

AN INITIATIVE OF
Making More From Sheep



The Right Lamb – Every Time

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EVENT PARTNERS:



EVENT SUPPORTERS:



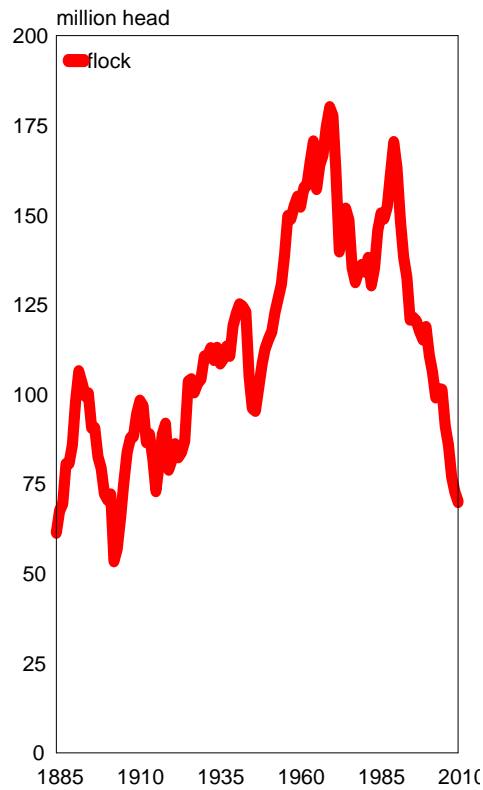
Summary

- Lamb markets and consumers
- Our future - Lean Meat Yield and Eating Quality = Consumers
- Optimising carcass compliance using MSA

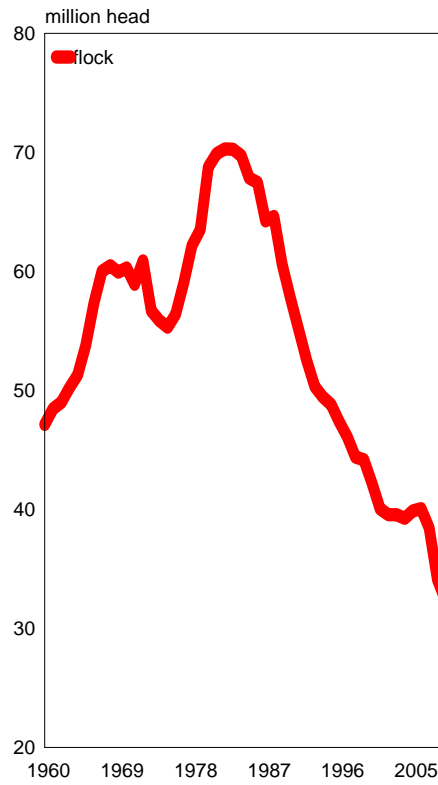


World flocks in decline

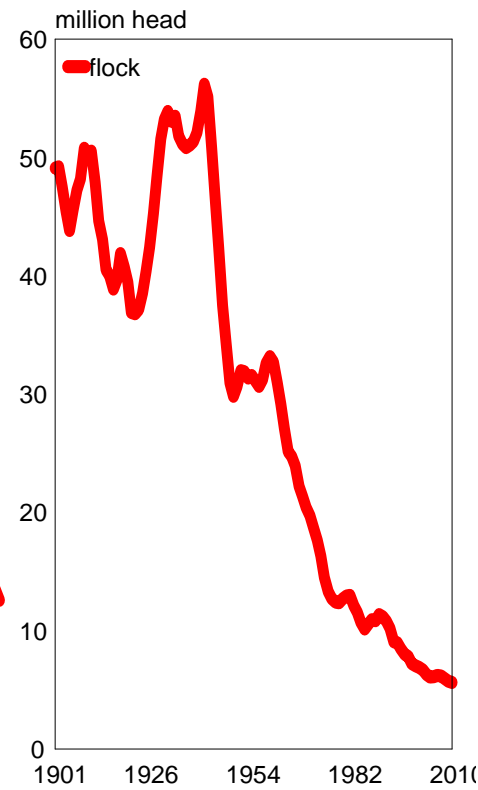
Australia



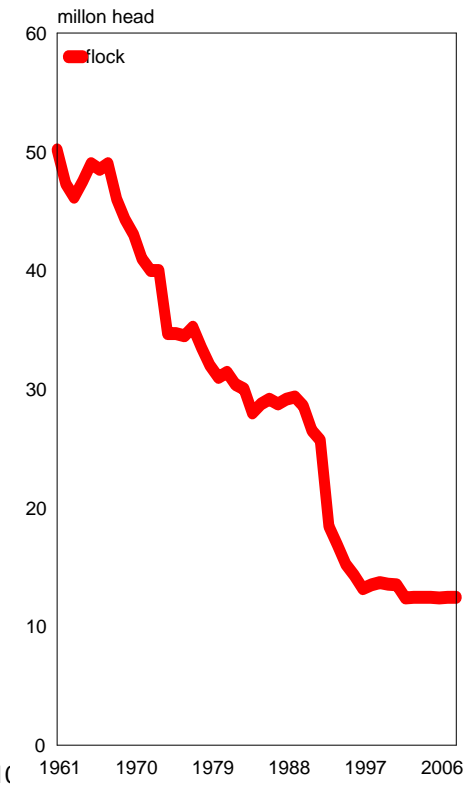
New Zealand



US



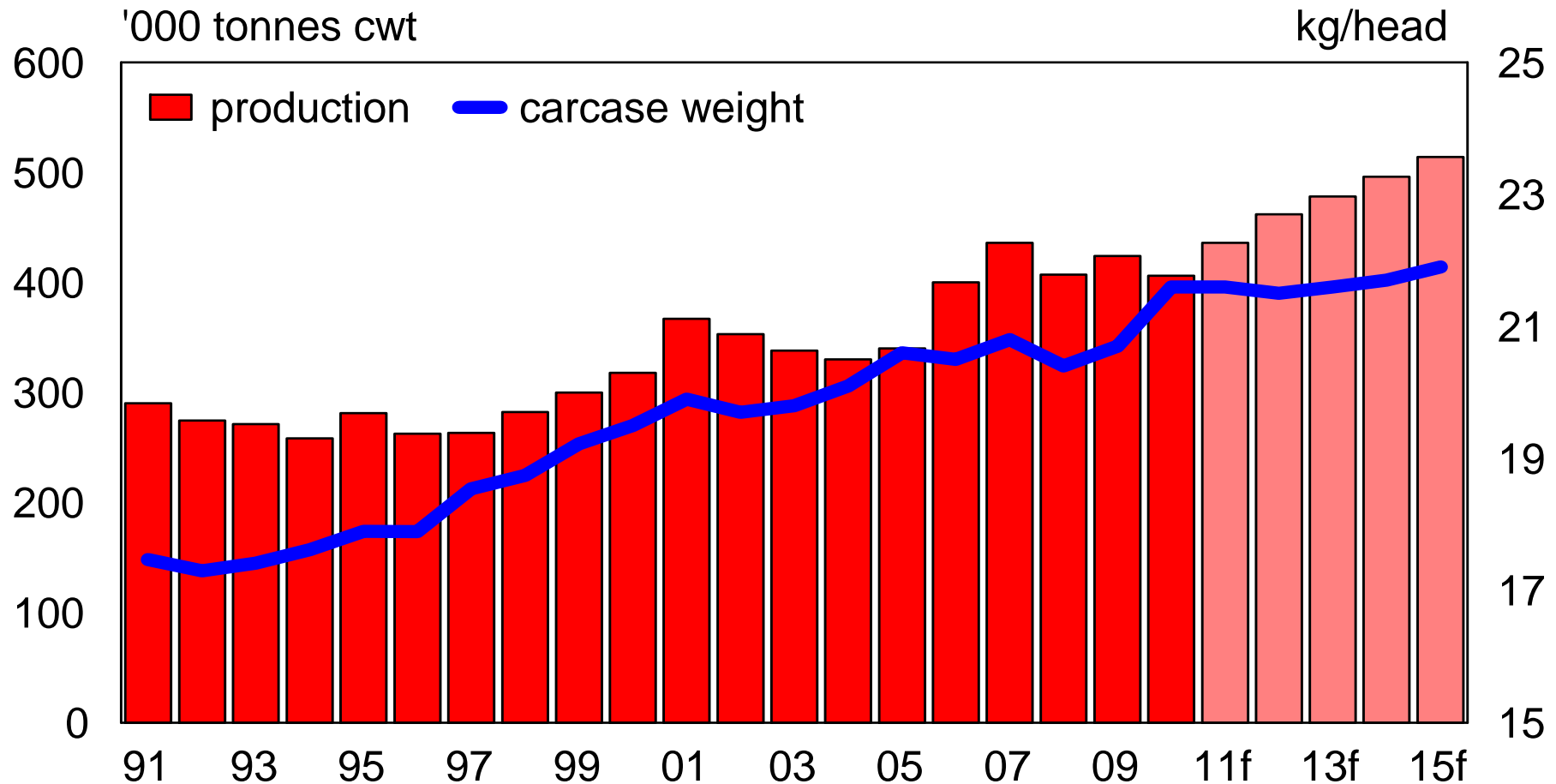
Argentina



Source: ABS, USDA, FAO, Statistics NZ

Lamb production – modest increase ?

