



International Sheepmeat Forum for Producers and Industry

***Working together for a
sustainable future***

**8 and 9 October 2009
Brussels**

**DELIVERING KEY
MESSAGES**

Sustaining Production and Supply – challenges and opportunities for improving efficiency

✓ CHALLENGES

- Reliance on meat production as wool returns have been substantially eroded
- Lack of income and profitability, leading to a worldwide decline in flocks
- Distribution of value through the supply chain
- Costs (labour, compliance, production)
- Slow down of consumption

✓ CONCLUSIONS AND KEY MESSAGES

- There are opportunities for improvements in productivity and quality of products
 - New technology: development and adoption
 - Ongoing R&D investment
 - Exchange and transfer of knowledge
- There is a need for greater cooperation amongst the different parts of the supply chain
 - International cooperation in research and development
 - Private and public funding and support
 - Increased transparency in pricing would create better behaviours between farm and market
- There are opportunities to capitalise on complementarity of seasonal supply to ensure year round supply and continued demand from consumers

Sheep Production, the Environment and Climate Change – ensuring sustainability for the sector

✓ **CONCLUSIONS AND KEY MESSAGES**

- The red meat sector contributes to food availability and to the preservation of landscape and rural areas.
- There are a number of initiatives already in place covering areas going from genetic selection, animal feed adaptation and efficiency, usage of by-products for energy production.
- The red meat sector acknowledges the need for improved rumen efficiency and encourages the adoption of new methodologies/technologies that increase productivity with a lower emission footprint.
- There is a need to initiate international collaboration on research and development on ruminant emissions to provide sustainable and effective solutions. This requires the development of a strategic plan at the international level for the red meat sector.
- In the framework of the international negotiations for the Copenhagen agreement, policy makers should be encouraged to acknowledge the inherently variable and biological nature of agricultural emissions.

Consumer Expectations

✓ **CHALLENGES**

- Lamb is a perishable product
- Seasonality of supply and product mix
- Consumers looking for leaner and more healthy meat
- Optimising shelf space

✓ **CONCLUSIONS AND KEY MESSAGES**

- There is a need to focus on:
 - New customers and market segments
 - A need to capture the younger generation
 - Muslim society
- Innovation is essential:
 - Capitalise on trend for boneless meal solutions
 - Develop new products to fit convenience needs
 - Cuts: going away from the traditional cuts and towards more easy to cook, more enjoyment in addition to healthy product
 - A need to educate consumers about product attributes and how to use it
 - Partnership with retailers (better pack presentation, better training...)

Sheepmeat can compete

Marketing Lamb to Underpin Demand and Maximise Returns

✓ BACKGROUND

- Lamb meat consumption:
 - small proportion of global meat consumption
 - Reduced knowledge of its positive aspects
 - Challenged by new trends in consumer patterns
 - Negatively influenced by Media (red meat consumption as a whole)
- Sheep = Traditional Product ⇒ room for improvement in differentiation and value-adding to end product
- Lack of education and communication along Sheep Meat Chain
- Already existing successful marketing campaigns of lamb products, however penetration of the “message” in the market needs to be more powerful

✓ CONCLUSIONS AND KEY MESSAGES (1)

- Nutritional value: highlight the advantages of lean lamb consumptions for human satisfaction, nutrition and health (Minerals, Vit, Ω3 Fatty Acids, etc.) as part of modern, pleasant, convenient, mixed and healthy diet.

Marketing Lamb to Underpin Demand and Maximise Returns

✓ CONCLUSIONS AND KEY MESSAGES (2)

- Sheepmeat is a valuable food alternative
- Opportunities :
 - Grow market place through differentiation, creation and value addition in lamb meat
 - Innovation to generate competitiveness
 - Move to younger generation consumers target
- International cooperation:
 - Global and segmented strategies, using more efficient limited sources, to increase sheepmeat consumption
 - Promote and build alliances between of all the members of the Sheep Meat Chain, but “in an international context and cooperation”
 - Globalisation of red meat business is a “reality” and an “opportunity”, being “proactive” and looking for your place and partners in this challenging business
- Let “our message” be reached by consumers and policy makers
- PROPOSAL– The creation of “*The International Lamb Meat Task Force*” - an starting point for promoting cooperation, recommendations and designing common and global strategies for increasing lamb consumption around the World

Overall message

- ✓ Sheepmeat is a valuable food alternative
- ✓ There is a need for international cooperation
- ✓ Sheepmeat can face the challenge of climate change
- ✓ Coordination on R&D should be achieved:
 - ✓ on climate change mitigation and technologies
 - ✓ convenience of products
 - ✓ food chain compliance costs
- ✓ Nutritional value of the product
- ✓ New market potential worldwide