

HEADWATERS

the proud producers of

LUMINA[®]



www.headwaters.nz



Leading
Progressive
Farmers

A flock of sheep is gathered in a grassy field in the foreground. Behind them are rolling hills with patches of green and brown grass. In the far background, a large mountain with significant snow cover rises against a clear blue sky.

Providing a strategic partnership, based on leading-edge genetics and management processes to create a highly profitable, efficient farm system.

Headwaters was established in 2007 by an ambitious group of Otago and Southland farmers who initially set out to breed ewes that thrive in the hill country.

Over time, through research and development - the breeding program has resulted in a top-performing ewe with high fertility and resilience, producing lambs destined for **LUMINA**

HEADWATERS

2024/2025 Snapshot

Headwaters farmers

95 farming operations involved in the program across New Zealand - from Kerikeri to Te Anau



250g per day growth rate

The finishing of our Lumina lambs on Lumina Finishing Mix (chicory and clovers) sees an average daily growth rate of 200-300g

240,000 lambs

Contracted to be supplied through Alliance processing plants



Over 1,000 restaurants

Around the world serving **LUMINA** lamb



HEADWATERS

After 19 years of genetic gains, the breeding program has developed a top performing ewe with high fertility and resilience that produce lambs with exception eating quality, highlighting their value both on farm and in market. The breed focuses on attributes important to sheep systems, such as reproduction, feed efficiency and lower inputs. Balanced with a core focus on meat attributes that are expressed in the **LUMINA** product.

Our Breeding Values

The Headwaters breed is a stabilised composite with high merit across many traits. Our breeding program runs 5,000 stud ewes across both the North and South Islands, ensuring scale, consistency, and continual genetic improvement.

Our focus is to provide our farmers with genetics that promote improved:

- Body Condition
- Survival and Resilience
- Parasite Resilience
- Intramuscular fat and Polyunsaturated Fatty Acids
- Growth Rates
- Structural Soundness

Technology & Data

As a progressive sheep breeder, we invest heavily in research and innovation to drive genetic advancement across our flocks. Our focus is always looking forward to anticipating market needs, improving performance traits, and ensuring our clients stay ahead of demand with genetics that deliver proven, future-fit results. Central to this is our use of data and technology - we capture, record and analyse the findings within our breeding program to ensure every decision is informed and drives progress.



The Finishing

We are proudly partnered with Agricom, who supply Headwaters farmers with a specially formulated finishing mix of Choice Chicory and Relish Red Clover. This is called the 'Lumina Finishing Mix' and is only sold to Headwaters farmers to finish lambs on.

The combination of chicory and clover is an excellent option for growing lambs from weaning to slaughter and results in naturally high levels of a number of polyunsaturated fats. When consumed by Lumina lambs for a minimum of 35 days, coupled with the breed's genetic propensity to have elevated levels of polyunsaturated fats, the final meat product boasts a unique eating experience. The high energy diet provided by the forage also helps to promote the levels of intramuscular fat levels in the lambs. Lambs on Lumina Finishing Mix grow at 200-350 grams a day and Choice can potentially support around 30 lambs per hectare through summer and autumn. It can provide multiple grazing's for 2 years or more, particularly when planted with legumes.

Features of Choice Chicory:

- High forage quality (protein and digestibility)
- High summer growth
- Slow winter growth in cold climates
- Good drought tolerance, deep taproot (1.5m)
- Elevated mineral content (Zn, Cu, Mg, Ca, K)
- Reduced facial eczema spore levels
- Strong grazing tolerance
- Reduced parasite burden



Features of Relish Red Clover

- Improvement persistence under grazing pressure
- High yield potential over time
- Semi-prostrate growth habit
- Low levels of formononetin (oestrogen)



Being Involved

Headwaters is a team effort which is built on shared commitment to fuse genetics, on-farm husbandry and technology through a fully integrated value chain delivering an uber-premium product.



Commitment

Through the purchase of Headwaters rams, our farmers are committing to supply lambs into the Lumina program.

Sustainability

We are committed to leading the industry and doing our part to ensure the regeneration and development of our farmers and their properties. We require all farms to be NZFAP Plus Gold or working towards the accreditation.

Finishing of Headwaters Lambs

All Lumina lambs are finished for a minimum of 35-days on a specially cultivated forage mix of chicory and red clover.

Traceability

We require all lambs to be EID tagged to ensure traceability through the supply chain.

Castration

We require all ram lambs to be castrated to improve meat quality and carcass composition.

Regular Weighing

To adequately monitor of lamb growth, we require farmers to weigh lambs regularly.

Supply Options

Due to the variety of land types and farming systems run by our supplier group, it is not feasible for all producers to do all aspects of lamb supply, so we have various option available.

Complete Supply

The breeding and finishing of Lumina lambs. Requires the purchase of Headwaters rams and growing Lumina finishing mix.

Breeding Only

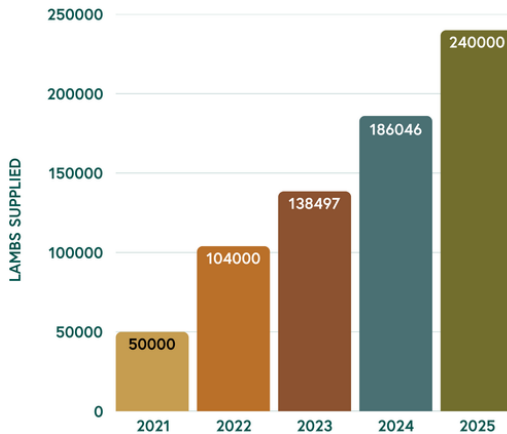
The breeding of Lumina lambs for sale as store stock to a finisher. Requires the purchasing of Headwaters rams.

