



# PĀMU DEER MILK

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## NATURE'S INNOVATION



# ABOUT PĀMU

117

TOTAL F FARMS

•365,627

TOTAL HECTARES OF FARMS

32

F FARMS MANAGED BY PĀMU, OWNED BY OTHERS

•211,488

HECTARES OF MANAGED FARMS

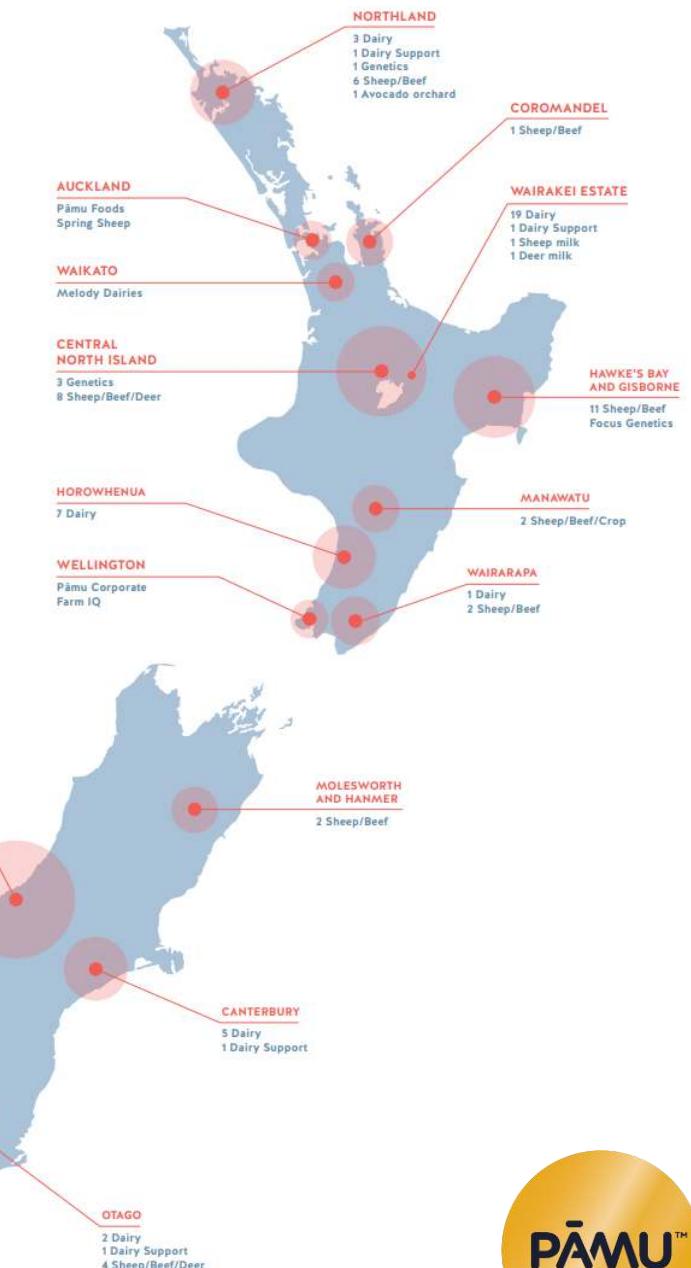
85

F FARMS OWNED AND MANAGED BY PĀMU

•154,139

HECTARES OF OWNED FARMS

STATE OWNED  
— SINCE —  
**1886**  
NEW ZEALAND



# MORE THAN PASTORAL FARMING

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# PĀMU IS UNIQUELY POSITIONED TO COLLABORATE AND LEAD

## WAYS OF WORKING

Collaborate and adapt research for commercial application.

