermarkets (South) and players such as Whole Foods and Sprouts.



WHAT'S NEXT?

Looking ahead, the focus is on:

- Deepening existing retail relationships
- Expanding distribution of leg medallions
- Supporting distinctive storytelling around regenerative farming
- Strengthening consumer promotions for perennial holiday seasons
- Continuing product and packaging innovation

For questions or updates, please contact DINZ or your venison company rep.