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Bang for ya' buck in pursuit of eating quality

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Outline

- The yield & quality balance...
- Genetic trends
- Branding based on quality
- The magic of marketing
- Lairage time impact on HSCW



What industry are we all in?

FOOD INDUSTRY



Common Goal:

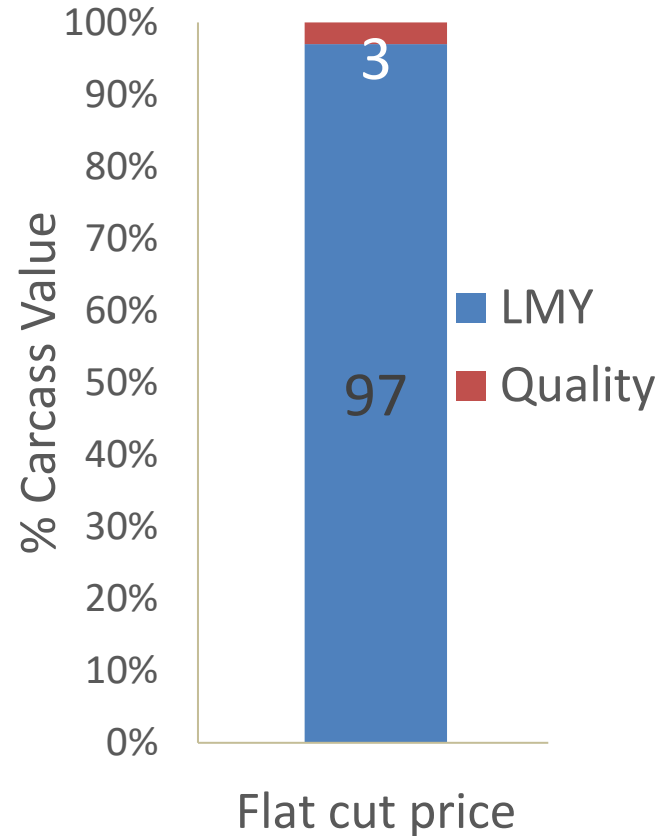
Extract as many \$\$\$ from consumers as possible



$$\begin{aligned} &\text{Value of a carcase} \\ &= \\ &\text{Quantity of saleable meat} \\ &\times \\ &\text{Quality of the meat} \end{aligned}$$

