

PĀMU DEER MILK

NATURE'S INNOVATION



ABOUT PĀMU

117

TOTAL
FARMS

365,627

TOTAL HECTARES
OF FARMS

32

FARMS MANAGED BY PĀMU,
OWNED BY OTHERS

211,488

HECTARES OF
MANAGED FARMS

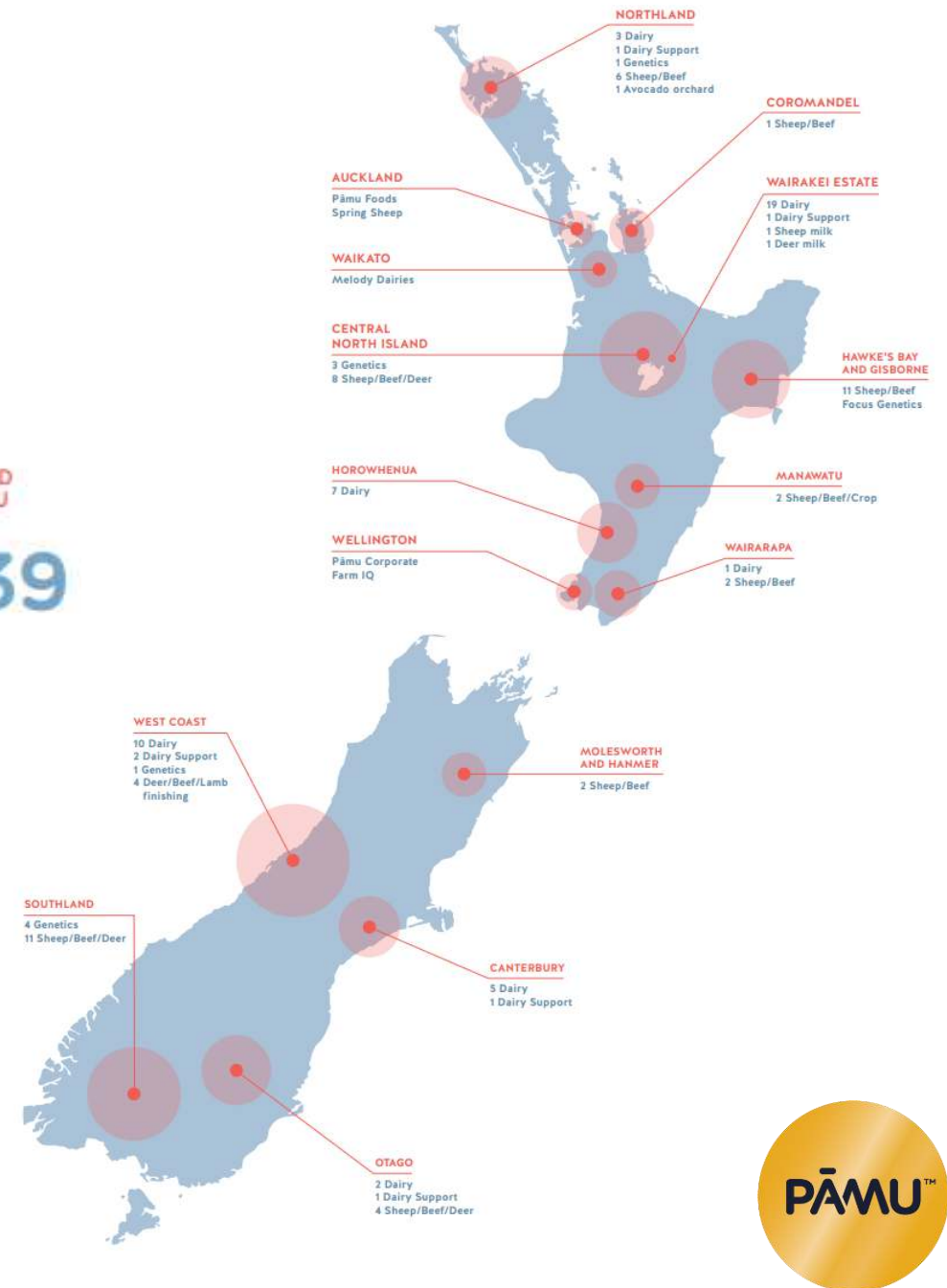
85

FARMS OWNED AND
MANAGED BY PĀMU

154,139

HECTARES OF
OWNED FARMS

STATE OWNED
— SINCE —
1886
NEW ZEALAND



PĀMU IS UNIQUELY POSITIONED TO COLLABORATE AND LEAD

WAYS OF WORKING

Collaborate and adapt research for commercial application.

