

AN INITIATIVE OF
Making More From Sheep



The Right Lamb – Every Time

Dave Pethick

EVENT PARTNERS:



EVENT SUPPORTERS:



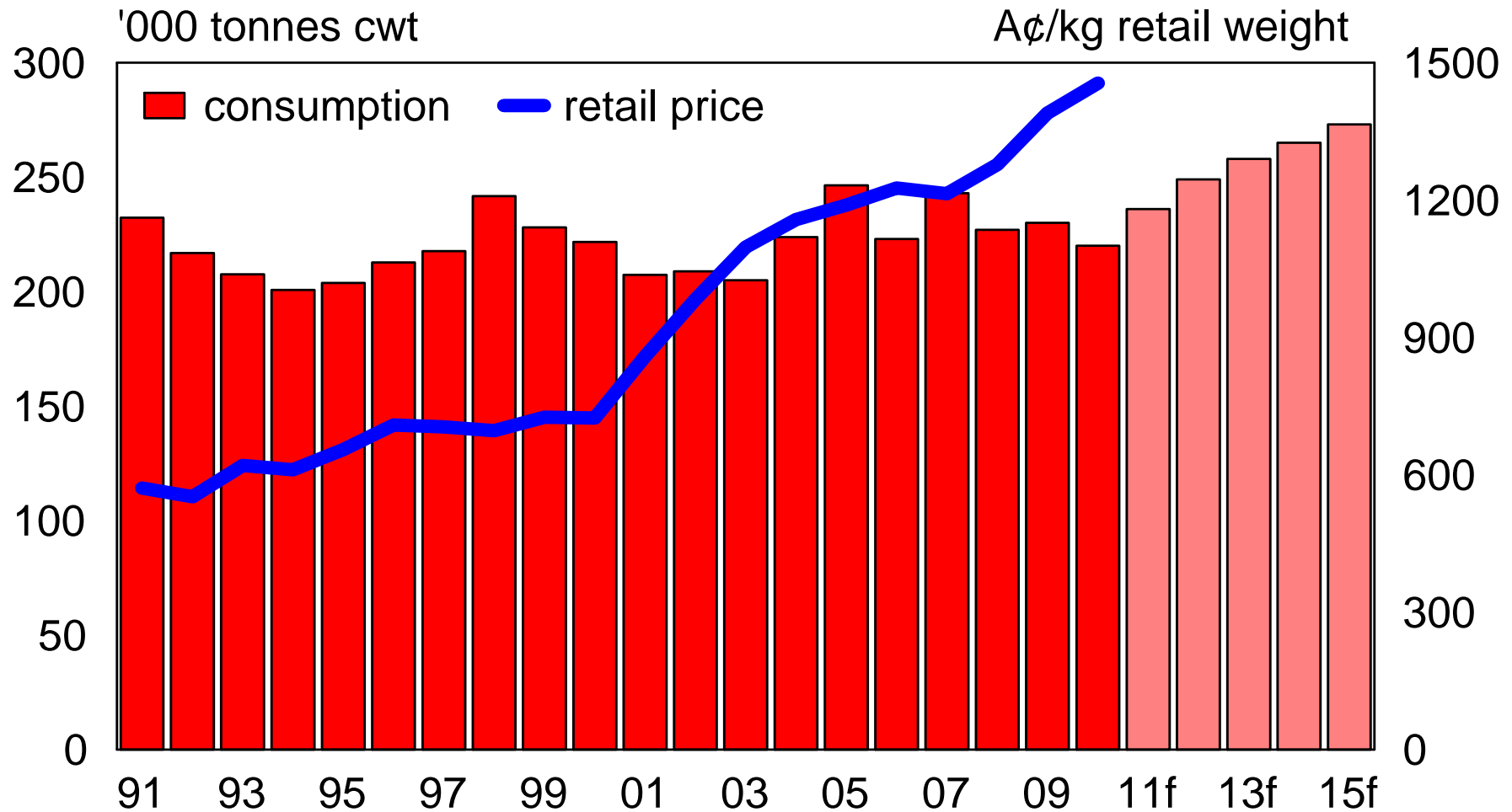
STATE
PRIMARY
INDUSTRY
AGENCIES

Summary

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



Resilient domestic lamb consumption despite retail prices

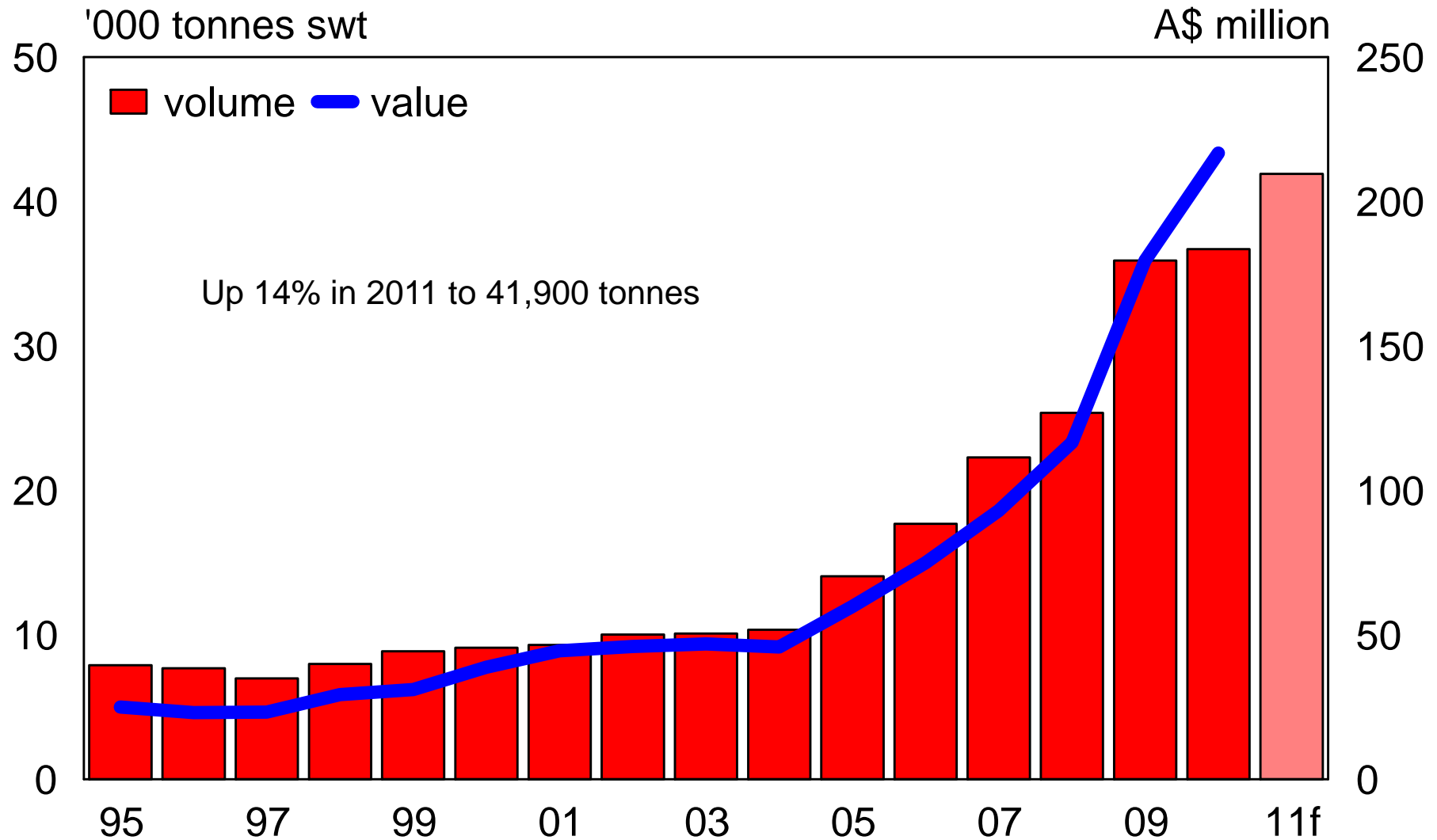


Source: ABS, ABARE, MLA forecasts

f = forecast

Lamb exports to the Middle East

