

Pace Farm Strategy 2025–27

Plan on a Page



Our Vision

At Pace Farm, our vision is simple — eggs for everyone.

We believe in providing a quality product that's accessible to as many people as possible through an approach that prioritises the health and happiness of our team, the welfare of our hens and the sustainability of the environment.

Our Values

These values serve as the foundation for our business, inspiring every decision, guiding us as we strive to achieve our goals over the next three years.



Care
to make a difference



Passion
that fuels our journey



Integrity
in every decision



Innovation
for a brighter future



Fun
in every moment



Ownership
of our actions

Our Strategic Pillars and Goals

Pace Farm's Strategy 2025–27 focuses on three key pillars — enhancing market positioning, driving operational excellence, and invigorating organisational culture — to facilitate its evolution into a high-performance, growth-oriented enterprise.

Strategic Pillar: Enhance Market Positioning

Goal: Strengthen Pace Farm's brand and expand market share by aligning with evolving consumer demands and trends.

Initiatives:

- 1.1 Market Insight Analysis
- 1.2 Roadmap Development
- 1.3 Brand Refresh
- 1.4 Capacity Management

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Strategic Pillar: Drive Operational Excellence

Goal: Optimise Pace Farm's operations for efficiency, sustainability and adaptability to meet the highest production standards and exceed customer expectations.

Initiatives:

- 2.1 Production Transition
- 2.2 Infrastructure Development
- 2.3 Continuous Process Improvement
- 2.4 Sustainability Framework
- 2.5 Technology Redesign
- 2.6 Good Governance

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Strategic Pillar: Invigorate Our Culture

Goal: Cultivate a workplace culture that rewards performance and prioritises safety, inclusiveness, teamwork and continuous improvement.

Initiatives:

- 3.1 Health, Safety and Wellbeing
- 3.2 Talent and Capability Drive
- 3.3 High-Performing Culture
- 3.4 Communication and Change

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Our Future

Pace Farm's Strategy 2025–27 will position the company at the forefront of the egg production industry, driving innovation and excellence in everything we do.