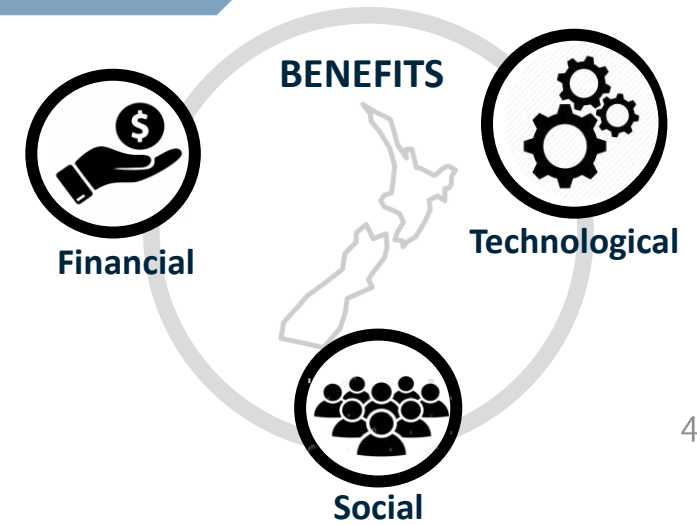
Share IP which enables new land use options for private farmers, land owners to future proof NZ farming

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



CURIOSITY GOT US TO WHERE WE ARE TODAY



Unique traits of deer



Unique properties



User experience



Chinese history



INNOVATION HAD TO HAPPEN EVERYWHERE



WHAT MAKES PĀMU DEER MILK DIFFERENT?



WHAT HAS CONSUMER RESEARCH TOLD US?



Mask pack



Sleeping pack

*“Deer themselves just seem healthy”
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.

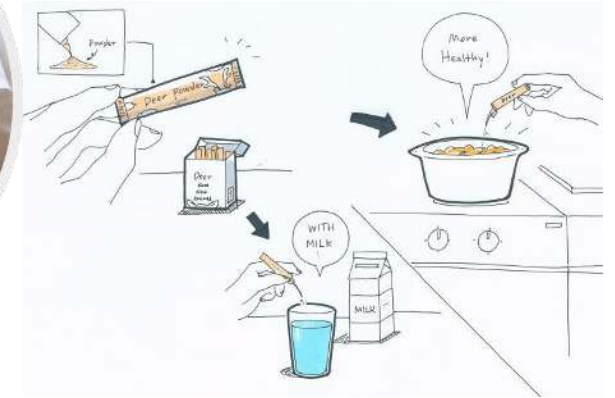
Deer milk.

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.



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

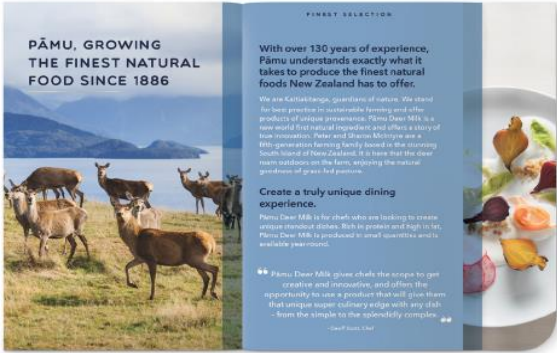
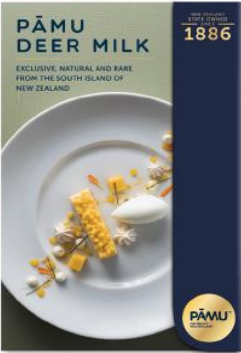
PERSONAL CARE

SUPPLEMENTS

HEALTH AND NUTRITION



A NOVEL FOOD INGREDIENT



A SUPER MILK FOR THE SKIN

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 NUTRTION

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

By Tingmin Koe [✉](#)

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RELATED TAGS: New zealand, Muscle, Healthy ageing

WE WELCOME COLLABORATION & PARTNERSHIP





THANK YOU



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