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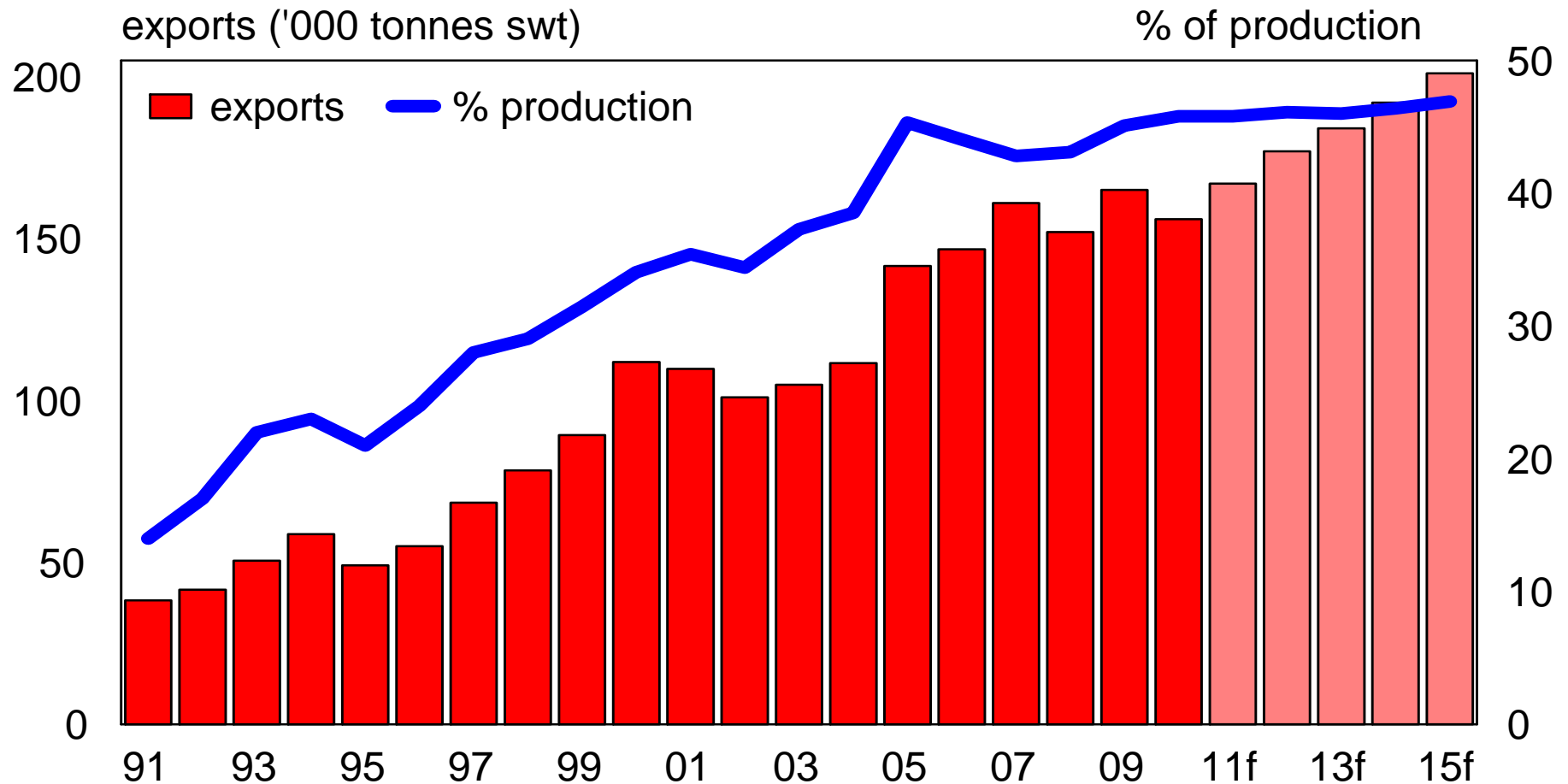
Source: ABS, MLA forecasts

f = forecast

Carcass weights firm = 21.6kg in 2011

Export demand holding

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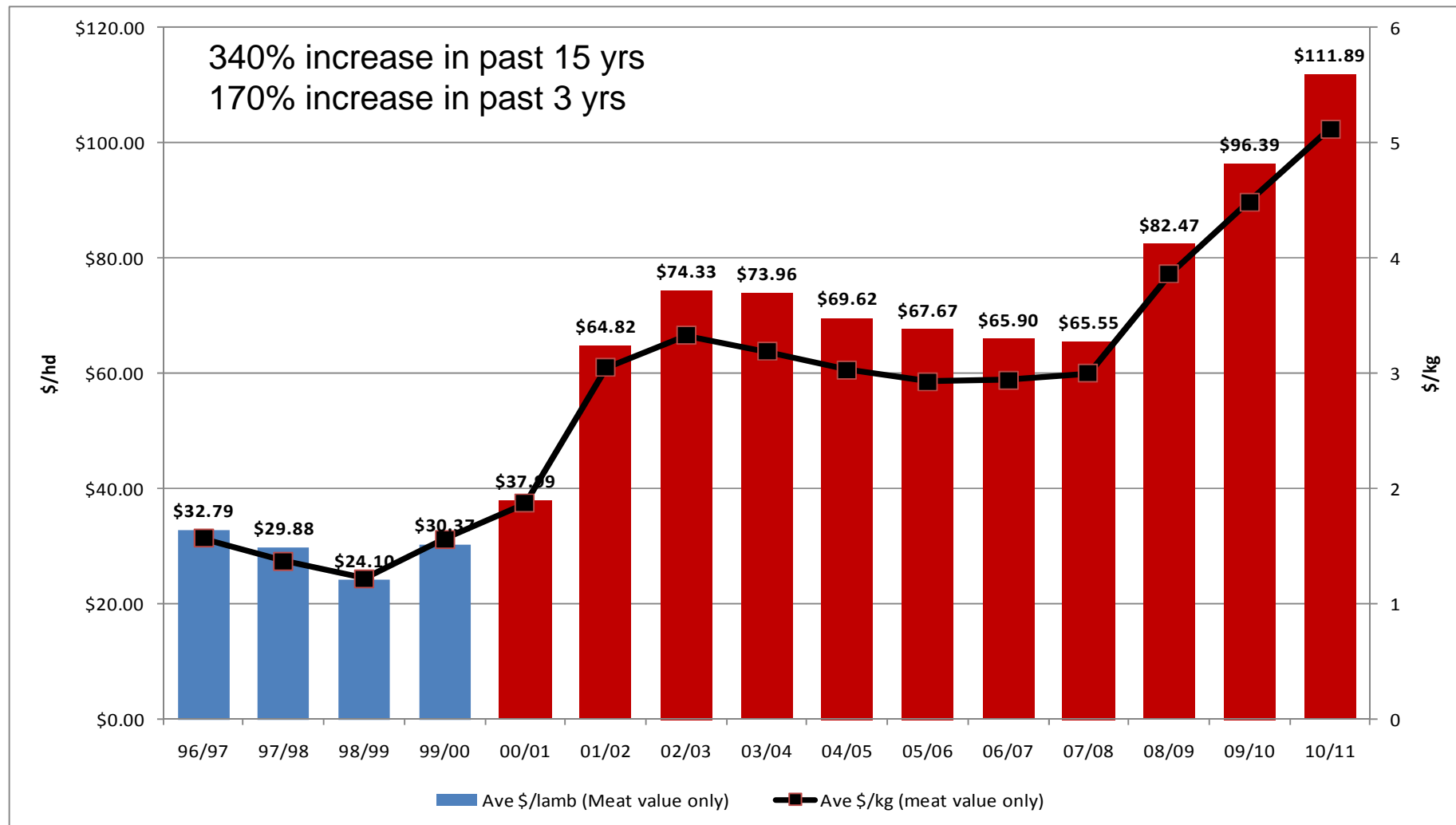
Source: DAFF volumes, ABS values, MLA forecasts

f = forecast

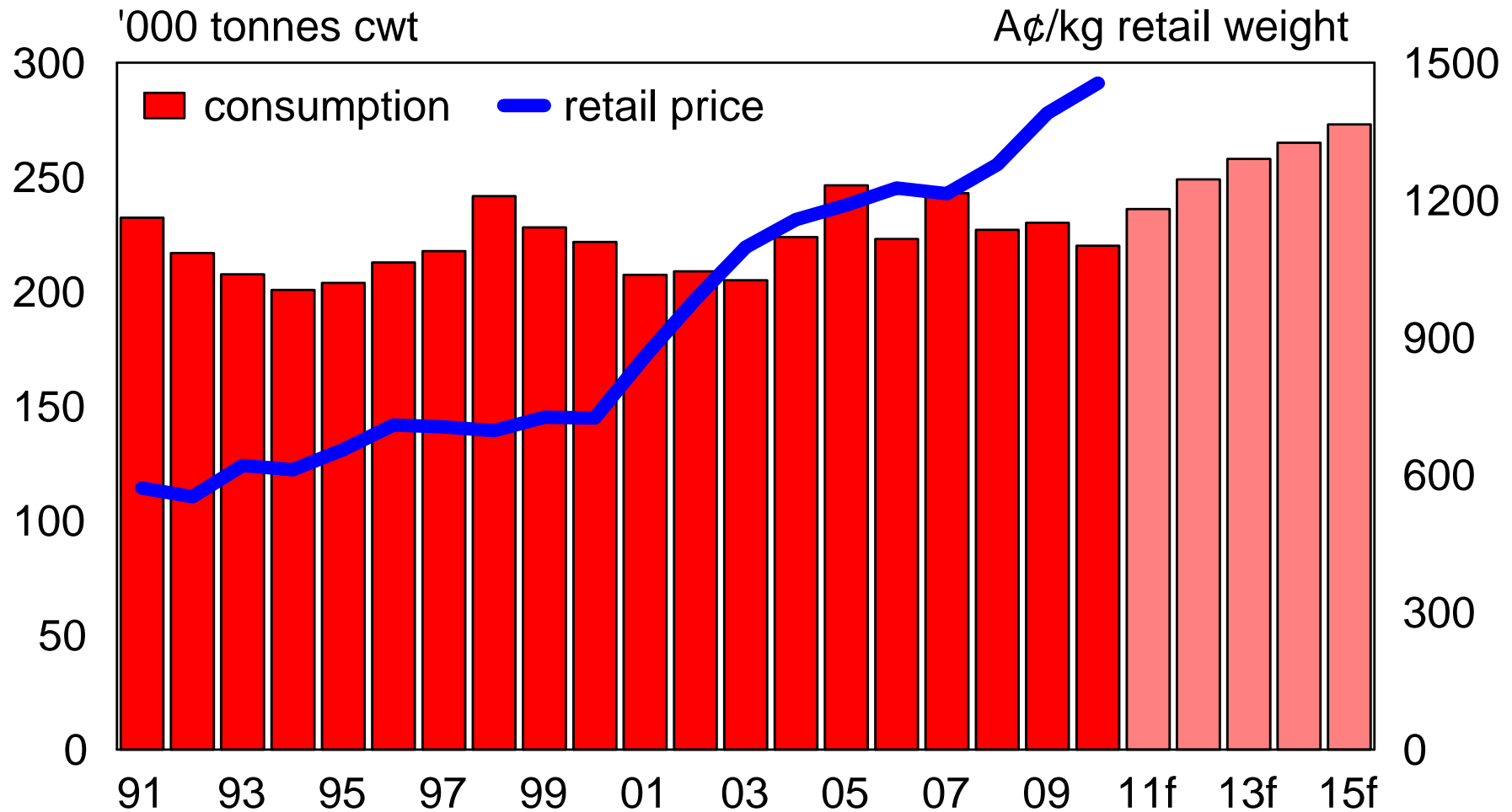
45.9% share of production



Lamb prices at record levels



Resilient domestic lamb consumption despite retail prices



Source: ABS, ABARE, MLA forecasts

f = forecast

Current situation

- Supply will build steadily (seasons permitting)
- Domestic and export markets still firm
- A\$ at record levels against US\$ making things tough for export processors
- National sheep flock at 100-year low
- Unprecedented lamb prices