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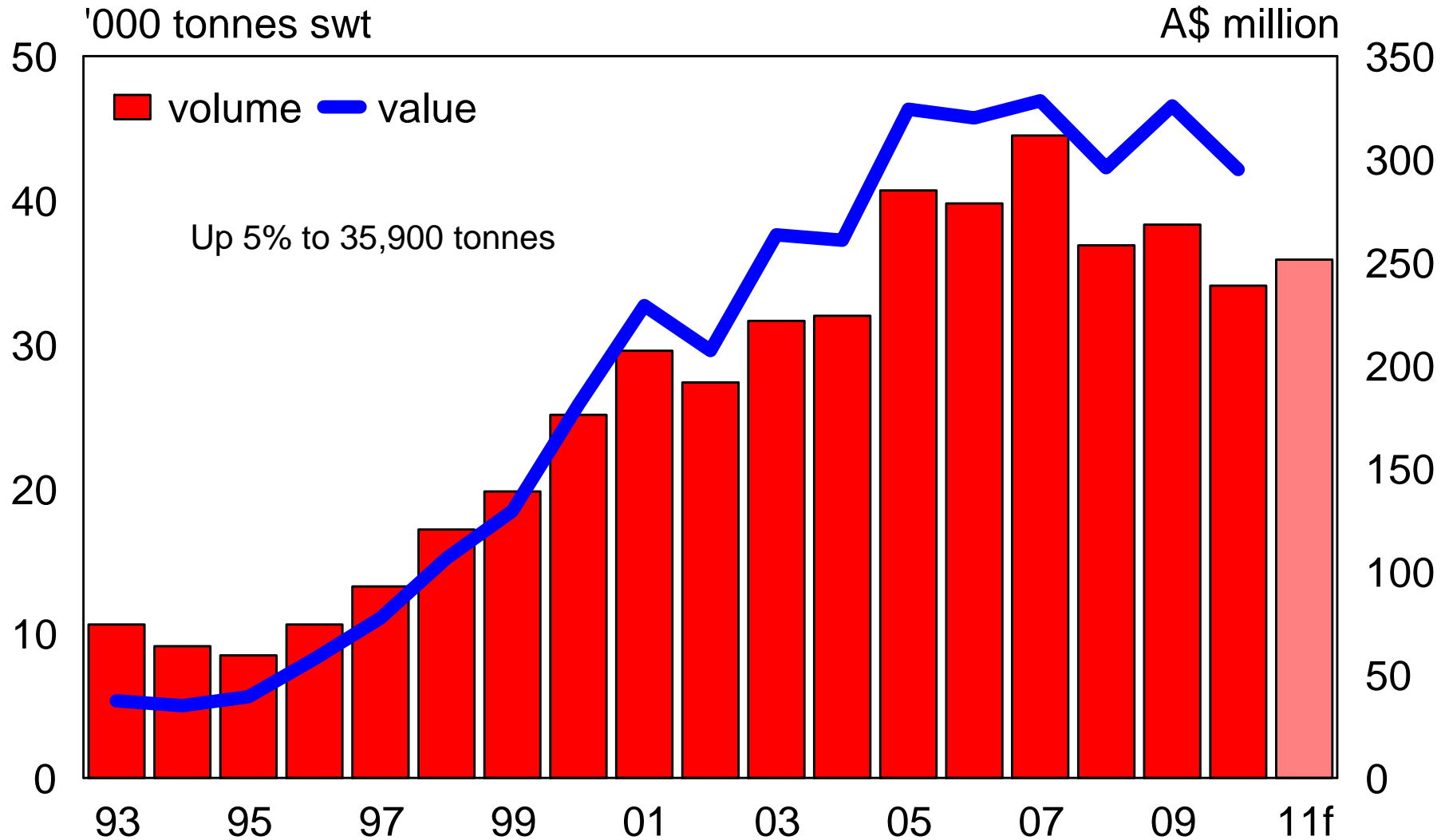


Source: DAFF volumes, ABS values, MLA forecasts

f = forecast

Lamb exports to the US

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Source: DAFF volumes, ABS values MLA forecasts

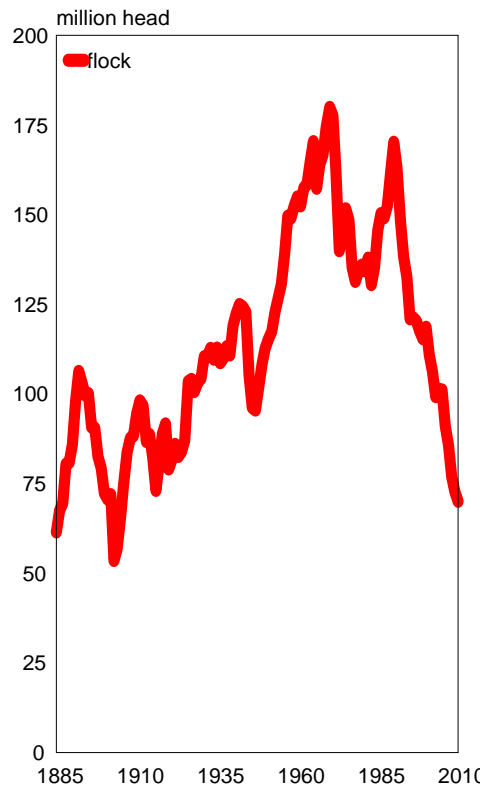
f = forecast

World flocks in decline, limiting supplies to meet demand

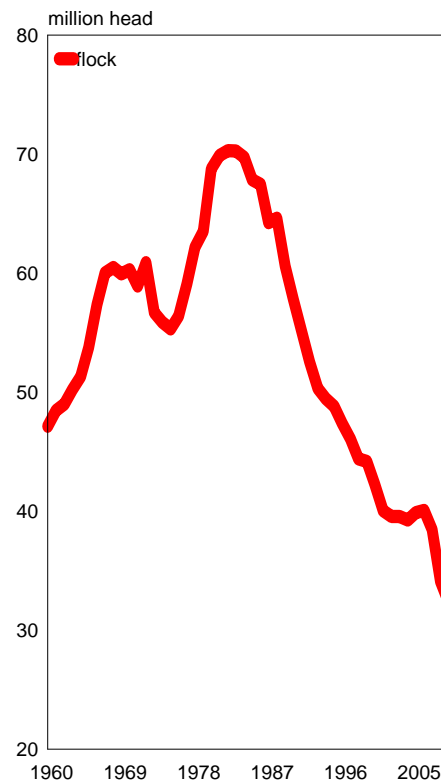
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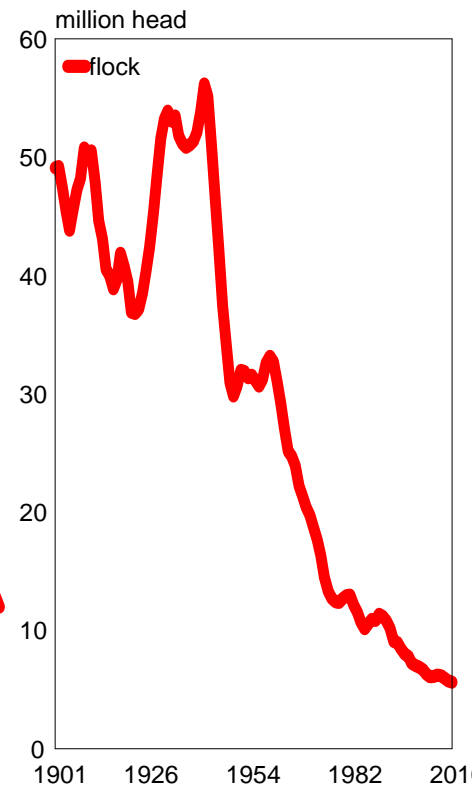
Australia