Share IP which enables new land use options for private farmers, land owners to future proof NZ farming

## COMMERCIAL FOCUS

- Prototype new land uses
- Validate new farm systems
- Assess new digital tools
- Prove new genetics

## APPLICATION (Examples)

- Sheep milk
- Deer milk
- Organic milk
- Farm IQ
- Focus Genetics

## BENEFITS



Financial



Technological



Social

# CURIOSITY GOT US TO WHERE WE ARE TODAY



Unique traits of deer



Unique properties



User experience



Chinese history



# INNOVATION HAD TO HAPPEN EVERYWHERE

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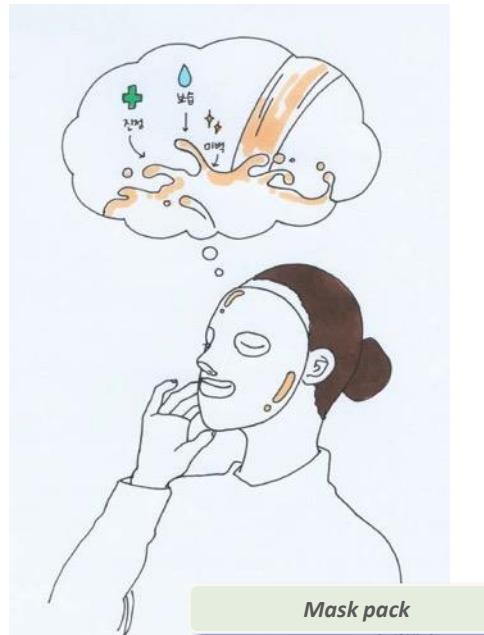


# WHAT MAKES PĀMU DEER MILK DIFFERENT?

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# WHAT HAS CONSUMER RESEARCH TOLD US?



Mask pack



Sleeping pack

*“Deer themselves just seem healthful”*  
Senior

## BEAUTY CONCEPT 1 CONCENTRATED INNER BEAUTY NUTRITION DEER MILK, VERY RARE AND VERY SPECIAL

In a small New Zealand Pamu farm, where deer are lovingly hand-raised there has been a natural, nutritional revolution.

### Deer milk.

New, exclusive and very rare.

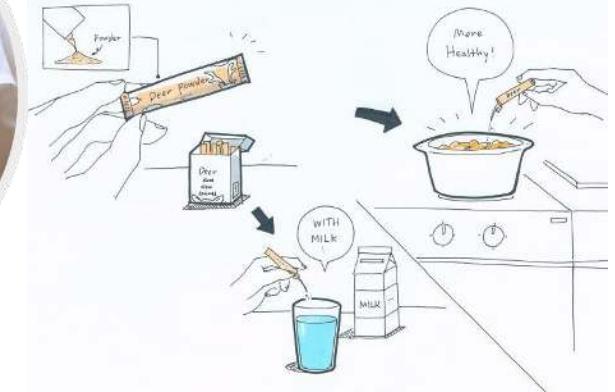
A natural super milk of concentrated inner beauty nutrition for women.

Deer, one of nature's beauties. Graceful, nimble, agile and fast.

Available in exclusively restricted quantities, deer milk is now available in a limited number of exclusive inner beauty nutritional products.



*“Because the content seems better for the children’s growth than regular milk” Mother younger children*



## High curiosity for its novelty

- Positively associated with a 'lovely, slim, nimble' imagery.  
Among some older ladies a higher level of interest given their exposure to deer-related products:
  - Venison: yummy and nutritious
  - Antler: good for beauty, driven by antler as an ingredient in Korean ginseng products.
- New Zealand origin is highly welcomed for its reputation of 'clean, safe and natural environment', which in turn results in a high-quality milk products.

# PĀMU DEER MILK HAS MANY APPLICATIONS

FOOD INGREDIENT



PERSONAL CARE



SUPPLEMENTS



HEALTH AND NUTRITION



# A NOVEL FOOD INGREDIENT



# A SUPER MILK FOR THE SKIN

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Pāmu Deer Milk has scientifically proven benefits in:

- Providing natural sustained hydration for dry and sensitive skin;
- Anti-inflammatory and anti-oxidizing effects;
- Stimulating growth of stem cells for skin repair.



# SUPPORTING GENERAL NUTRITION

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## Deer goodness: NZ firm studies deer milk potential for increasing muscle strength in older adults

By Tingmin Koe 

23-Jun-2021 - Last updated on 24-Jun-2021 at 02:07 GMT



RELATED TAGS: New zealand, Muscle, Healthy ageing

# WE WELCOME COLLABORATION & PARTNERSHIP

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THANK YOU



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