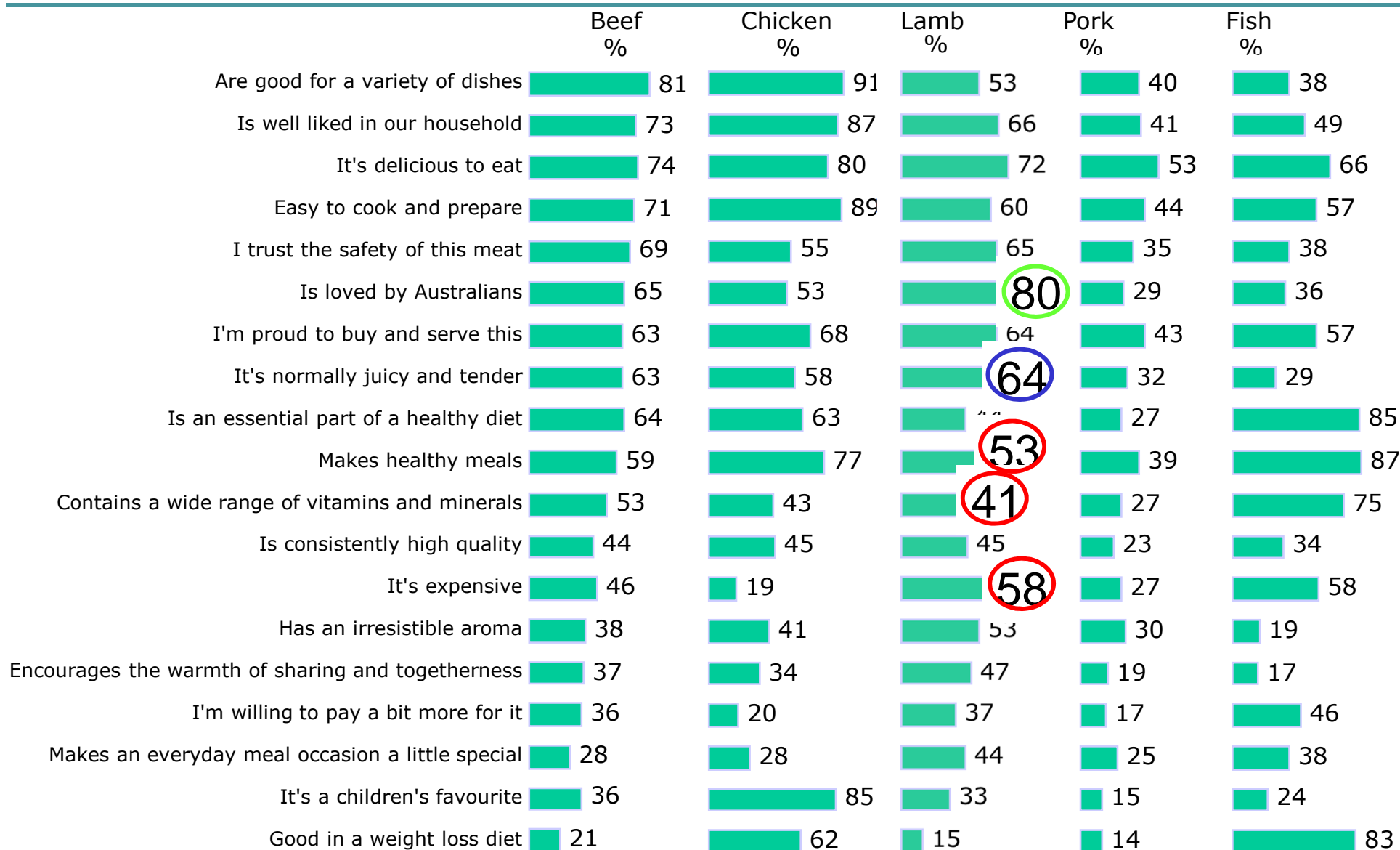
Now more than ever we must **KEEP**
focusing on the consumer



Image – Mums (families)

Sheep

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Consumers

- Love the flavour of lamb
- Quality - tenderness/juiciness = beef
- Health/fatness score improved but still below beef
- 90% consumer trim 'salvage' fat before or after cooking
- Still viewed as a little old fashioned
- They know its expensive !

Lamb lean is expensive



\$40/kg



\$60/kg

BUT !



can push \$100 for lean !



\$37/kg (44% fat trim)



\$66.70/kg (36% bone)

\$106/kg for lean !!

Loin Chop's of the future

ing More From Sheep



1956



2006



2012

What's needed ?

Deliver what the customer wants – hit specifications

- Lean meat yield (weight, fat & muscle)
- Eating quality
- Valuable source of nutrients for humans



Sheep CRC



Lean meat yield genetics

Breeding values (ASBV's)

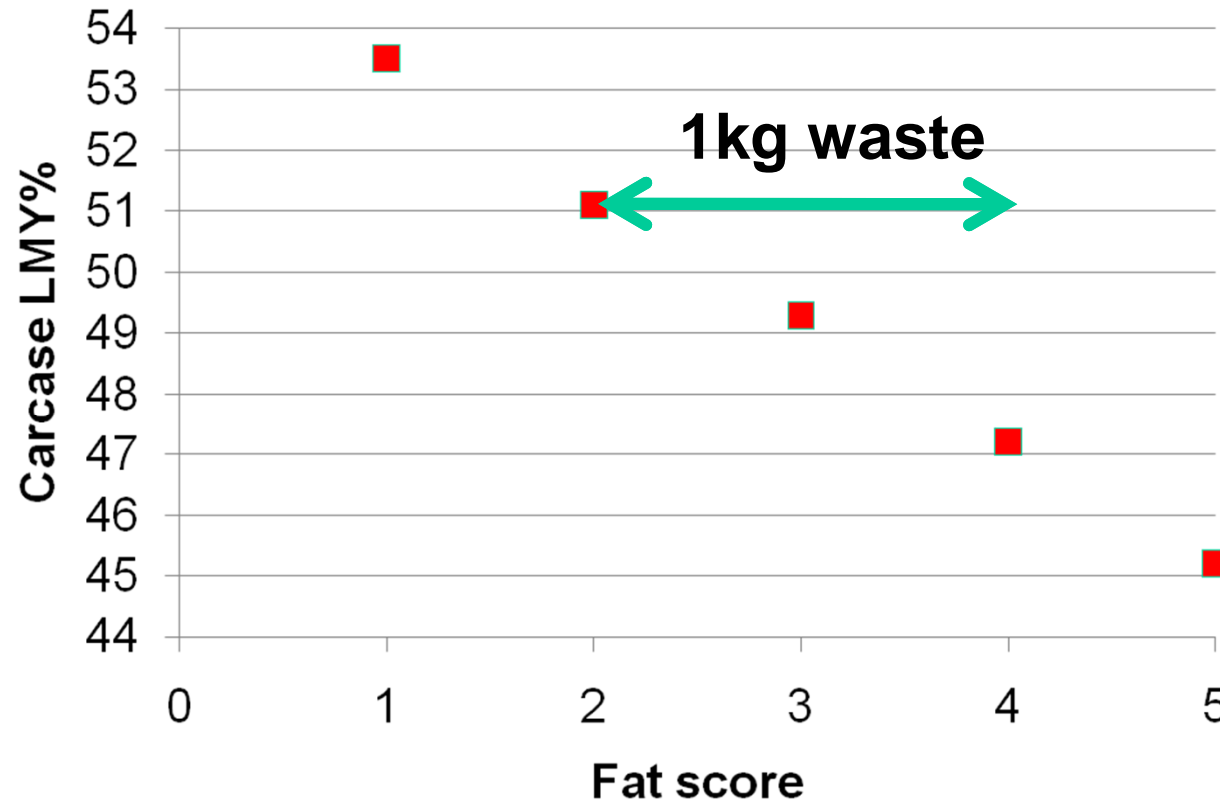




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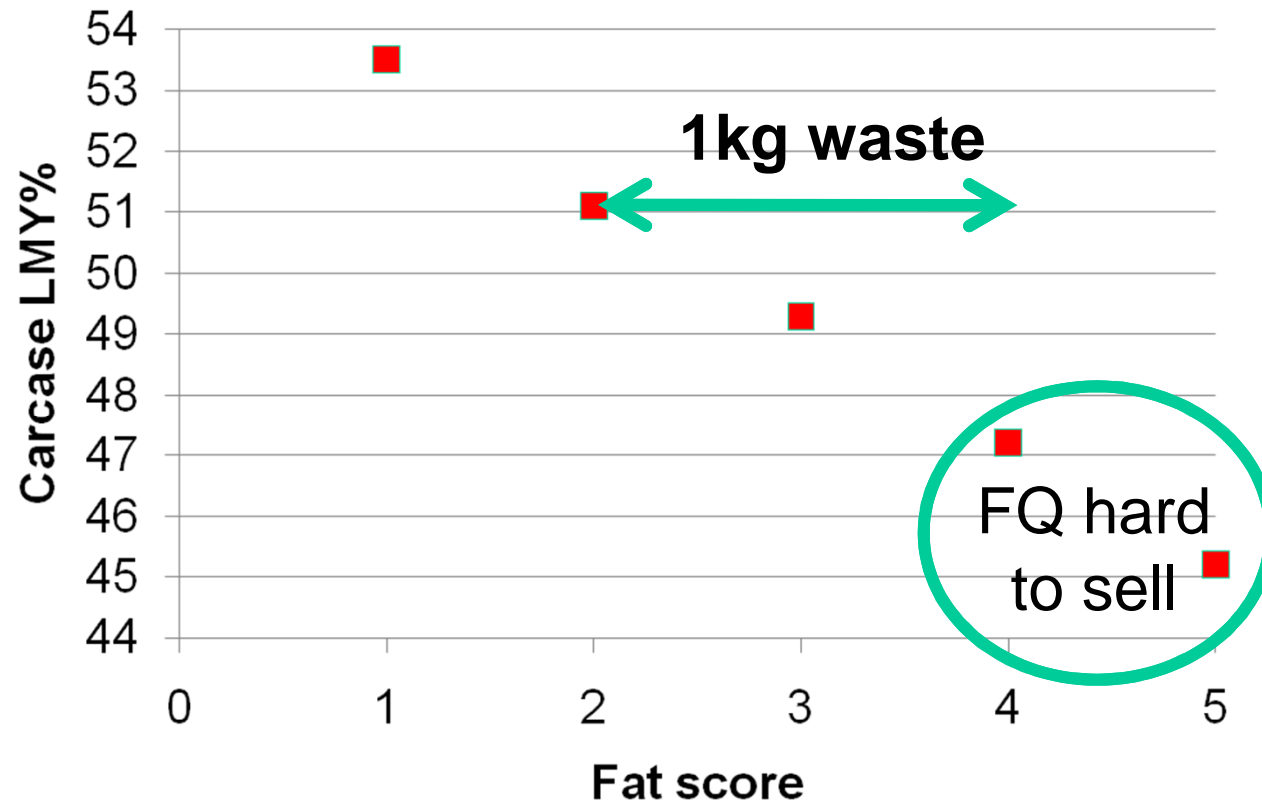
LMY – Carcasse comp results