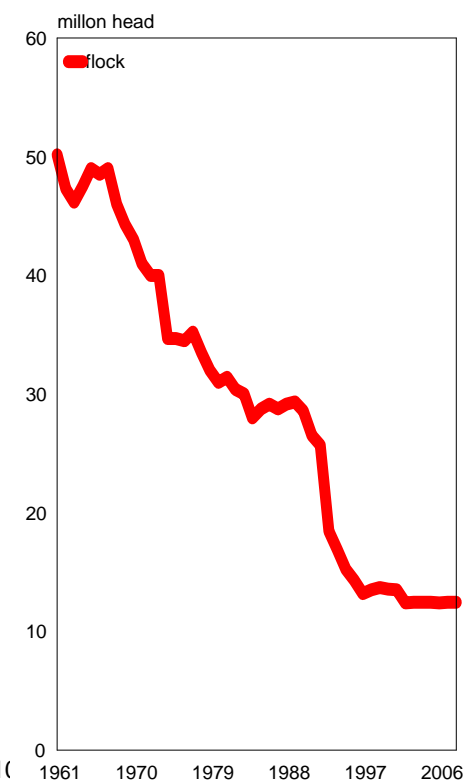
New Zealand



US



Argentina



Source: ABS, USDA, FAO, Statistics NZ

Current situation

- Price good
 - Demand for product
 - So we are fine ???????
-

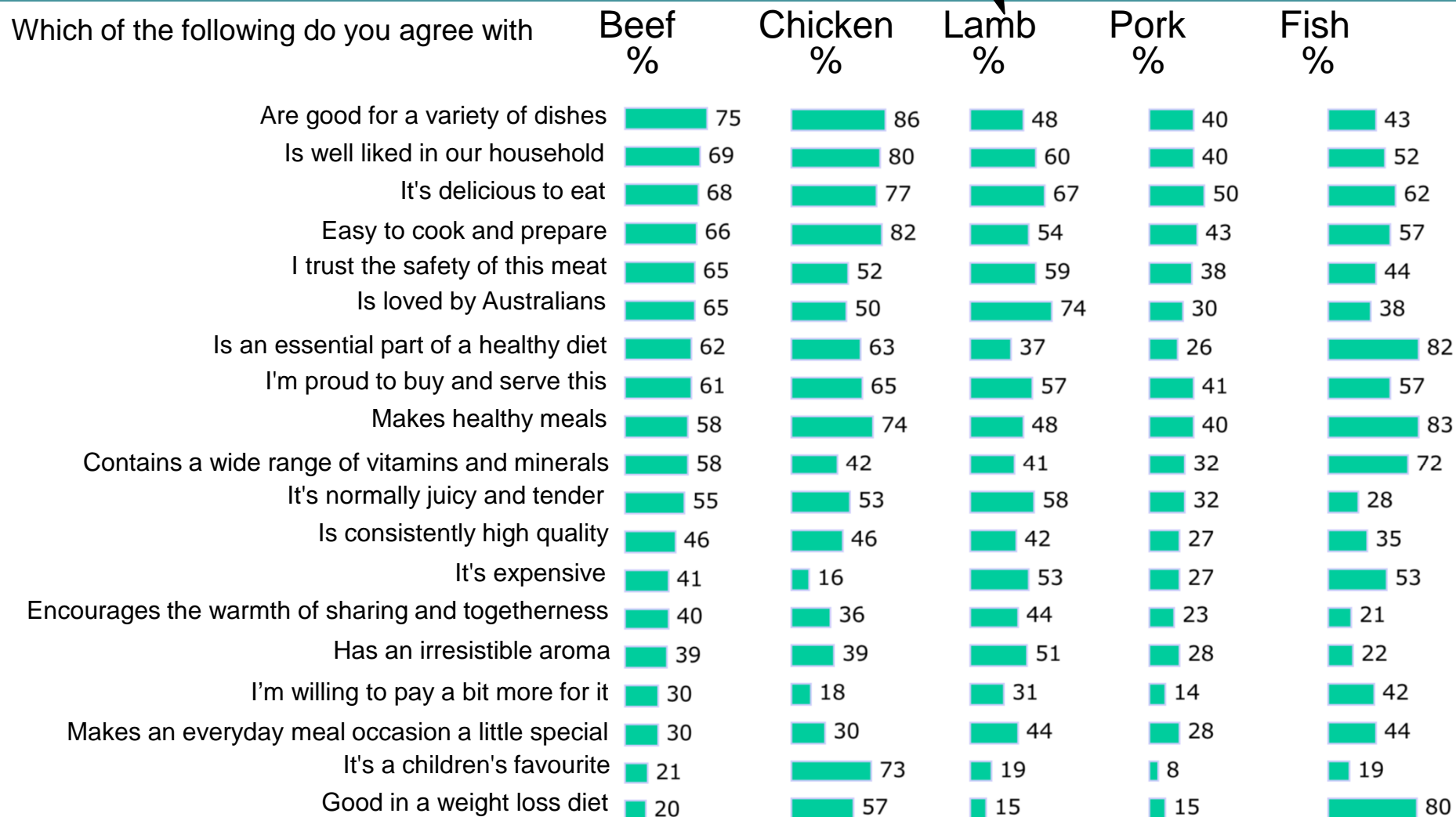
More than ever we must KEEP focusing on the consumer



Consumer view of meats

Lamb

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Consumers

- Love the flavour of lamb (always – 74% loved by Aussies)
- Quality - tenderness/juiciness = beef (58% up from 30% in 1997)
- Health/fatness score improved but still below beef (58 vs 41% but up from 20% in 1997)
- **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

Is this lean more expensive than flash fish fillets ?



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Lamb

ive



NOT YET!



\$40/kg

g

Is lamb rack lean more or less than fresh raw Danish at Kailis ?

BUT !

BUT can \$80 for lean !



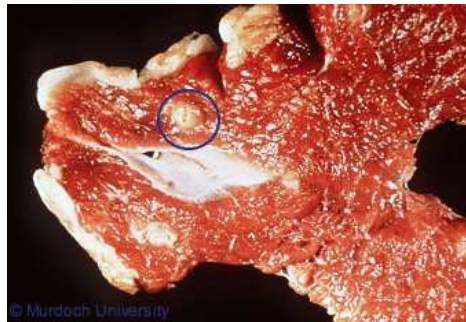
Deliver what the consumer wants ?

Deliver on the product

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

} **Sheep CRC**

Reduce defects (seeds, measles, dirty lambs)



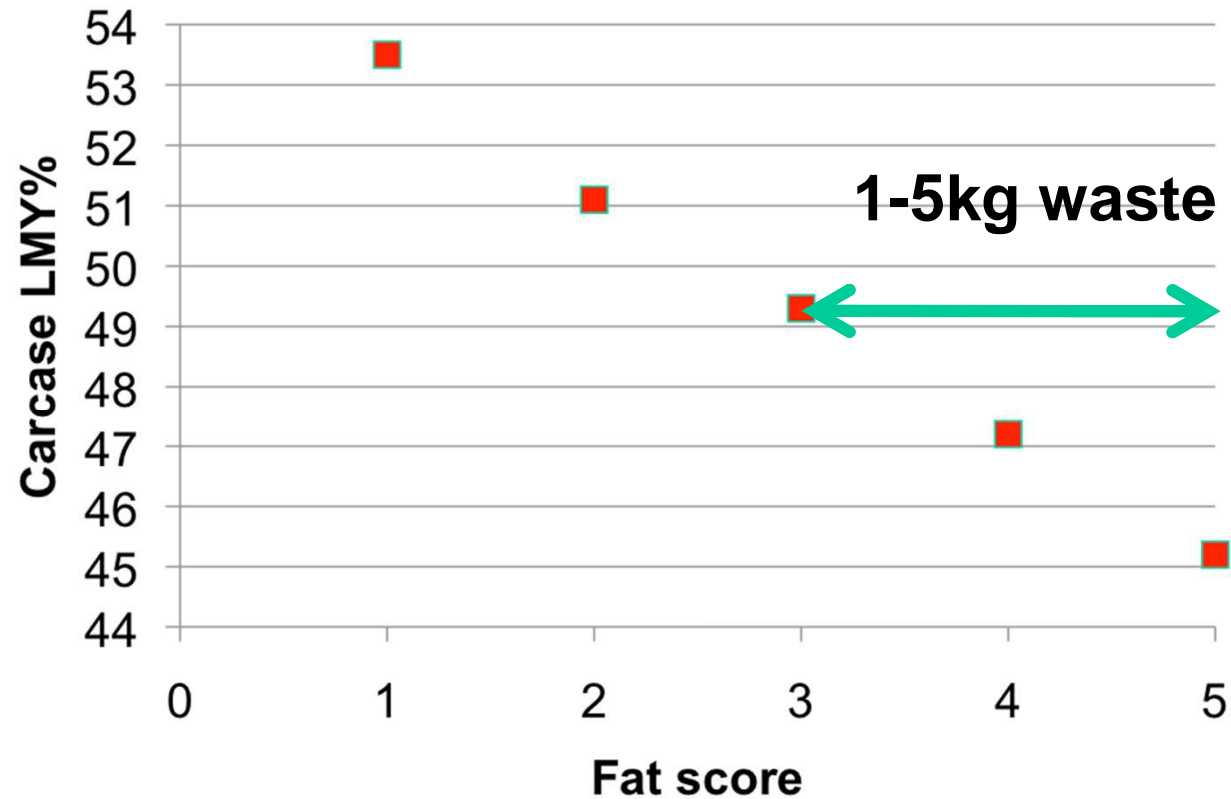
Lean meat yield genetics

Breeding values (ASBV's)





