



# RED MEAT UPDATES

## T A S M A N I A

27 July 2018

**KPMG Gate to Plate Presentation**

Brand awareness through paddock-to-plate experiences

Julian Waghorn

Australian Wholesale Meats

# Contents

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- AWM – Changing the mindset
- Vision – Our aim
- Strategy – Game plan

# AWM – Changing the mindset

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- What's important ?
- Communication
- Honesty
- Strong relationships
- Education
- Customer service
- Not about the price
- Maximising returns

# AWM – Our vision

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- Professional marketing company of quality branded meat products maximising returns for our suppliers.
- Delivering consistent, quality, branded meat products 52 weeks of the year.
- Education for our customers through supplier tours involving farm visits
- Working with honesty and communication with our suppliers to maximise returns, while helping our customers grow through strong marketing branding and education support.
- Consumer awareness of ‘where the meat comes from’ so they build a relationship with the brand.

# AWM – Strategy game plan

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- Looking professional.
- Next level customer service.
- Delivering on our promises.
- Communicating with our suppliers around the importance of consistent supply.
- Employment of marketing / customer relations person.
- Supplier tours for our customers, involving farm tours.
- Providing marketing, branding support to our butchers.
- Educating the consumer through being involved in the community and being active through digital media.
- “Treating people the way you want to be treated.”



















**HAT**  
**BBQ**  
**JOINT**



**SMOKE** **NO MIRRORS**

**E. NO MIRRORS.**  
**484 291**  
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Today's  
MENU **FREE**

**NO  
PARKING  
ANYTIME**



**LOW n SLOW  
MEAT Co.**

THE MEAT n MEAT TRADERS



**CAPE COD**



**LANE'S BBQ**





PROUDLY  
SERVING  
TASMANIAN  
BEEF

PURE  
**CAPE**  
TASMANIA



PURE BEEF MADE BY NATURE

PURE BEEF  
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**AWARD WINNING SAUSAGES & PREMIUM MEATS**

**MAYFIELD**

PRISTINE AUSTRALIAN BEEF















# Top three take home messages

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1. Its about the quality of the product and consistency of supply.
2. Communication between each segment of the supply chain.
3. Maximising returns through marketing, branding and education.

# Tools, resources and training

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- Website [awmgroup.com.au](http://awmgroup.com.au)
- Facebook <https://www.facebook.com.awmqld>



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