Ave 2% drop in LMY for every increase in FS



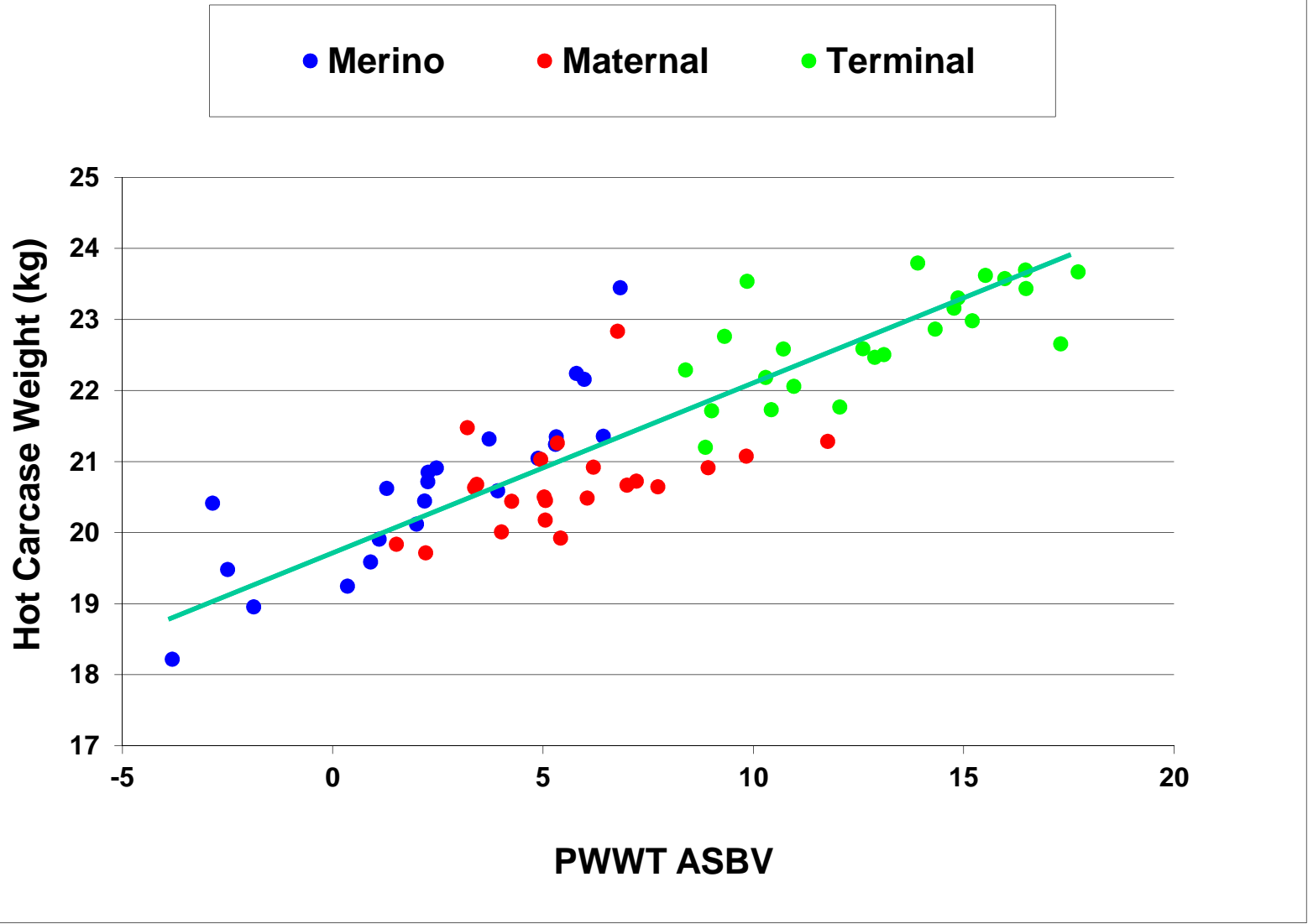
LMY – Carcasse comp results



Ave 2% drop in LMY for every increase in FS

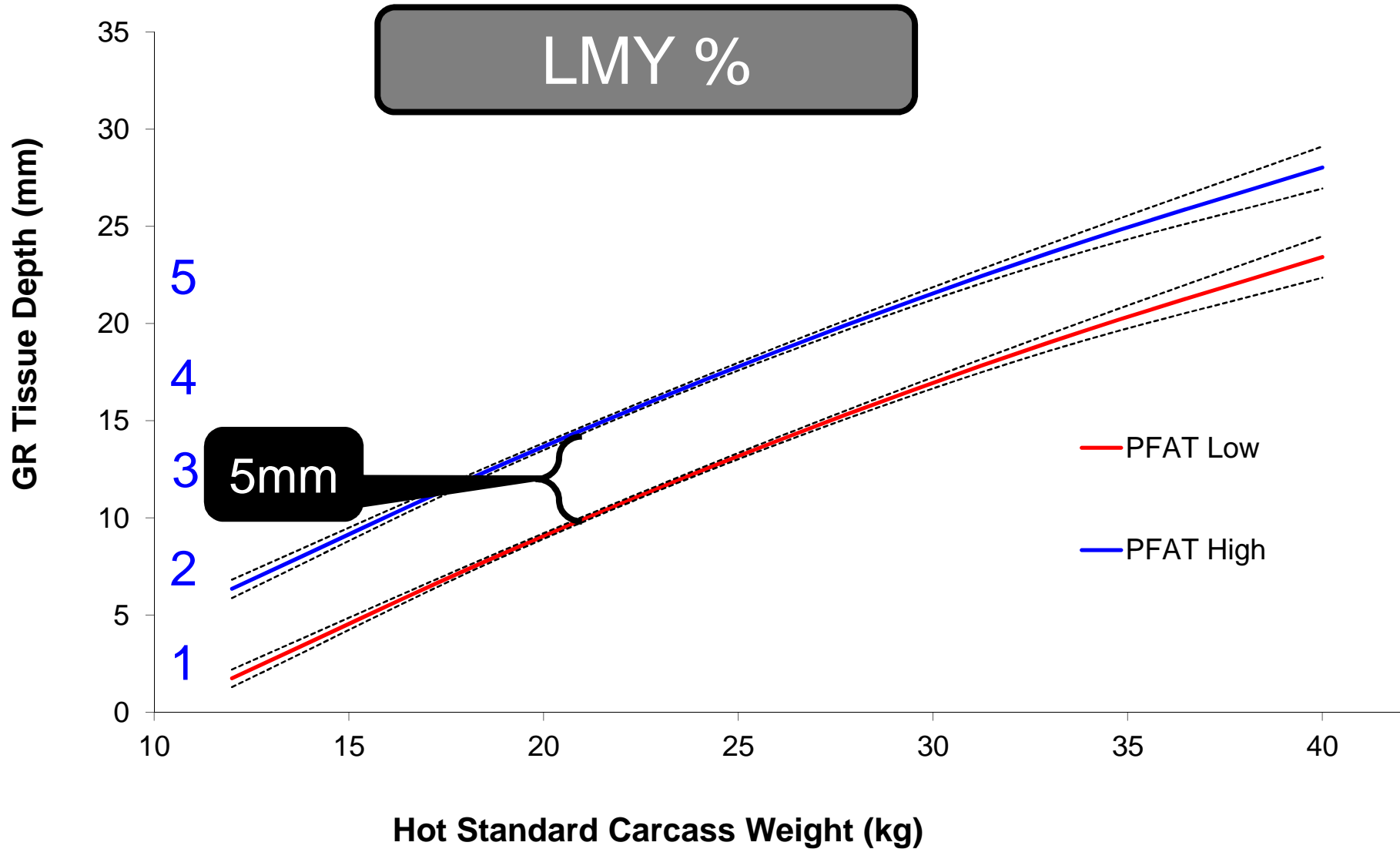
Weight BV (PWWT)