LMY is crucial

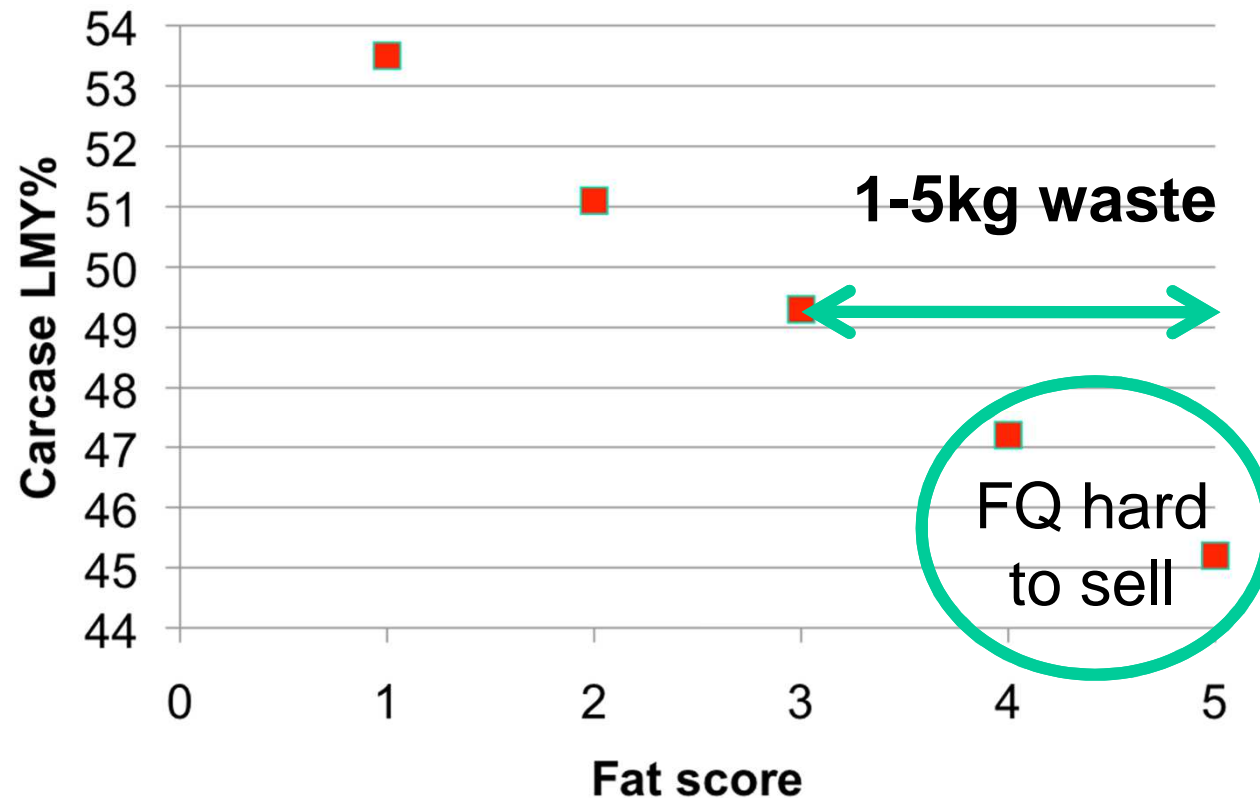


Ave 2% drop in LMY for every increase in FS





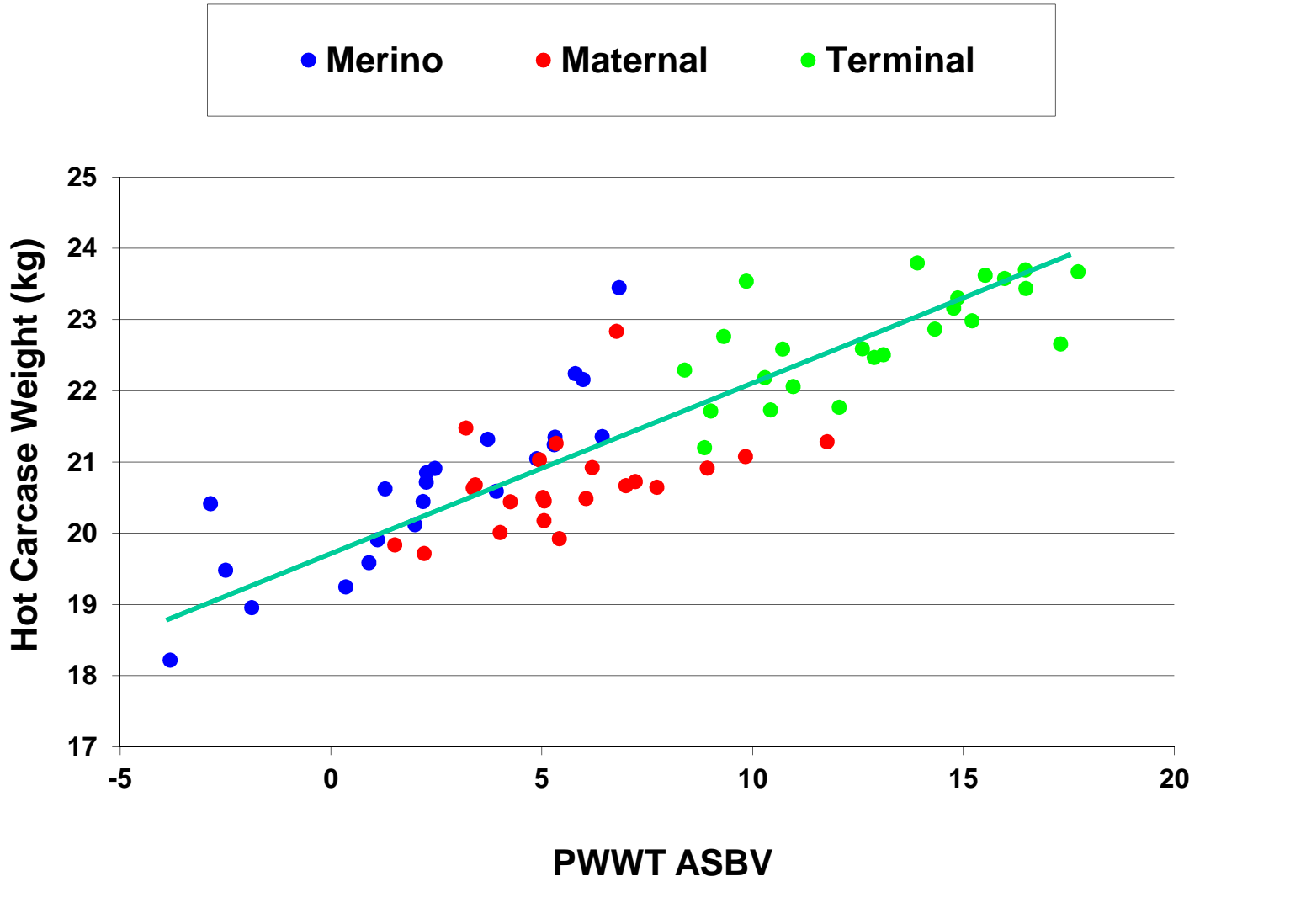
LMY – Carcasse comp results



Ave 2% drop in LMY for every increase in FS

