

Marketing Lamb to Underpin Demand and Maximise Returns

International Sheepmeat Forum
for Producers and Industry
Working together for a sustainable future



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Building Demand and Consumer Preference

Lamb in the 21st Century

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- The role of marketing and promotion in influencing demand and consumer preference;
- Successful marketing strategies for lamb and sheepmeat;
- How can sheepmeat producers work with others in the supply chain to maintain and grow consumer demand for the category?

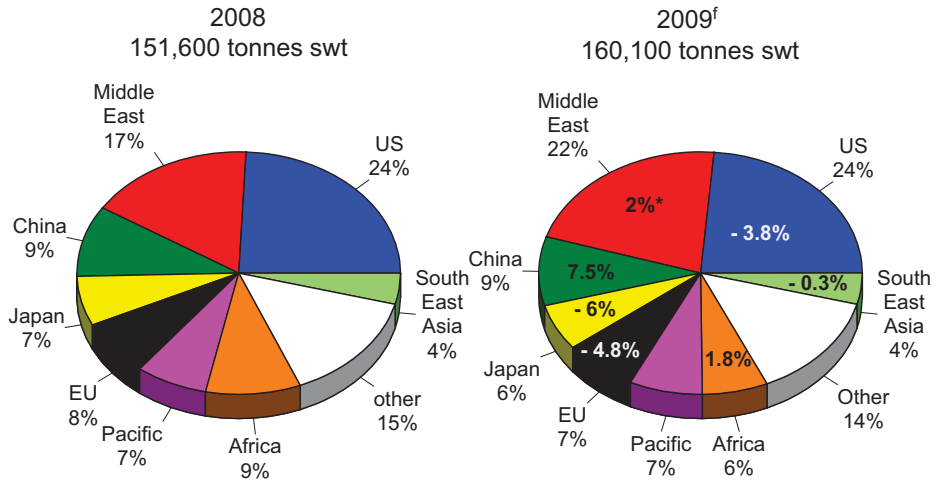
Key Issues

- Lamb has a low consumer awareness
- Many consumers globally resist consuming lamb based on past experience
- Globally demand is outstripping supply
- Lamb supplies, on average are more volatile than other meats
- Interface with consumers has changed dramatically

What are our goals?

- Establish lamb as a top of mind-meal option
- Encourage consumers to trial lamb
- Convert trial to purchase by positioning easy-to use products at relevant price points
- Demonstrate lambs relevance to contemporary foods
- Grow and support dedicated lamb supply chains that are service orientated

Australian Lamb exports



Source: DAFF, MLA forecasts, IMF

*IMF GDP growth forecasts

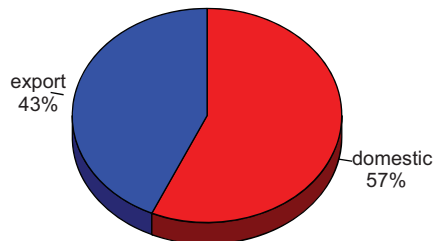
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The domestic market remains the most important for Lamb

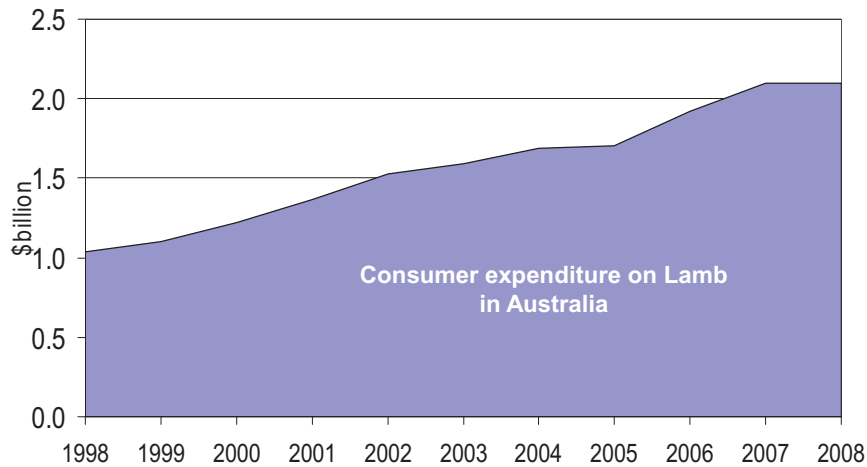
Australian lamb production

2008 lamb production =
413,663 tonnes cwt



Source: AFFA, ABS, MLA

Consumer expenditure reached \$2.1b in 2008



Source: ABARE, ABS

Reasons for success

- Reinvention of our product
 - Larger leaner lambs
 - Consistent supply
 - New cuts (Trim Lamb)
 - Developed a specialist prime lamb industry
- Growth in export demand by other markets (e.g. USA)
- Reinvigoration of domestic market
 - Rise in retail standards
 - Nutrition research and communications
 - Consumer marketing