Carcase Weight

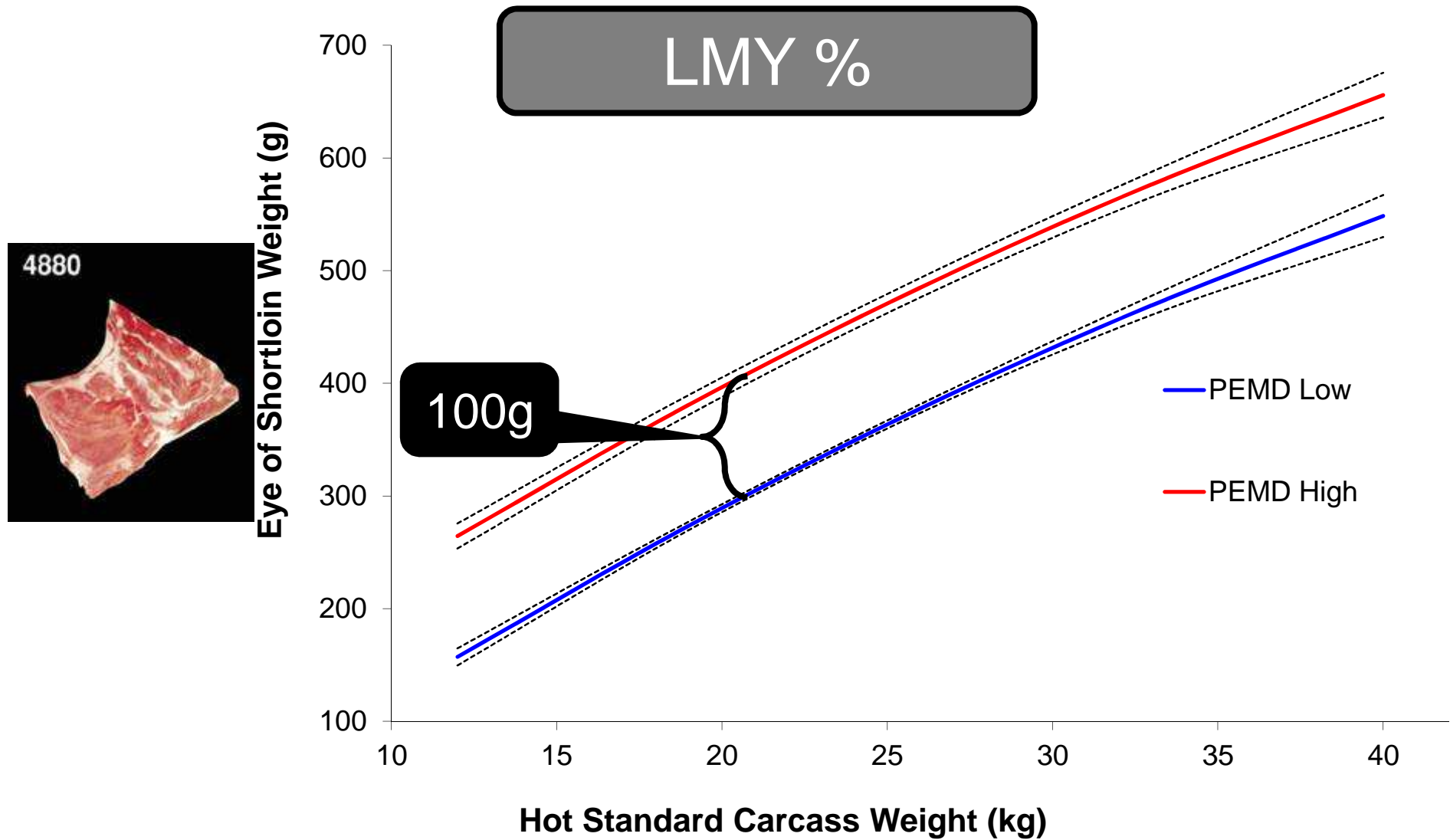


Fat BV (PFAT) – GR Tissue Depth

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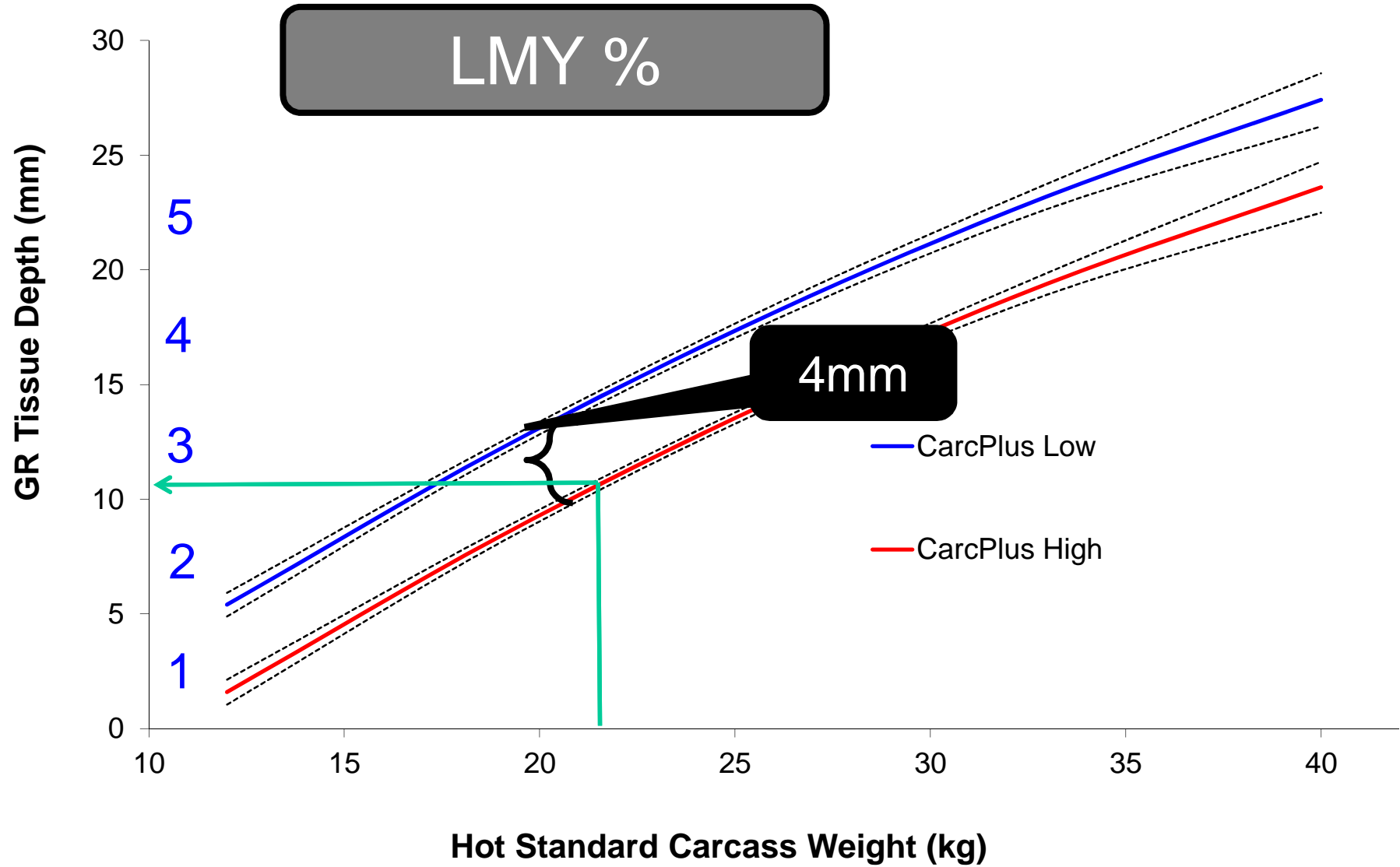


Muscle BV (PEMD) – Eye of Shortloin weight



Carcase plus - GR Tissue Depth

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Key terminal sire traits for LMY

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- Growth (WWT, PWWT)
- Reduced fat depth (PFAT)
- Eye muscle depth (PEMD)

Heritable

Doing there job ?

Money for you plus supplychain

Strategic lamb production

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- Decide on target market at ram selection
 - Stores/light slaughter
 - Domestic type weights
 - Heavy weights
- Plan finishing phase before lambing
- Assess market options at lamb weaning
- Get processor/supplychain feedback !!!!!

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Eating quality - MSA

MSA lamb - current

- Consumer focused model to underpin the eating quality of lamb
- It is a simple 'in/out' system with 'rules' for
 - Producers
 - Processors
 - Retailers

Requirements of an MSA producer



- Lambs on registered property for ≥ 14 days
 - Fat score ≥ 2
 - Off shears ≥ 2 weeks
 - Recommended growth rates ≥ 100 & 150 g/d for Xbred & Merino
 - Processed within 48 hours of dispatch (includes MSA licensed saleyards)
 - NVD with MSA registration number with the consignment
-

Who is involved?

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Not enough registered producers !

The plan is to evolve an MSA Mark II

- Evolve a new MSA lamb model
 - Incorporating new Sheep CRC genetic information
 - Manage yield and eating quality
-

Eating quality

- There **IS** a –ve association between yield and eating quality
- We must measure both so as can manage
- Bread and butter genetics of course (not a problem)

Eating quality traits

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Moderate to high heritability

- Tenderness (shear force)
 - Intramuscular fat

 - -ve association with Lean Meat Yield

 - BUT – still room to select for both
-

MSA Mark II

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Australian Wool
Innovation Limited



- Still not possible to ‘grade’ every lamb carcass (i.e. to get a marble score)
 - So the cheapest and simplest option is to use genetics to underpin the eating quality
 - This could be used on a ‘mob’ basis
-

MSA Mark II

In other words future EQ claims will in part relate to the sires used



MSA Lamb mark II

Grade cuts into:

- 2* - unsatisfactory
- 3* - Good every day
- 4* - Better than every day
- 5* - Premium

Willingness to pay data

(Price relative to 3*, n = number consumers)