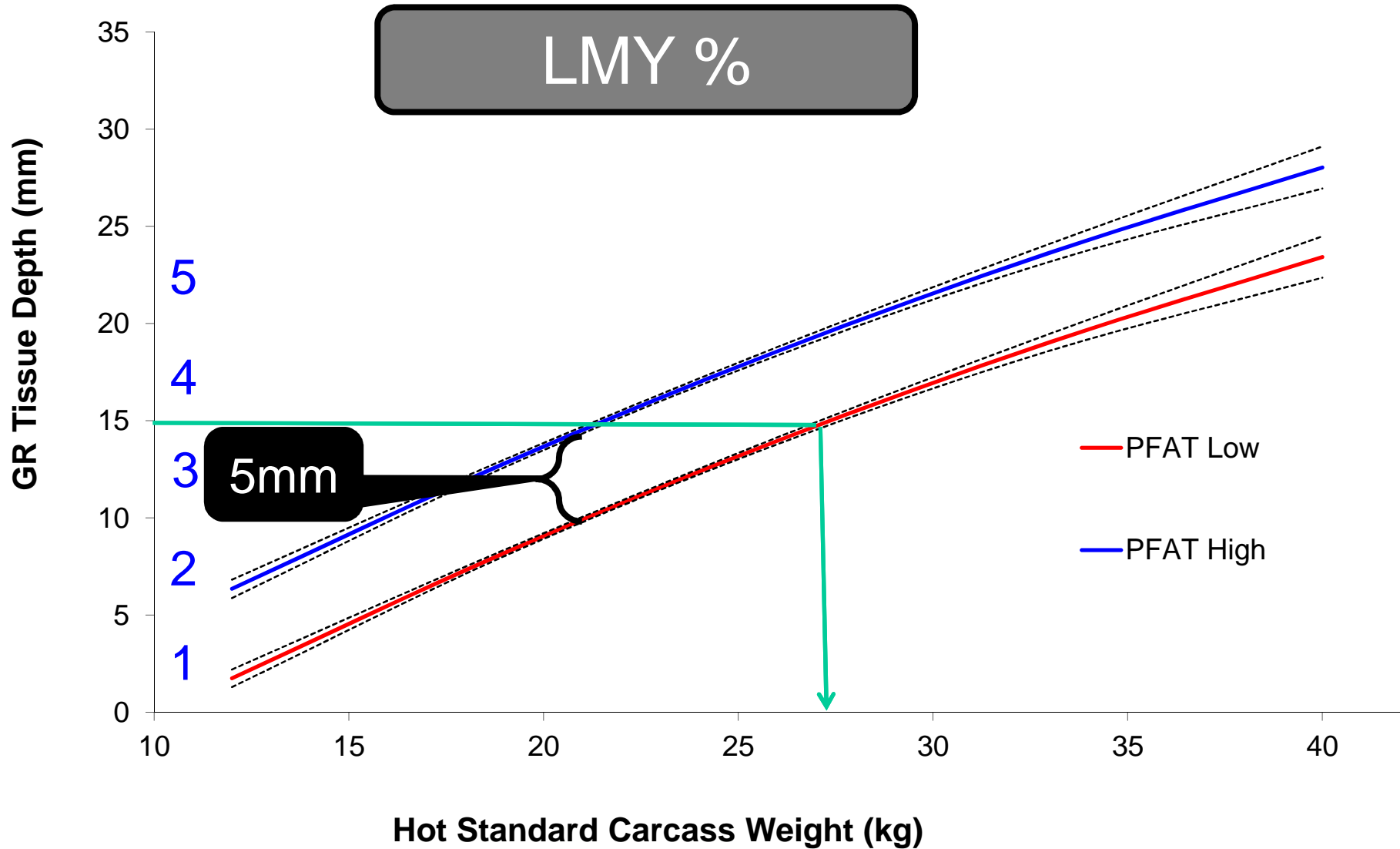
Weight BV (PWWT)

Carcase Weight

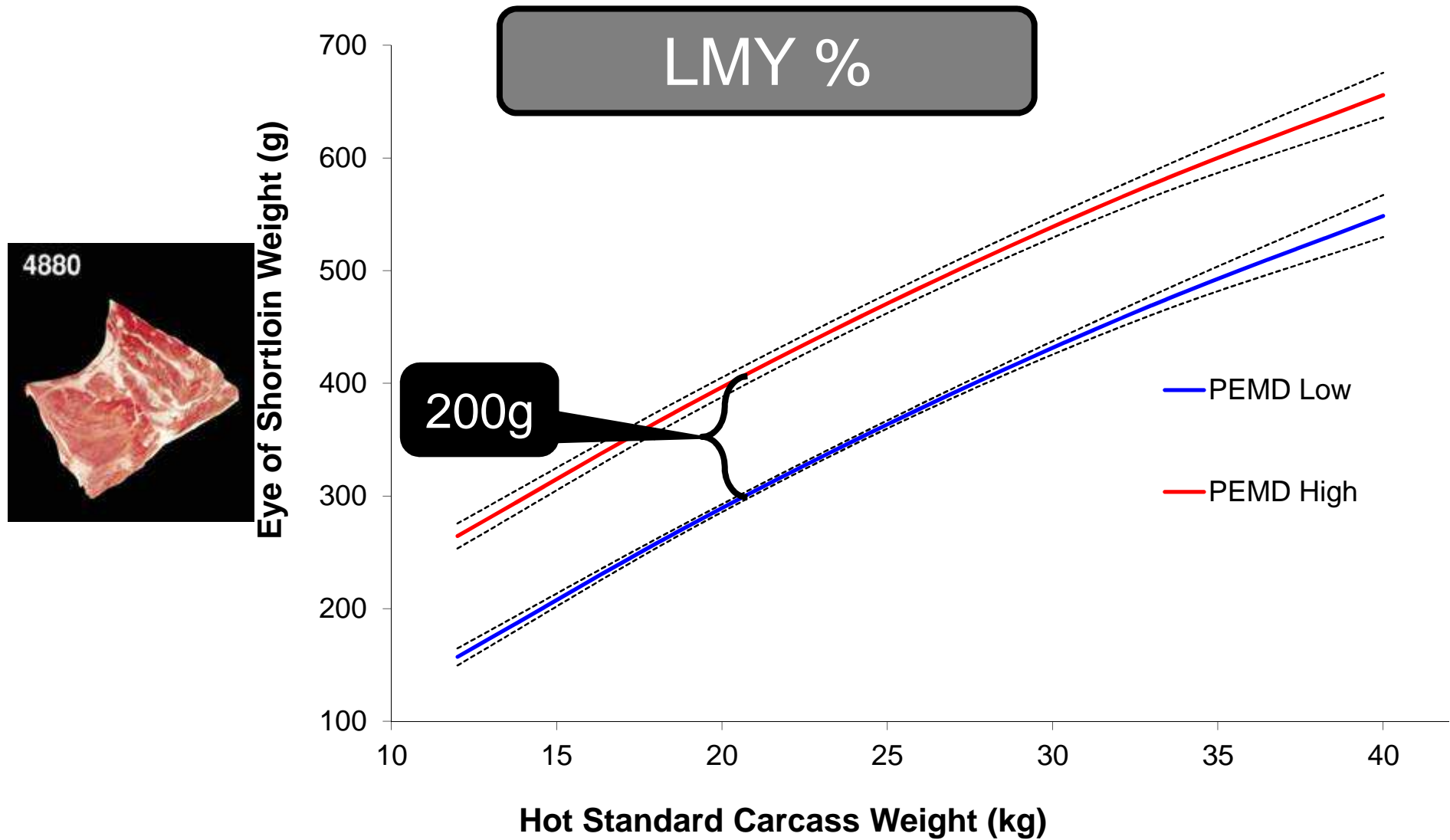


Fat BV (PFAT) – GR Tissue Depth

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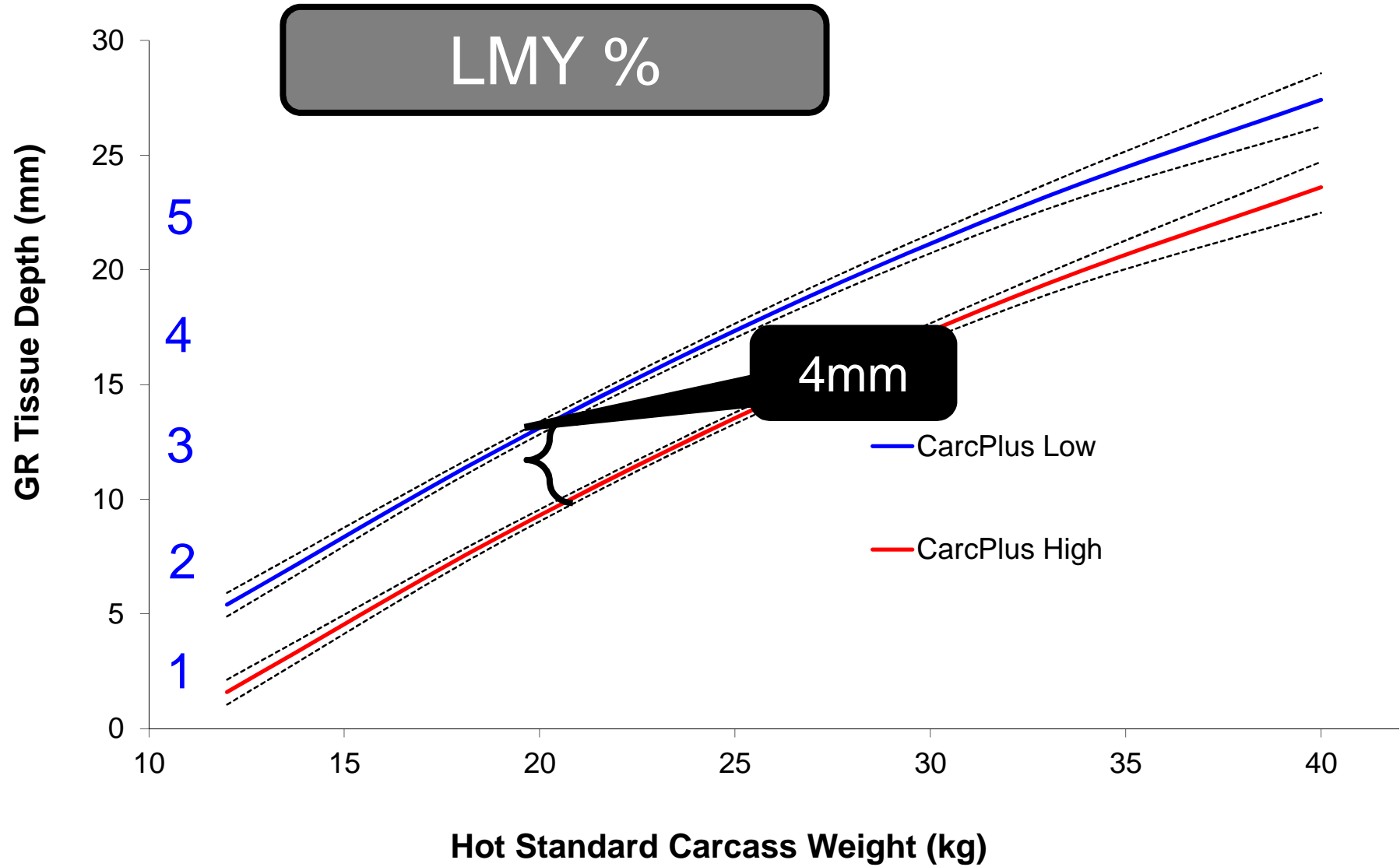