Finishing Only

Finishing Lumina lambs, either by purchase or growing on a weight gain contract. Requires the growing of Lumina finishing mix.



Lamb Supply Growth



We have significantly expanded our farmer network over the recent years. The last four seasons has seen our lamb supply steadily increase from 50,000 lambs in 2021 to 186,046 in 2024.

Through our partners, Alliance Group, we receive preferential processing space as part of their commitment to the Lumina lamb program.

Farmer Premium

The Lumina Lamb program provides our suppliers with a premium return over and above commodity prices.



Value Chain



Alongside the work we do on our genetics to ensure a consistent meat profile, we are focused on market insights and international connections to sustain our global premium positioning.

The Headwaters program is unique as it ensures farmers stay connected to their product through the value chain. From the processors, sales teams, distributors through to chefs.

From market trends to opportunities, our farmers receive feedback from those on the ground and in market. We take pride in our value chain and the advantages that come with complete transparency throughout the entire process.



Overseas distributors visit a Headwaters farm, the origin of Lumina



Alliance and Shehata Cold Store sign a Lumina supply agreement in Saudi Arabia



Lumina Chefs attend the Headwaters 2024 Ram Sale at Dry Acheron Station

Our Community



Our Headwaters community has evolved into something special. The commitment to a common goal of raising resilient animals with efficient on farm practices while producing a premium product is shared by all. We are passionate about working together, sharing the wins and remaining progressive.

The Annual Headwaters Muster

An annual 'Muster' event is held for our farmers to come together and celebrate the season. We listen to industry experts, receive market insights, network with Lumina chefs and award our suppliers.

Regional Supplier Field Days

Regional Field Days are held across the country for our farmers to attend prior to the supply season. It allows suppliers to hear about the latest information regarding forage management, genetic development and product requirements, whilst engaging in peer-to-peer discussions.

Open Communication Channels

We use channels such as Zoom, WhatsApp, The Farmer Working Group, Newsletters and social media to connect with each other and share both on-farm and in-market insights.

Farmer Working Group

A nominated group of Headwaters farmers represent the wider community. This group meets bi-monthly with Headwaters management to provide feedback, discuss topics, share news and provide a sounding board.

Processing Plant Tours

Our joint venture partner, Alliance Group, accommodate our farmers with a number of processing plant tours. Educating farmers on the processing component of the supply chain.

The Headwaters Foundation

A three-day workshop for our Future Leaders within the Headwaters community. Crafted to stimulate creativity, reflection and curiosity within the agri sector. This workshop provides tools to develop leadership skills and connections to our networks in market. Our community is passionate about investing in industry future leaders.

LUMINA®

Why Choose to Supply Lumina?

With our genetics, farming systems, and commitment to quality, Lumina lamb is the exceptional result of these attributes. The unique difference of our product positions itself at a premium in global markets, and as a result sells at a premium over New Zealand commodity lamb. We can take control and sell on value, not just volume - and our farmers share in the rewards.

Consistency is the true mark of excellence. Chefs and discerning diners alike expect more than just quality - they expect certainty. Not a variation in size, taste, quality or eating experience, but the assurance of a consistent product. For a chef, every dish is a reflection of their craft, and only a product that delivers the same flawless experience, plate after plate, earns a place on their menu. When performance is unwavering, confidence follows—and that confidence is worth a premium.



"I was the first chef to have Lumina on my menu in the UK - the first time I tried it I honestly couldn't believe it. It's the Rolls Royce of Lamb"

Ioannis Grammenos, London



Commodity Lamb

Different genetics, farm processes, variable quality, volume based, no story, no premium and limited control over price.

Branded Lamb

Branded in market, but differentiated by geography, a story or breed only. Potential variability in final product.

LUMINA® Lamb

Consistent genetics, farm systems, finishing forage, processing methods, cuts, branding, eating quality, health attributes and story. Standards across the supply chain are strictly enforced to ensure the same consistent product reaches the consumer each time. Enabling a significant premium to be extracted from market.

LUMINA[®]

Sensory Experience



Appearance

Light pink to pale red colour



Taste

Milder taste and aroma (not gamey)



Texture

Delicate and tender mouth-feel



After-taste

Less fatty than regular lamb and subtle flavour



Cooking Profile

Fat renders more like pork, does not shrink or lose shape



The Distinct Characteristics of LUMINA

Imbued with Omega 3

Polyunsaturated fats; the good fats

Rich source of protein

Beneficial nutrients in every bite

Consistency in weight and performance

Unparalleled taste, tenderness and succulence

Non-GMO and antibiotic-free

3% - 4.5%

intramuscular fat target -
almost twice the
industry average





An aerial photograph of a large flock of sheep in a field, with a person standing near the center. The field is divided into sections by fences, and the sheep are concentrated in several areas. The lighting is warm, suggesting late afternoon or early morning.

If you are excited about what Headwaters stands for and the opportunity it presents, get in touch via our website today.

HEADWATERS

www.headwaters.nz

2/123 Victoria Street, Christchurch