	<i>n</i>	Ungrade	3*	4*	5*
Mean	1,858	49%	100%	147%	200%

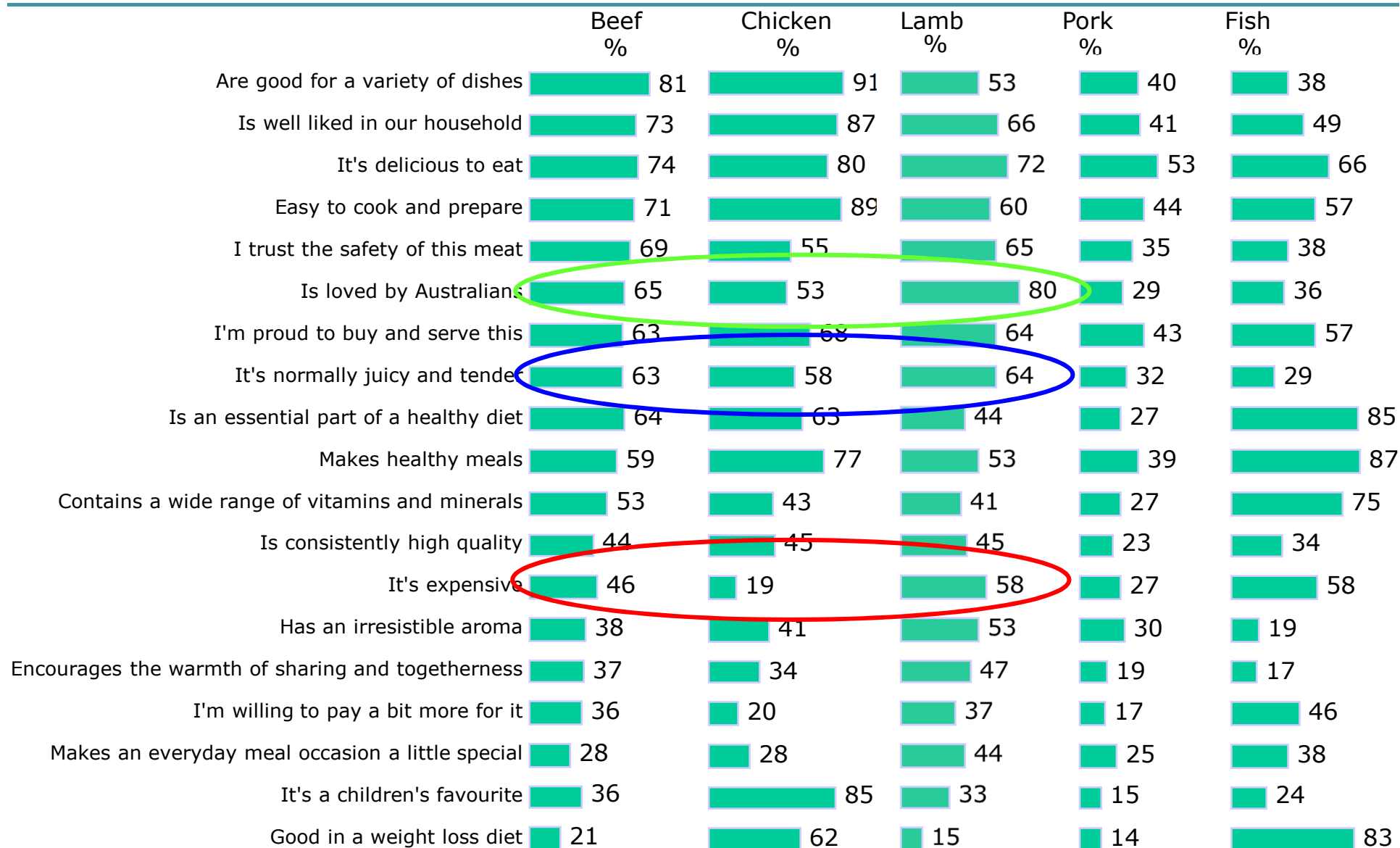
Australian consumers - lamb



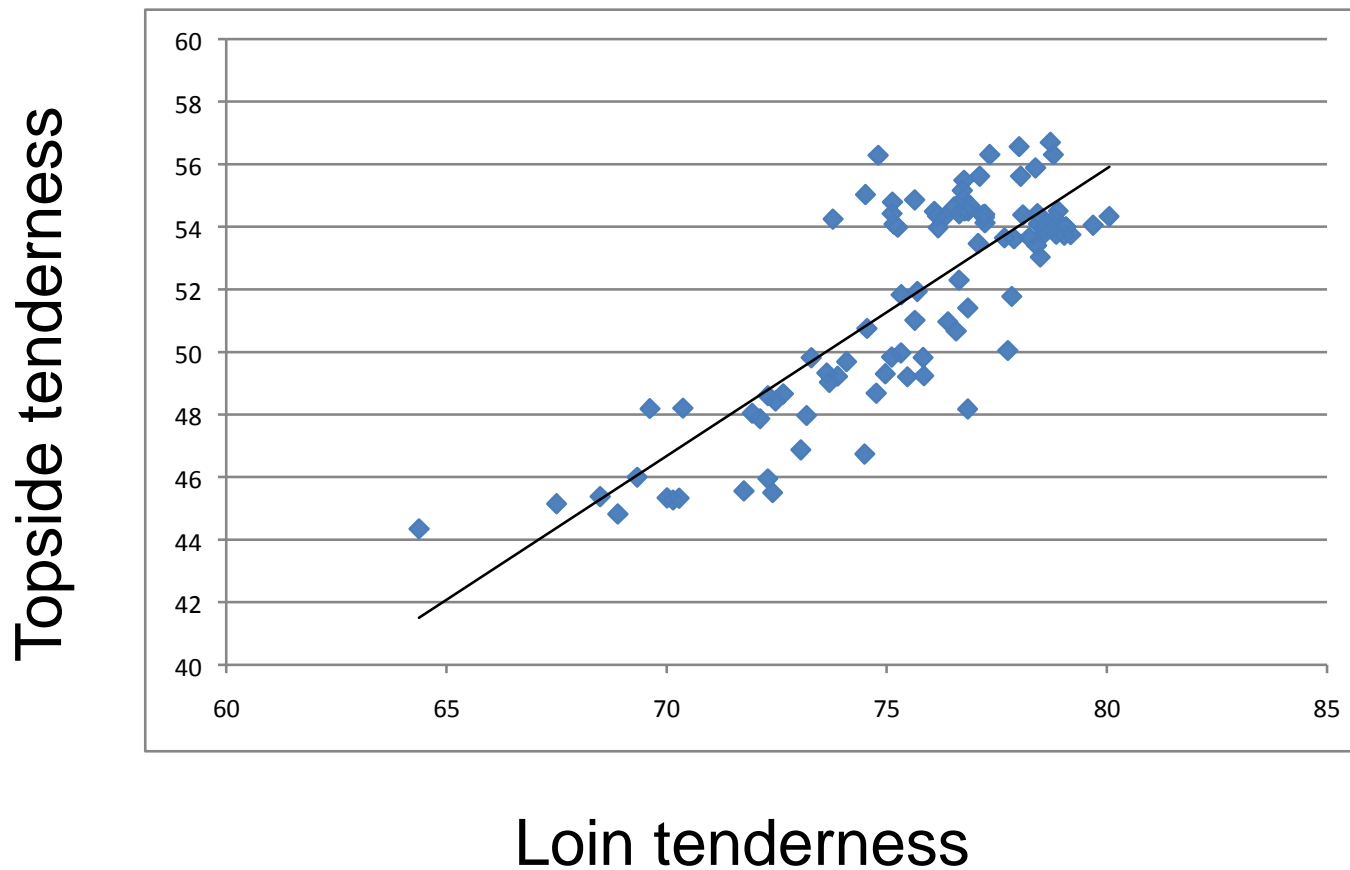
Image – Mums (families)

Sheep

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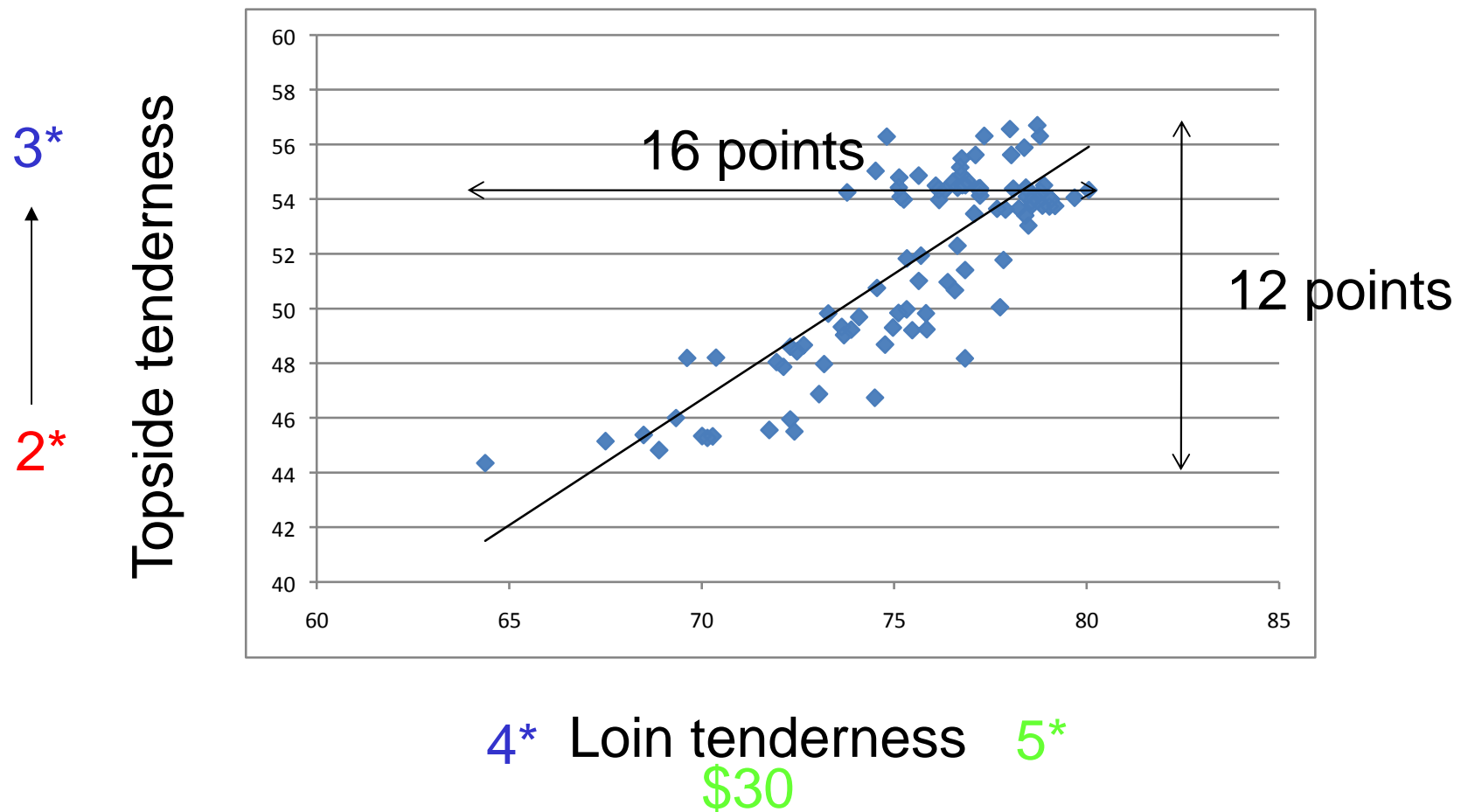


Sire variation – consumer tenderness

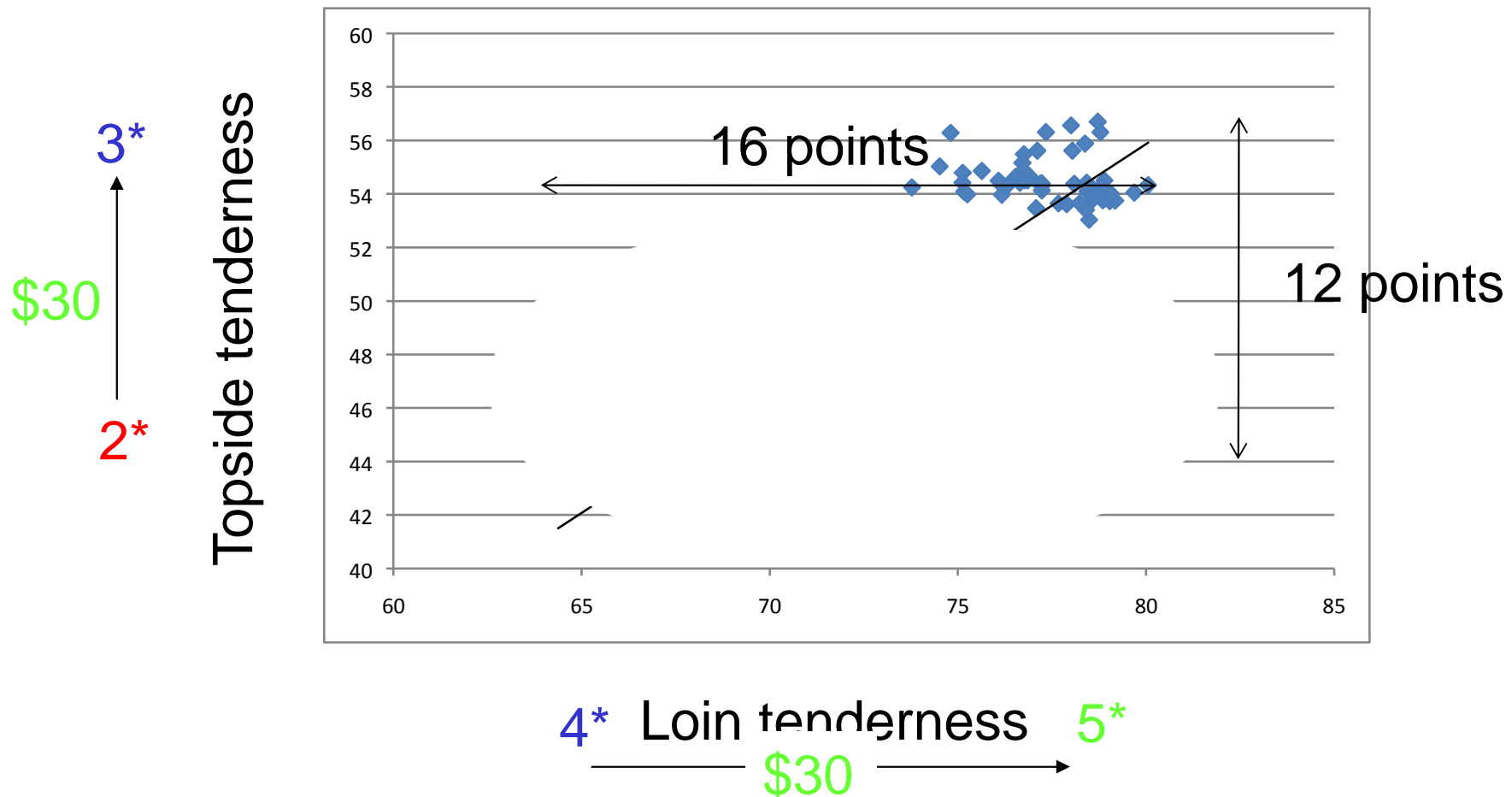


Pannier, Pethick et al. , EAAP, 2011 - 97 sires, 745 lambs, 2 cuts per lamb


Sire variation – consumer tenderness



Sire variation – consumer tenderness



Sufficient to change rating

- | | | |
|----------------------------|----------------------|---|
| • 2* unsatisfactory | \$30 /kg lean | |
| • 3* good every day | <u>\$60 /kg lean</u> |  |
| • 4* better than every day | \$90 /kg lean | |
| • 5* premium | \$120 /kg lean | |
- Going up 1* rating in the topside and loin = \$60
 - Its genetics and not stuffing it up

How to become MSA registered?