Muscle BV (PEMD) – Eye of Shortloin weight



Carcase plus - GR Tissue Depth

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WAMMCO

- VIA yield estimation (Viascan)
- Established a LMY bonus system
- LMY in top 15% = 5% bonus

WA lamb plan to reap lean rewards

By MATTHEW CAWOOD

WEST Australian lamb producers have become the first in Australia to be rewarded for lean meat yield, but not penalised for failing to make the grade, using ViaScan video assessment technology.

Producer co-operative WAMMCO, at Katanning, has, with Meat and Livestock Australia (MLA) and the Sheep CRC, spent four years developing its ViaScan database for variable WA lamb carcasses, but is now ready to put the technology to the ultimate test: as a tool to guide genetic development of co-operative's 2000 producer members.

It is one more step in the molasses-slow uptake of ViaScan for the lamb industry, and only time will tell whether other processors are willing to make the long-term investment the technology requires.

ViaScan technology, which assesses lean meat yield on a carcase using video and computer technology, was developed by MLA in the early 1990s.

It has been adopted by sections of the beef industry, but despite years of discussion about its benefits - particularly as a means of providing objective feedback to producers - the only lamb processor to run with the technology has been Castricum Brothers at Dandenong. Castricum offers producers the option of





ITALIA

Big companies over here now have worked it out – watch out as lamb numbers build

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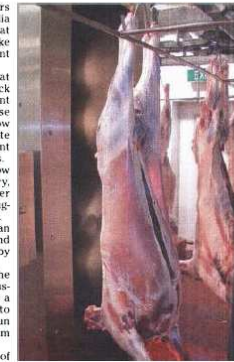
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Focus on score 2/3



Key terminal sire traits for LMY

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SHEEP GENETICS AUSTRALIA



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

Heritable

Doing there job ?

Money for you plus supplychain

Strategic lamb production

MMfS – Module 3: Market Focused Lamb and Sheepmeat Production

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Australian Wool
Innovation Limited



- Decide on target market at ram selection
 - Stores/light slaughter
 - Domestic type weights
 - Heavy weights
- Plan finishing phase before lambing
- Assess market/finishing options at lamb weaning
- Weigh & fat score – who does this ?
- 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



Intramuscular fat

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- Ideal value 4-6%
- Current average is 4.3% (Xbred lamb)
- Small breed/large within breed effects

So we are OK but 'bumping' toward the bottom end

Quick reality check

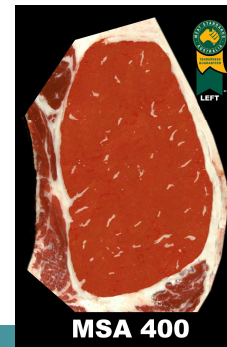


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4* cuts in moderate carcass wt beef

- Optimal processing ✓
- No hormones ✓
- Get'em young (< about 140 oss = 18-24 months) ✓
- Have just enough marble = score 1.5 (4-6% IMF) ✓



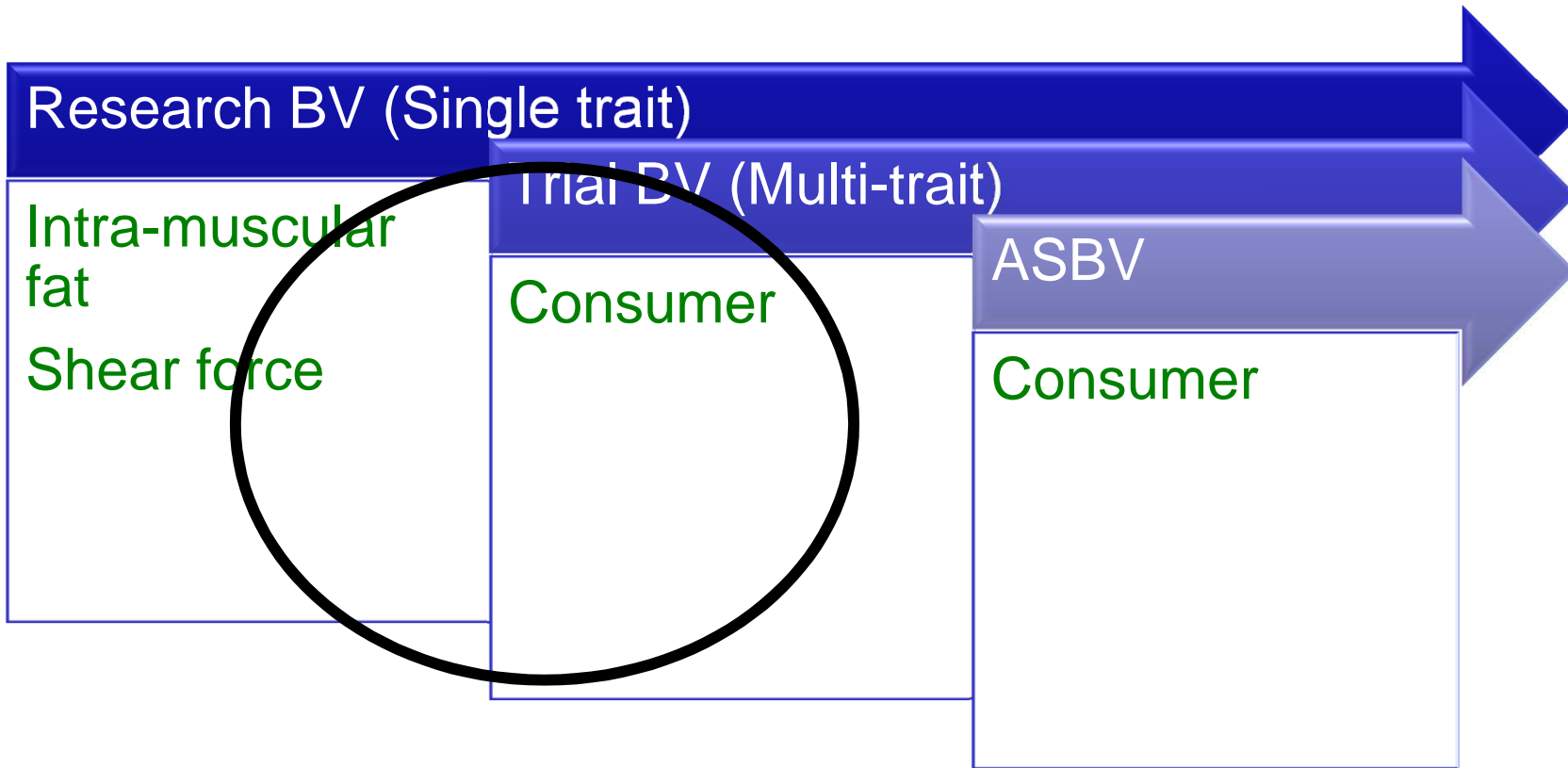
Correlations - genetic

- LMY ↓ IMF (high, 0.5) ✗
- LMY ↓ tenderness (moderate, 0.4) ✗
- IMF ↑ tenderness (high, 0.8) ✓