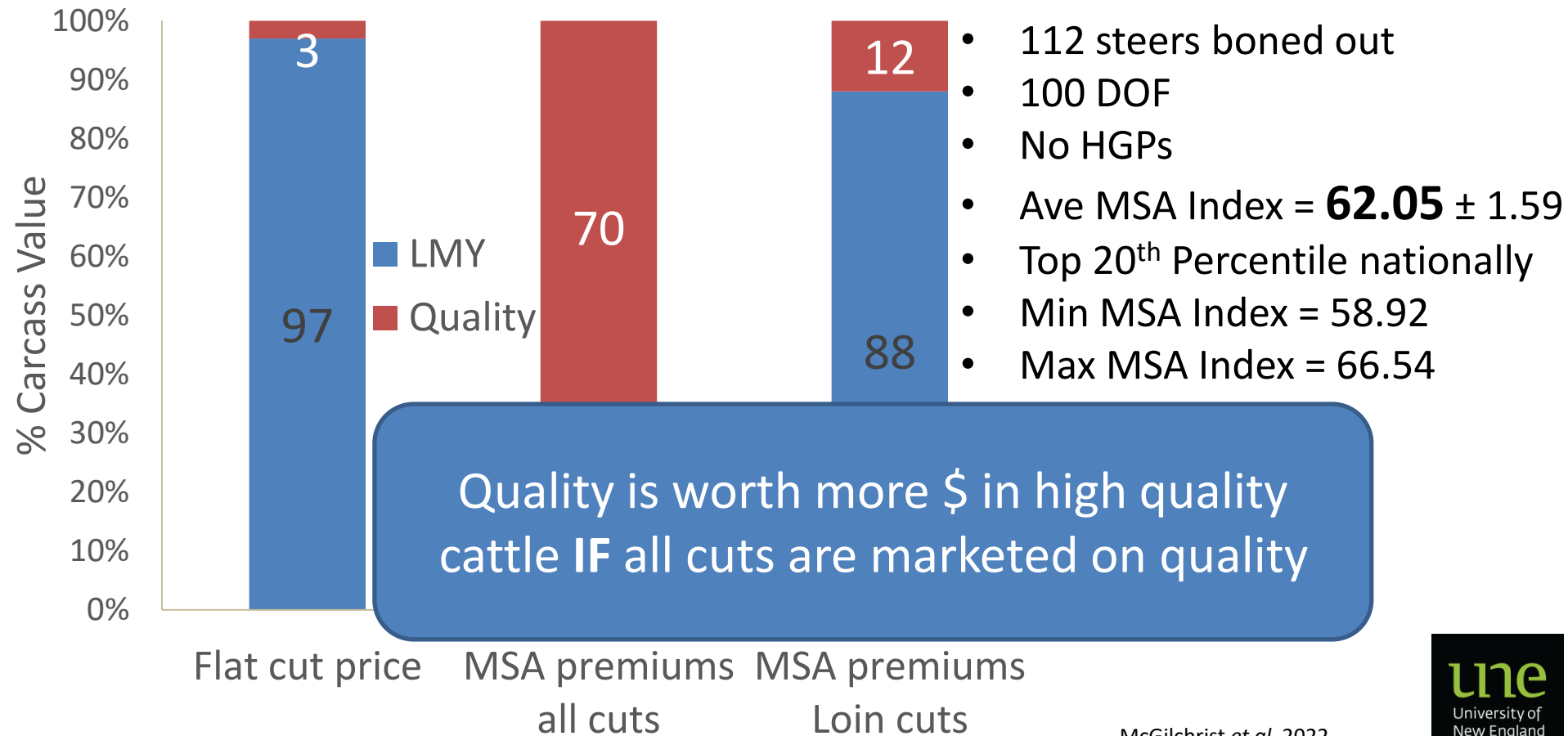


Value of a carcase



- 112 steers boned out
- 100 DOF
- No HGPs
- Ave MSA Index = **62.05** $\pm$ 1.59
- Top 20th Percentile nationally
- Min MSA Index = 58.92
- Max MSA Index = 66.54