Key principles of Lamb marketing



We love our Lamb

1. Lamb must have a distinctive voice

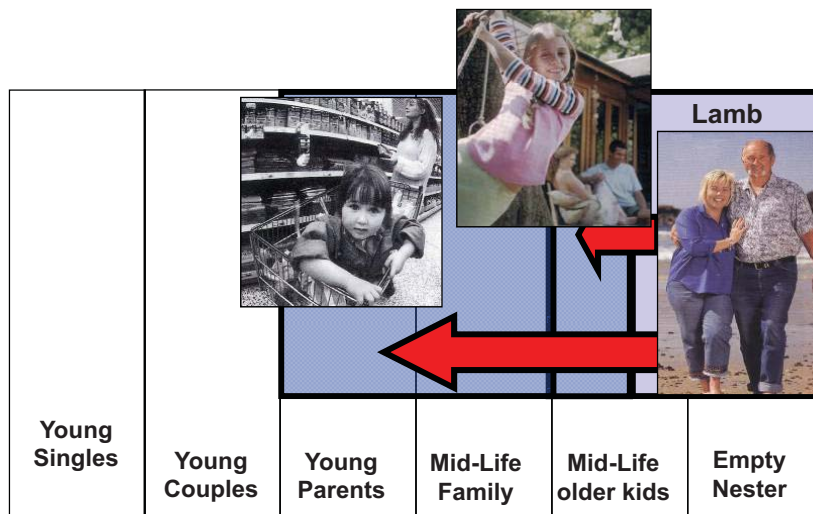




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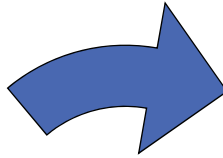
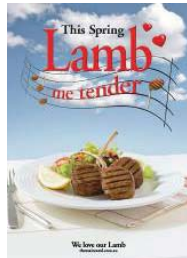


2. Volume is with mainstream families

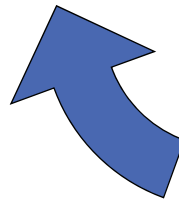


3. Lamb must have year round activity

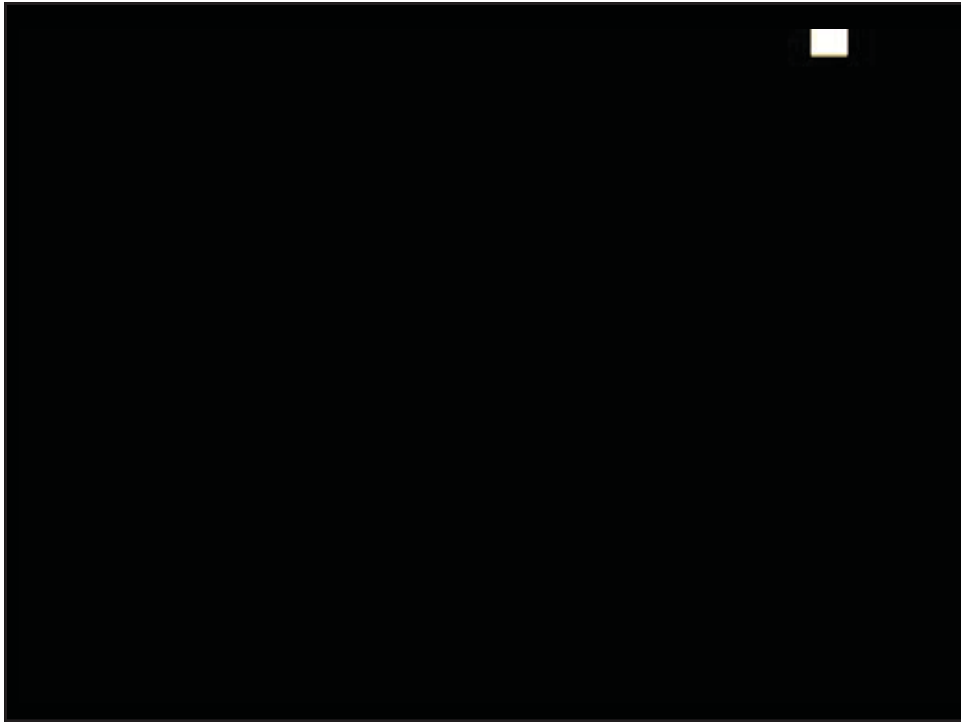
Spring
(September)