Really confirms the importance of the research
LMY = lean meat yield; IMF = intramuscular fat

New breeding values

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Sheep Genetics



MSA Mark II

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- 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

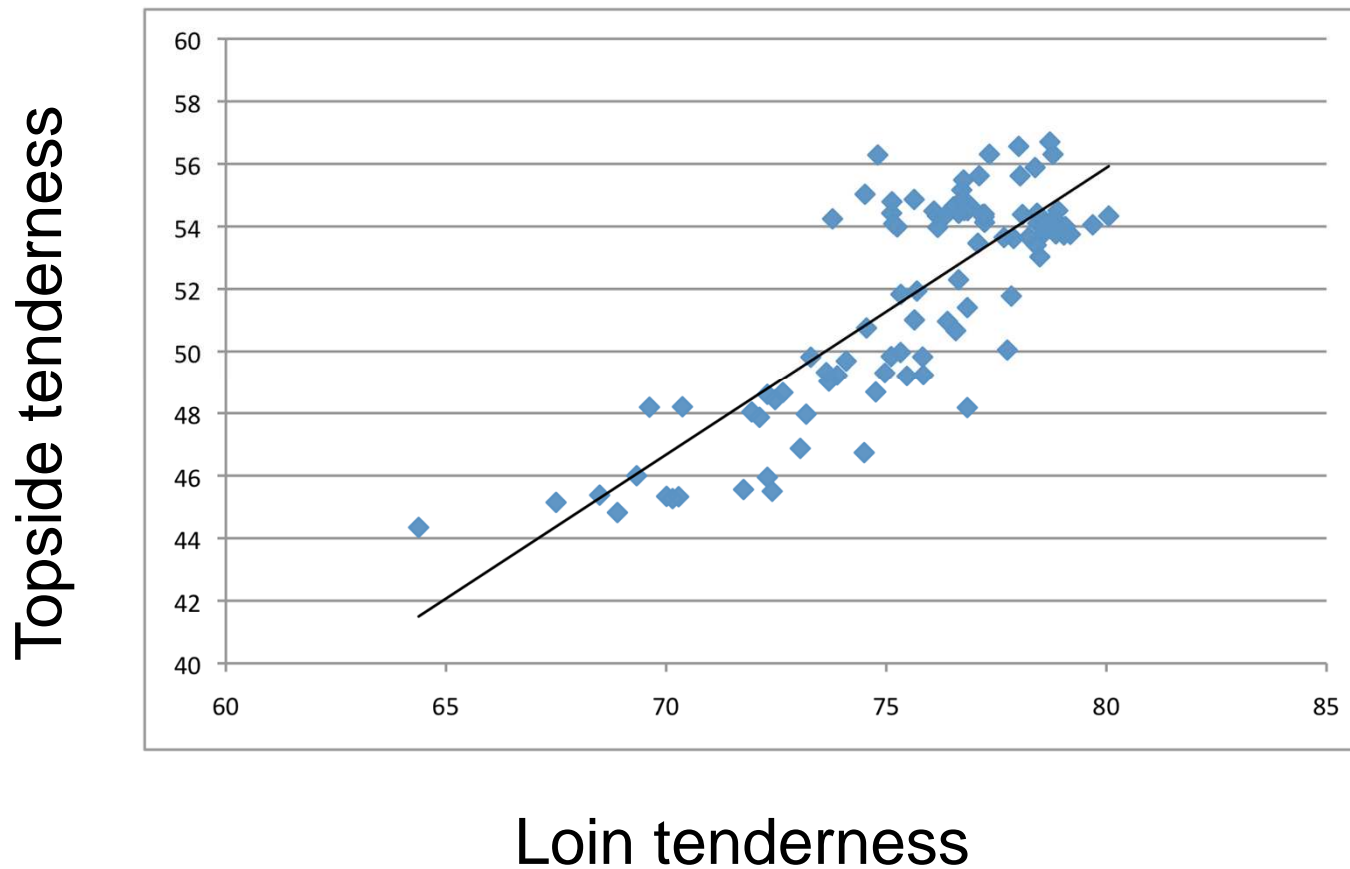
(Price relative to 3*, n = number consumers)

