

As a brand TBL are influenced by a number of things. Firstly, their biggest affecting influence is **environmental**. For TBL it is about the exploitation of natural resources. Scientists have recently become aware of the amount of nitrogen that farms create due to the intensity and stocking rate of current farming techniques. To protect water quality is an important goal of New Zealand as we respect our country and wish to preserve it. We also tend to market our products off our “clean green image”. If this clean green image is not sustained, tourists will be less inclined to visit. Therefore, their branding will become ineffective thus reducing sales.

The environmental influence is a positive influence as the lake will benefit from the awareness and the implemented strategies which will decrease nitrogen leaching into the waterways. For them starting and **pioneering this type of farming is a huge step in all farming techniques.** Due to the direction of environmental protection and the world's perspective on preservation this will be a continuing influence and continue into the long term future. ①

Becoming more environmentally friendly and protecting our natural landmarks is going to be a strong influence. To protect the lake from algae blooms from excessive nitrogen emissions will make the Lake a more enticing place to visit. This leads to the next influence.

The **social influence** is another one of TBL's priorities. With consumers wanting environmental preservation, consumers evidently showed a high demand for TBL product. “I couldn't get over them wanting the whole story; it is part of the brand and you've got consumers in Japan willing to pay more than for any other beef because of the issue of the lake.” Although the owners didn't initially think they'd have a large social impact and influence, their TBL story **has created a friendly brand to fit consumer morals** and their business is thriving because of it. “To me that was the acid test of this TBL project we started. Would consumers overseas value this issue? And they surprisingly did.” Also, tourists whom enjoy the cleaner lake due to the efforts of people like the owners of TBL will be more attracted to **specifically buy the meat of TBL to support the protection of the lake.** ①

The **economic influence** is an equally strong influence affecting TBL. As with most other businesses TBL exists to make a profit so their strongest goal is to earn a healthy income. Their sole **aim is to continue farming as efficiently as possible to increase production and ultimately income.** This will always be a short and long term goal to ensure viability for the future. ①

A strategy which comprehensively addresses the issue relating to all three influences is successful and insightful branding of their meat. **TBL's owners carefully consider how to effectively market their product to fit consumers' expectation of environmental protection.**

Due to the nitrogen cap and awareness of the nitrogen problem the idea of integrating environmental strategies into their farming has let them thrive as a brand by having a positive reputation. **The regional council has given the first 'environmental 'tick' to farms recognising environmentally sustainable farming practices & compliance with new rules to protect water quality.** Compliance is one way to receive positive feedback from customers but **pushing for a cause is what separates TBL from other traditional farming brands,** whose reputation is all about increasing intensity farming to increase income, regardless of environmental impacts. ②

Customers who morally support TBL farming practices will be more enticed to purchase their beef. This was shown to be true when the owners proposed to a restaurant to offer their beef at a price above the normal steak on the menu, in turn the waiters would make the customer aware of the TBL story. Weeks within the trial TBL received a call explaining their more expensive steak was outselling the normal steak 4:1. Bumping the price even higher they still outsold the competing steak 2:1. 2

The branding strategy has been extremely successful so far, that's why personally I believe this is the best strategy implemented so far for TBL. As time goes on this strategy will become stronger due to the fact of rising awareness of environmental problems. Rebranding with a positive message will always be a great strategy for any business. As they know they can continue to market their product due to their quality. Marketing off quality as a premium product and eco-friendly offers consumers whom support their vision the choice to purchase their products. This effectively covers short and long term viability as their brand reputation if they continue to do it how they are, will gradually get even better. 2

Another way in which TBL is future proofing is measuring and testing the difference between crop type and the amounts of nitrogen they leach. So far research has shown cultivating and regrassing leaches immense amounts of nitrogen. Implementing methods like under and over-sowing allows them to leach less giving them expendability in other areas. An underground laboratory was created on the TBL farm in order to test and measure the amount of nitrogen leached between different seeding and species of plants. 3