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Complete MSA producer registration form (in your packs)

OR

Register online with LPA Details

(Free)

MEAT STANDARDS AUSTRALIA PRODUCER REGISTRATION FORM



MSA Registration Number

(Office Use Only)

To register as a participant in the Meat Standards Australia (MSA) Program complete the following information in full. MSA registration enquiries - call 1800 111 672 (MSA). This form also provides the opportunity to register as a member of Meat & Livestock Australia (MLA). MLA member registration enquiries - free call 1800 675 717.

Step 1 Write your name/s

If your enterprise is owned **only** by you enter your name. If your enterprise is owned by a partnership state your name and the names of your partners. If your enterprise is owned by a company, go to step 2. If you have a trading name write that name at step 2.

..... (first name) (last name)
..... (first name) (last name)
..... (first name) (last name)
..... (first name) (last name)

Step 2 Write your company/trading name/s

If your enterprise is owned by one or more companies (eg Pty Ltd) each company should be registered. Write your company name/s and/or trading name/s below.

Further Information

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‘Tips and Tools’ MSA Sheepmeat Information provided in your registration bags



**Meat Standards Australia
sheepmeat information kit**



Take home messages

- Markets good, sheep supply still an issue
- Lamb needs to be fantastic at the current prices
- Lean meat yield – genetics + weigh/fat score
- Focus on eating quality – new genetics
- Become MSA accredited
- Get ready for MSA Mark II

Further information

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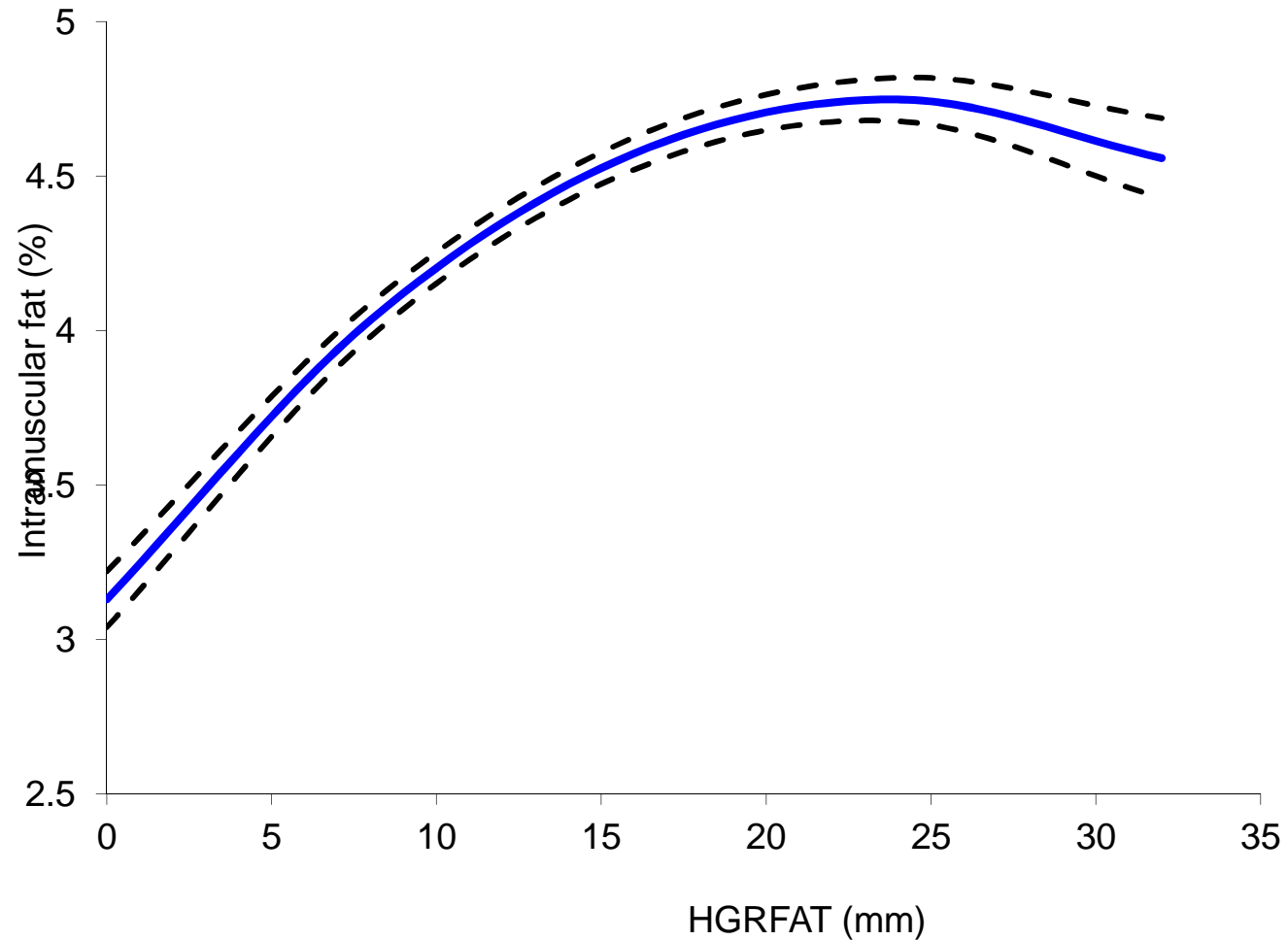


- MMfS – Module 3: Market Focused Lamb and Sheepmeat Production
- Sheep CRC website
- MLA Tip n Tools
- Sheep Genetics, MSA Workshops

The screenshot displays the website's header with the title 'Making More From Sheep' and logos for AWI and MLA. A navigation menu includes 'Home', 'Modules', 'Download', 'Order a Copy', and 'Contact Us'. A search bar with a 'FIND' button is also present. The main content area features a blue box with the text 'What does this module do for you?' next to a photograph of lamb carcasses hanging in a processing facility. Below this, a paragraph describes the module's purpose: 'This module is designed to assist sheep producers to deliver quality assured lamb and sheepmeat to target market specifications. It integrates technical aspects of the production system with the marketing process to enable you to:'

GR depth– increases IMF%

Little benefit after 15mm (score 3)



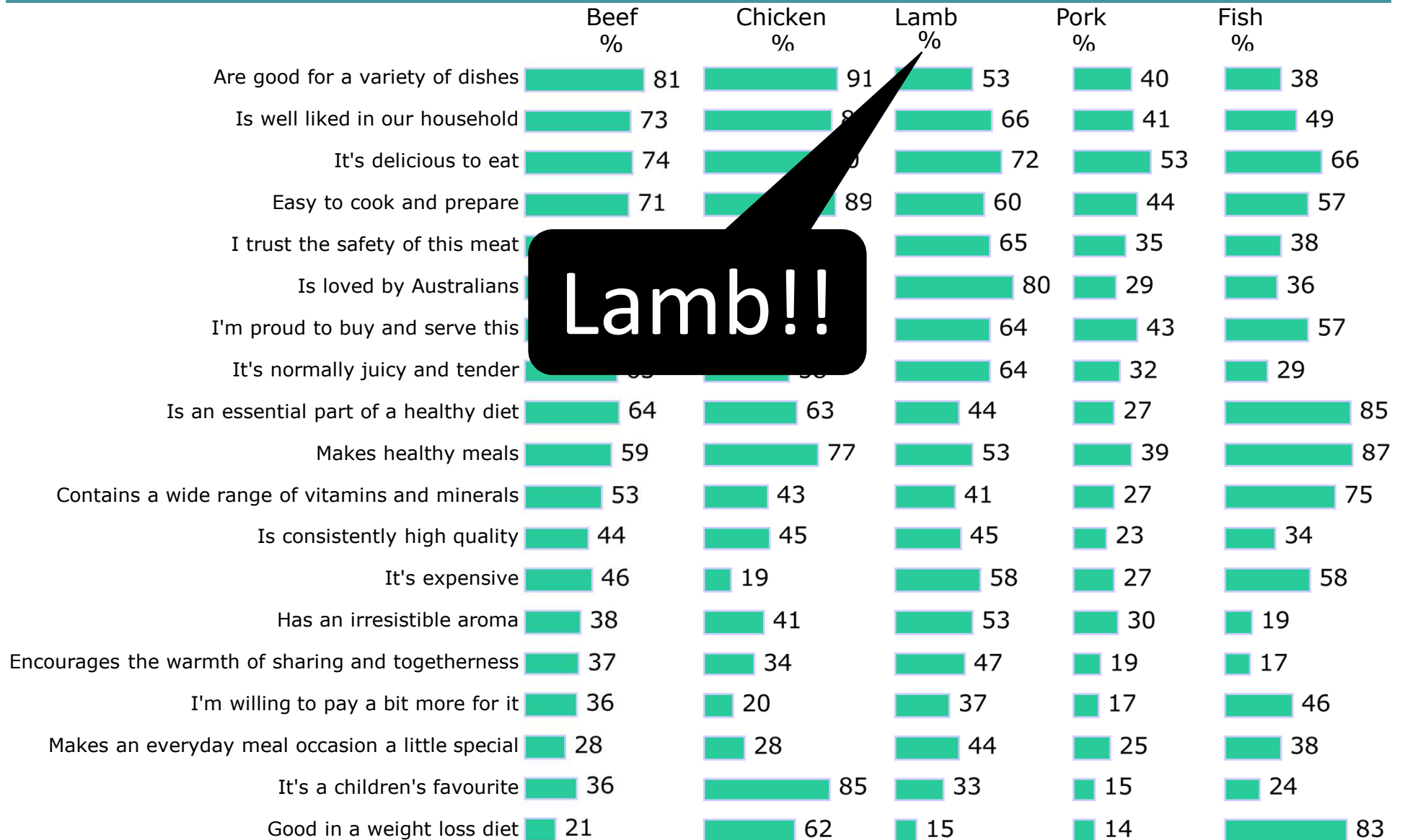
(Note: results shown for 22.5kg HSCW)

Important correlations - genetic

- LMY vs IMF: - 0.54 **X**
- GR fat vs IMF: +0.47 **X**
- LMY vs tenderness -0.39 **X**
- IMF vs tenderness +0.71 **✓**