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

Australian consumers - lamb

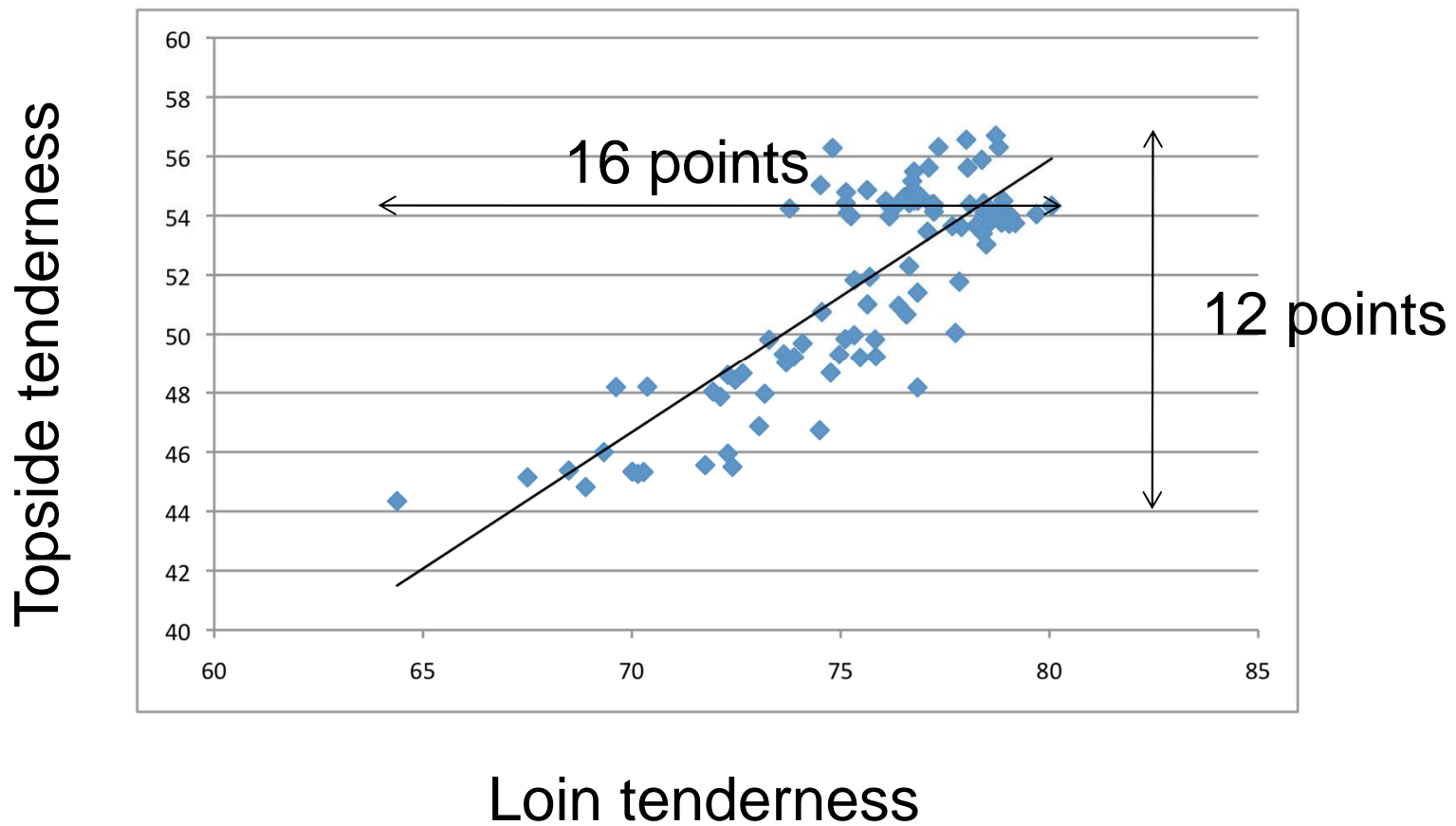


Sire variation – consumer tenderness



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

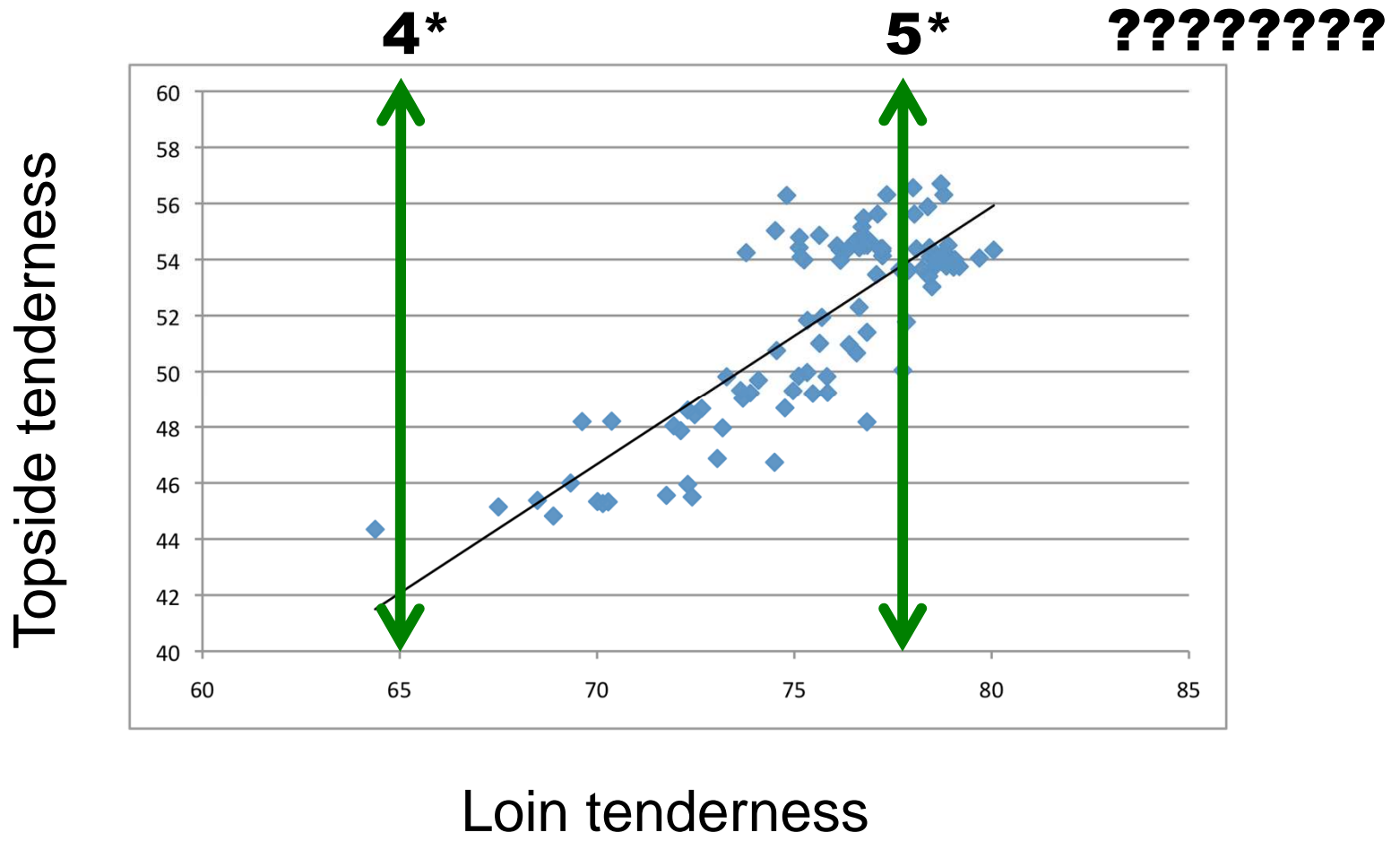
Sire variation – consumer tenderness



Likely sufficient to change rating

- 2* unsatisfactory
 - 3* good every day
 - 4* better than every day
 - 5* premium
-

Sire variation – consumer tenderness



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)

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(first name)

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(last name)

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(first name)

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(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 shows the top section of a website. At the top left is the text 'Making More From Sheep' in a cursive font. To the right are the AWI and MLA logos. Below this is a navigation bar with links for 'Home', 'Modules', 'Download', 'Order a Copy', and 'Contact Us'. A search bar with a 'FIND' button is on the right. The main content area has a header for 'MODULE 3: Market Focused Lamb and Sheepmeat Production'. Below this is a blue box with the text 'What does this module do for you?' next to a photograph of lamb carcasses hanging in a processing plant. At the bottom, a paragraph of text describes the module's purpose.

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AWI Australian Wool Innovation Limited

mla MEAT & LIVESTOCK AUSTRALIA

Home Modules Download Order a Copy Contact Us

SEARCH [] FIND

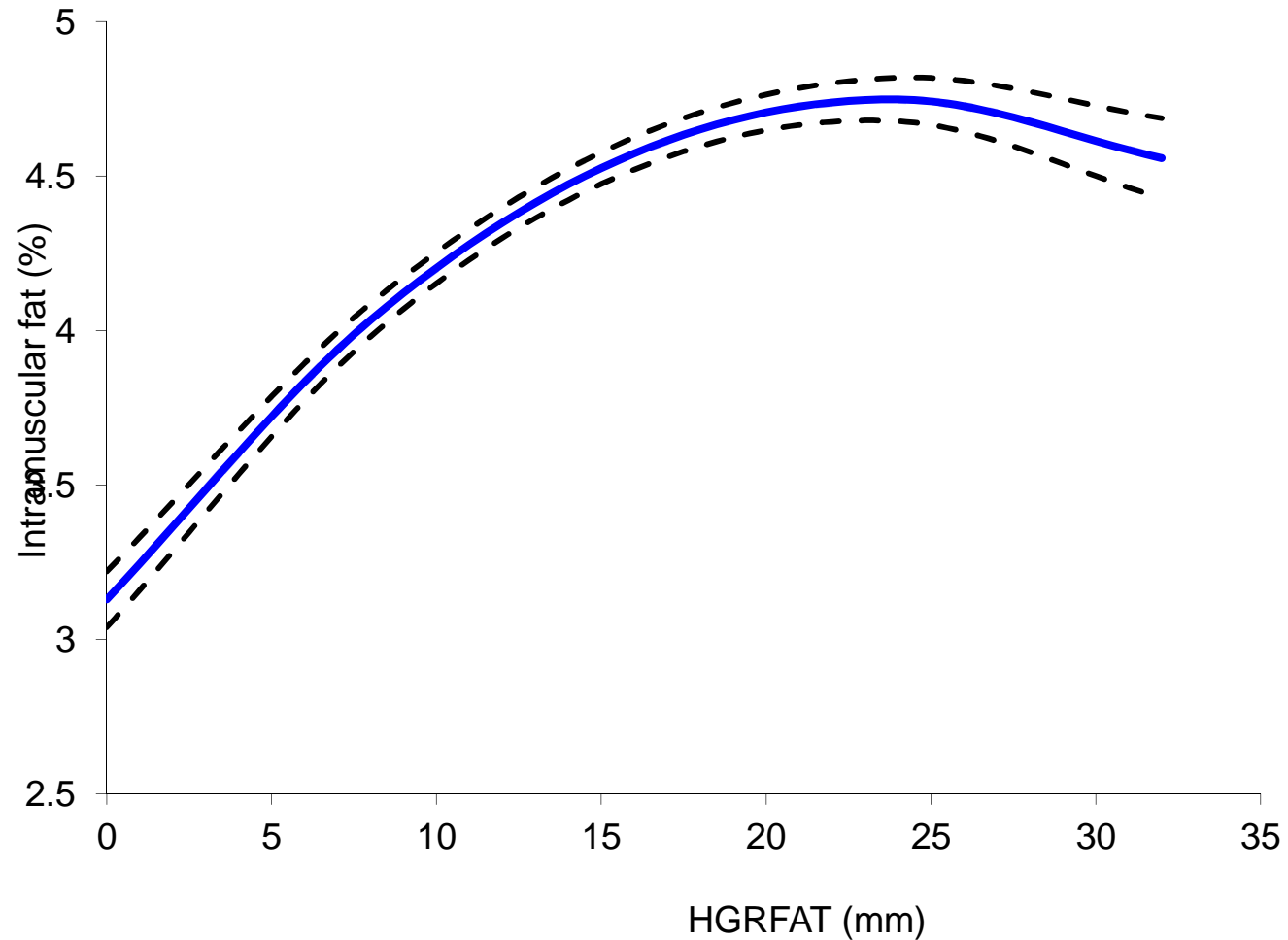
MODULE 3: Market Focused Lamb and Sheepmeat Production

What does this module do for you?

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)