Outcome Logic Model for Caprine Innovations NZ
2018 to 2023

Long term outcomes (2030)

DGC has sustained global category leadership for goat milk infant formula from New Zealand
Export revenue $719 m by 2030
DGC is an inspirational model for NZ industries for moving to high, value-added products

If successful New Zealand will benefit through Caprine Innovations…..

Medium term outcomes *(2026)*

- Established and ongoing clinical science platform in public domain
- NZ is recognised as leading supplier of premium quality goat milk infant formula
- Competitive advantage difficult to replicate
- More export revenue, farms and increased employment
- Innovative industry developed for long term growth

If successful the dairy goat industry will benefit...

Short term outcomes *(2023)*

- New insights into what is important for consumer choosing goat milk infant formula
- Deeper understanding of how to work with influencers
- Trial farm is key tool for innovation
- Deeper and faster penetration into current and new markets
- Strong and credible science based evidence of feeding time outcomes
- Farming systems deliver on consumer needs

If the activities of Caprine Innovations are successful...

Activities & Outputs (2018-2023)

- Consumer attitudes towards baby foods and health benefits they seek
- Develop new farming systems and interventions to enhance natural and beneficial features of NZ goat's milk
- Integration of activities to develop a position that cannot be replicated by other countries
- Clinical trials for feeding time outcomes
- Understanding key influencers across the chosen markets
- Extension developed to optimise on farm change

Enablers & Inputs

- International clinical research
- Committed and effective market partners
- Cohesive and collaborative farmers to deliver
- NZ environment underpins category leadership

Additional benefits

- Supports NZ export growth goals
- Premium healthy food for NZ infants and children
- Innovative value chains developed as model for other high value nutrition products
- Increased reputation internationally for NZ dairy industry
- Environmentally sustainable and natural farming systems developed
- Scientific research capability increased in clinical research for food.
- Enhanced sector reputation from reliance on strong evidence base for product marketing

Problems & Opportunities

- Fierce competition from big brand multinationals
- Gain influencer recognition of goat milk infant formula for feeding time outcomes
- Realise market potential faster through market specific consumer and influencer insight
- Develop NZ farming systems to enhance natural features of goat milk for infant formula
- Put daylight between NZ goat milk infant formula and international competitors