Image - Mums

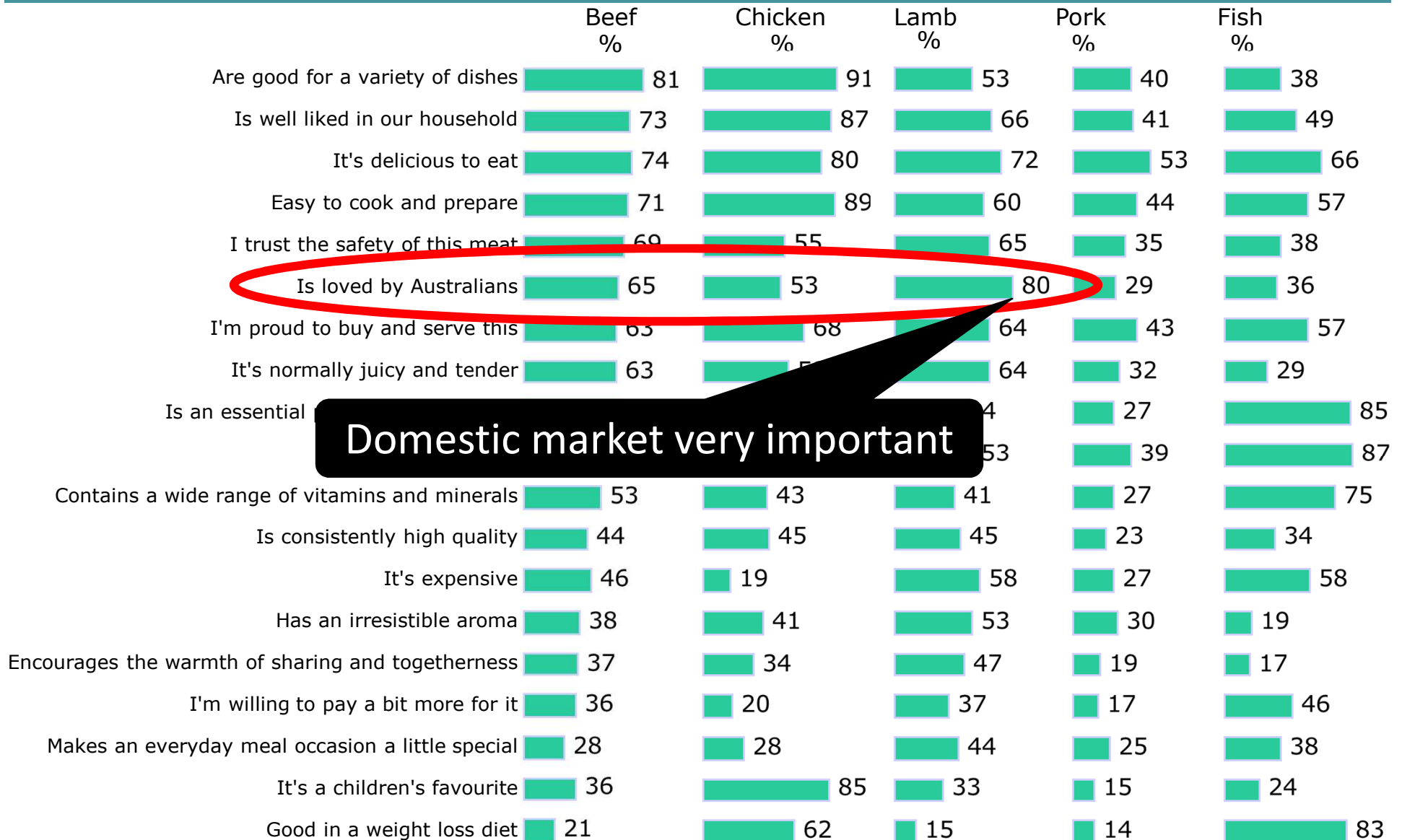
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Lamb!!

Image - Mums

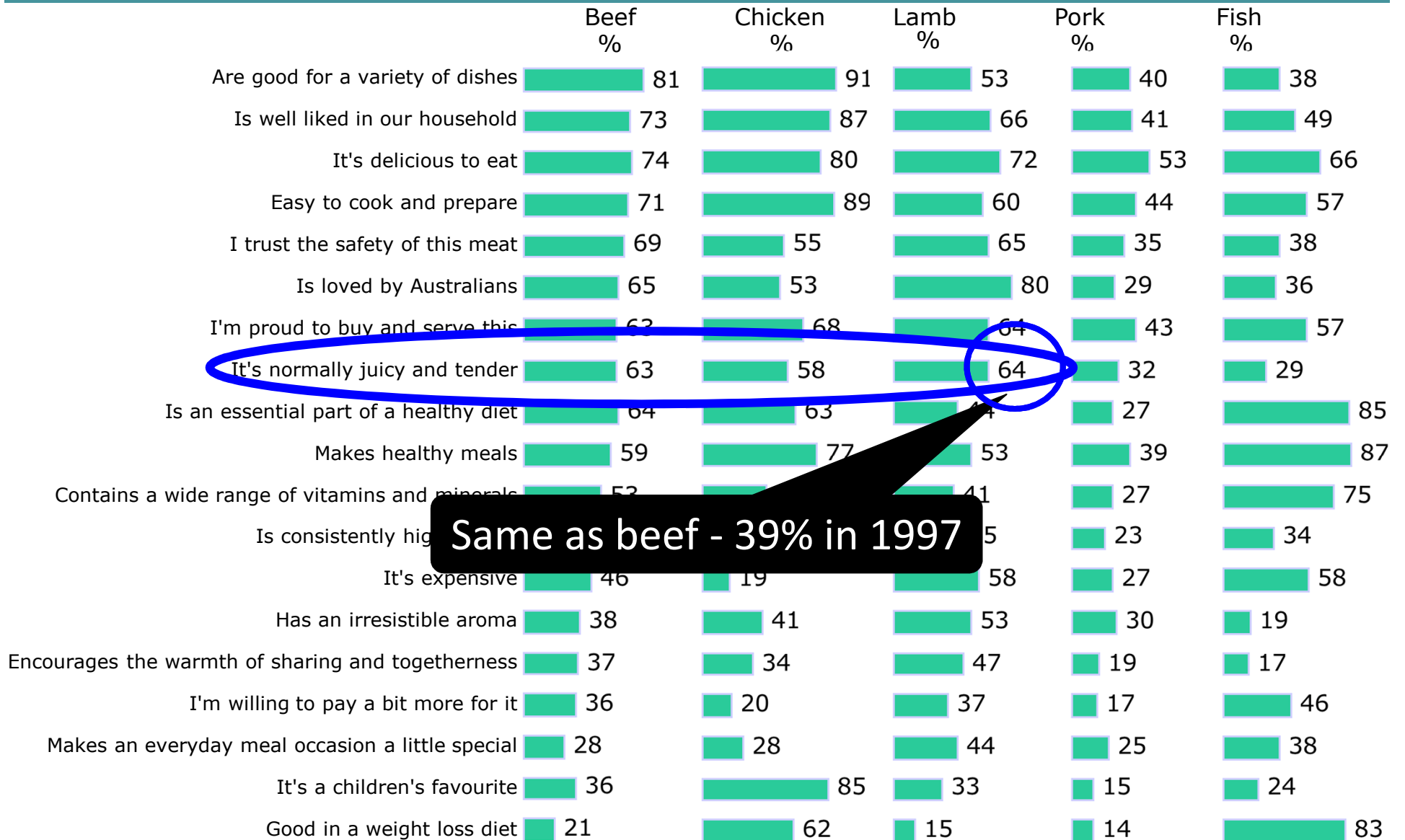
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Domestic market very important

Image - Mums

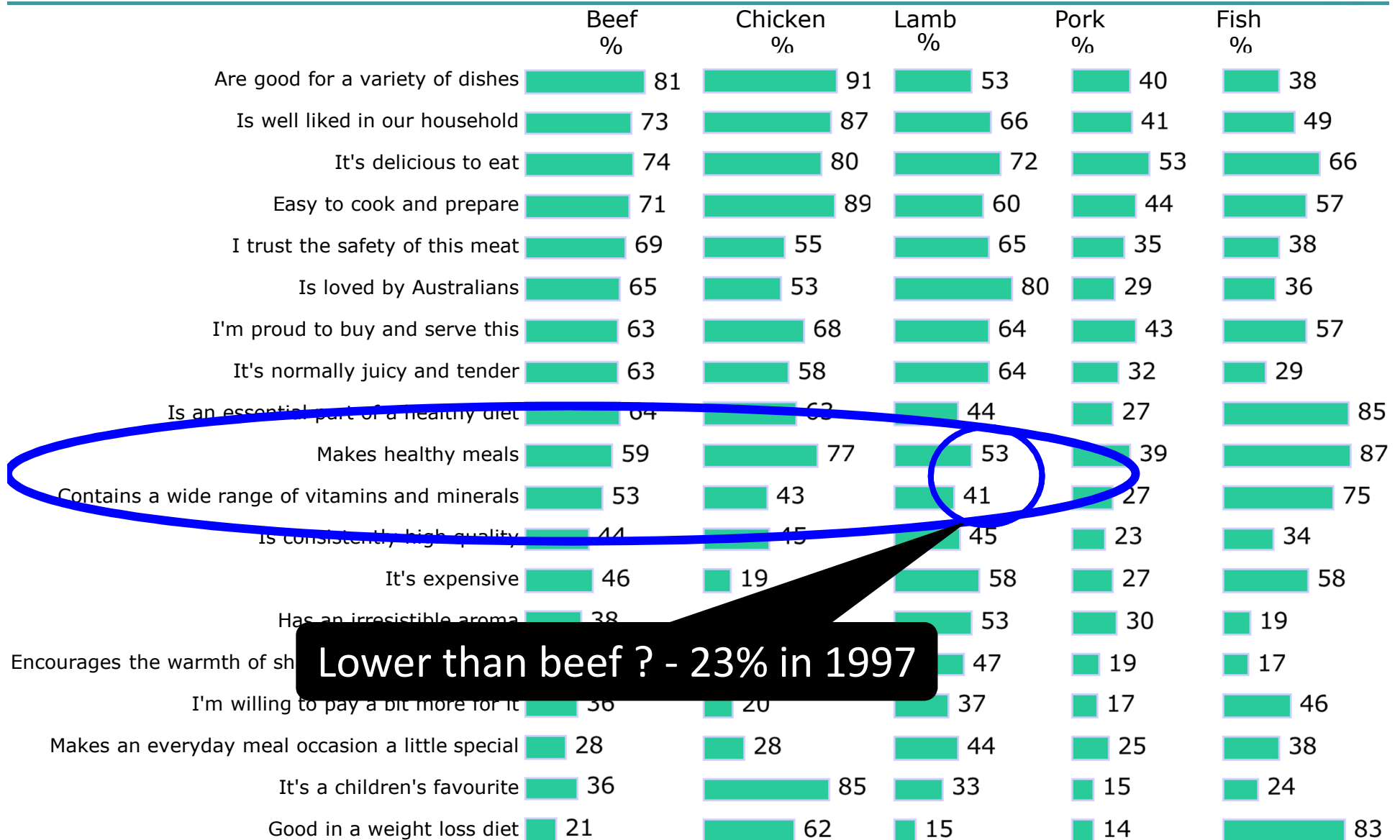
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Same as beef - 39% in 1997

Image - Mums

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Lower than beef ? - 23% in 1997

Image - Mums

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They are not dumb ...