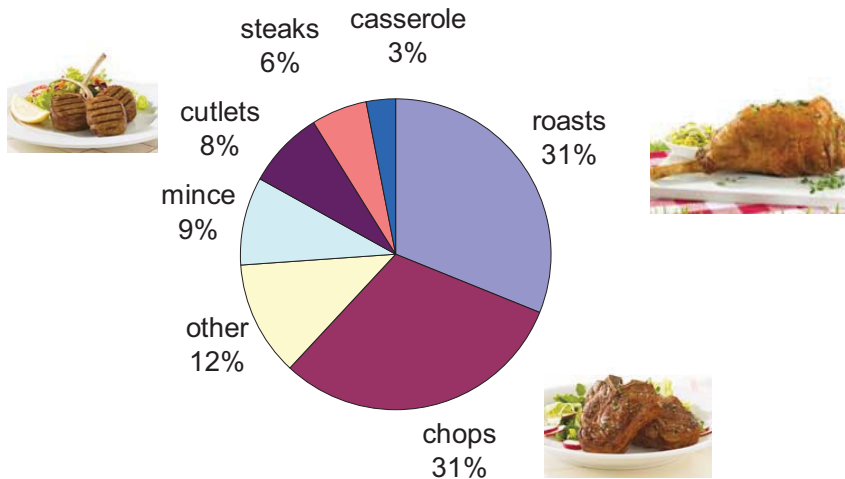
Australia
Day
(January)



Mother's Day (May)



4. Volume is with mainstream cuts (chops, cutlets & roasts)



5. Integration of activity is vital

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YAHOO!

Web | Images | Answers | Combo | more

Advertising

PR

POS

Sam says a chop on the barbie helps Australia

BE LIKE SAM SERVE LAMB

No one out Lamb on Australia Day



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MLA bets on hippy lamb love

SPRING lamb marketing just got a lot more controversial with the week's release of the latest Meat and Livestock Australia (MLA) advertising campaign.

From the group who brought you the straight talking publically consumed lamb chopper, Sam Kerkovich, the new advertising ad aims to catch on in the 1960s, reminiscent of the original Woodstock era of rock, freedom, rock and roll music.

In short, begins playing what it says, please appears to be a middle classed middle class, hippy, but here and to be the lamb.

1960s rock 'n' roll greats and has made the 'Greatest speakings of '60s' are also rolled into the presentation.

Spring traditionally represents the best period for lamb marketing and also comes at the industry's biggest time period for lamb marketing and also comes at the industry's biggest time period for lamb marketing and also comes at the industry's biggest time period for lamb marketing.

MLA's general manager, marketing, David Thomason, revealed that lamb marketing campaigns in the past year with limited Australian consumer expenditure on the car.

"In 2008-09 there was a significant increase in lamb prices, which was the first time ever," Mr Thomason said.

MLA and www.livestock.com.au to see the advertisement.

— ADAM DALRY



Dope ad to trigger lamb munchies

Simon Canning

MEAT & Livestock Australia is courting controversy with the launch of its spring lamb advertising campaign tomorrow. The campaign, by advertising agency BMP, is expected to anger anti-drug campaigners, but MLA marketing manager David Thomason said the advertising was a feel-good campaign he believed consumers would accept as tongue-in-cheek.

Mr Thomason has regularly stirred controversy, most notably with lamb's award-winning Australia Day messages featuring former AFL great Sam Kerkovich ranting against vegetarians and calling for their deportation.



Risky: The latest ad for lamb

Spring is the MLA's major marketing period for lamb and the new campaign comes at a time when the company is battling to hold its market share against rising prices.

The ad, set to the Byrds' hit 1960s song Turn Turn Turn, aims to cash in on recent publicity sur-

rounding the 40th anniversary of Woodstock and the release last week of Ang Lee's latest film, *Taking Woodstock*.

It opens with smoke wafting by a group of hippies. It then cuts to another hippie turning lamb chops on a barbecue. Part-way through, the ad shows someone sprinkling a grass-like substance into what looks like a giant rolling paper before the hippies pass it between themselves.

Mr Thomason said the MLA continued to run edgy advertising in a bid to conquer the limitations of its marketing budget.

"We don't have a lot of money and we have to use creativity to inspire and engage," he said.

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Thank You