Value of a carcass



Value of a carcase

=

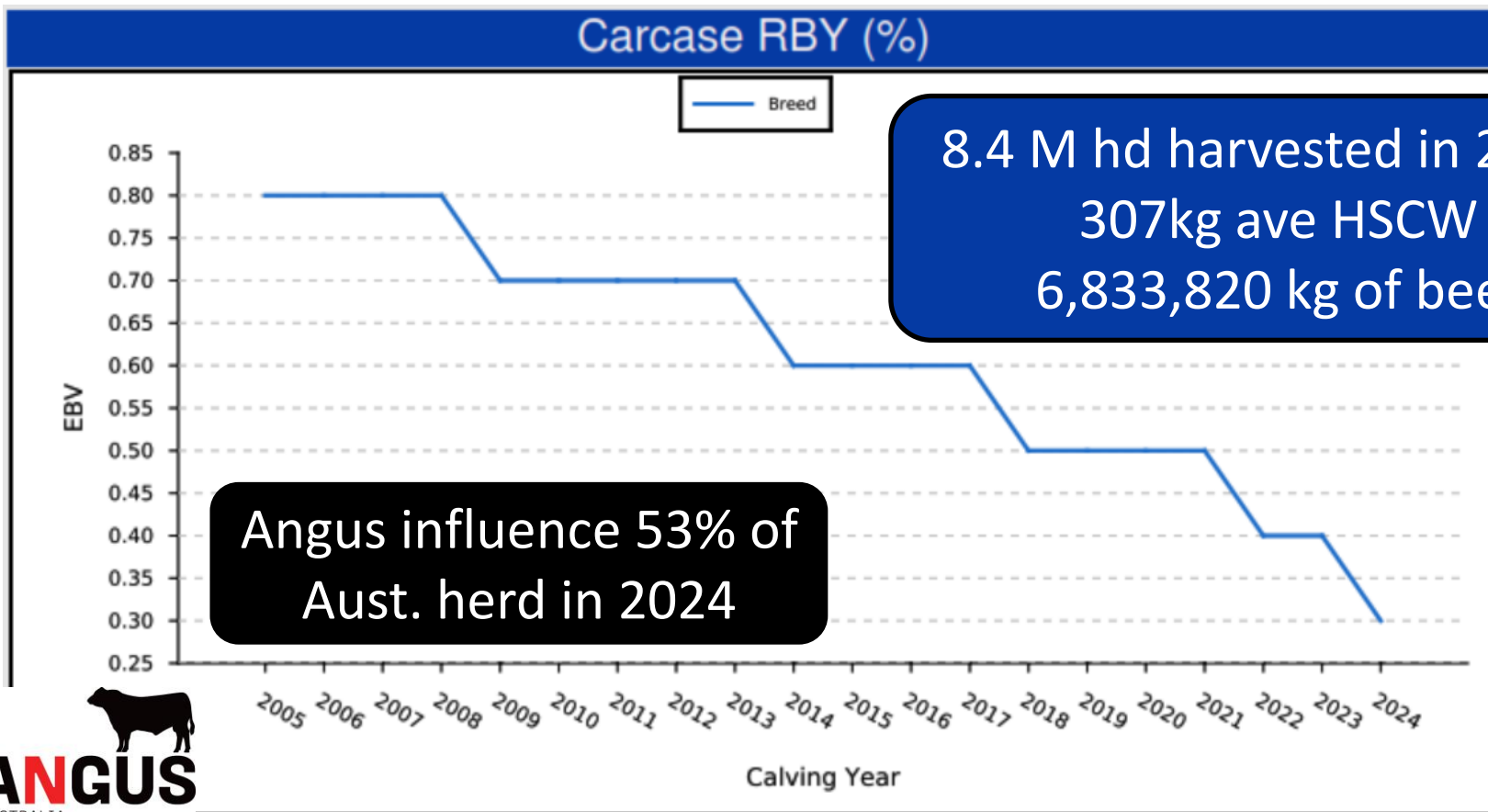
Quantity of saleable meat

X

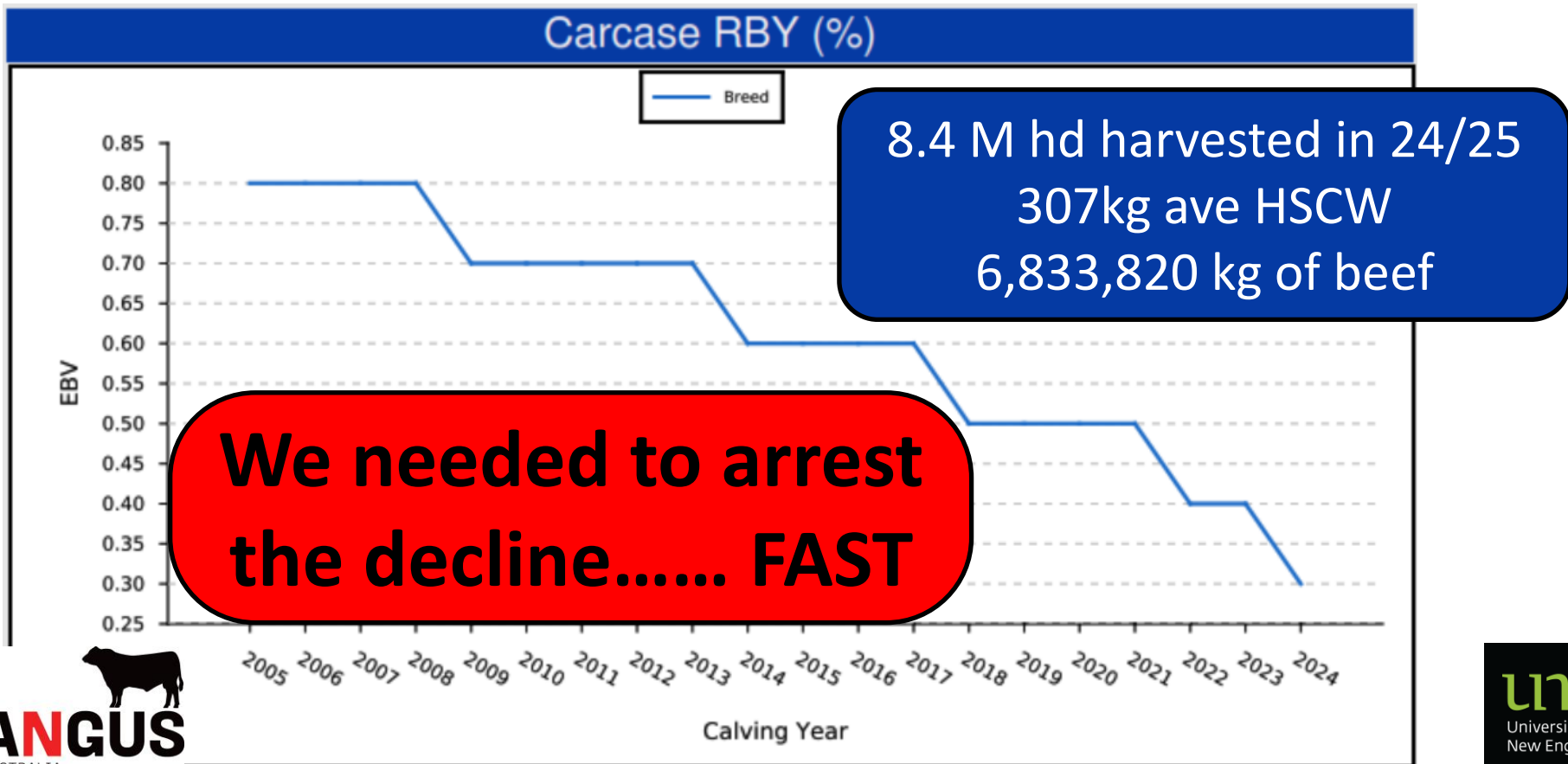
Quality of the meat



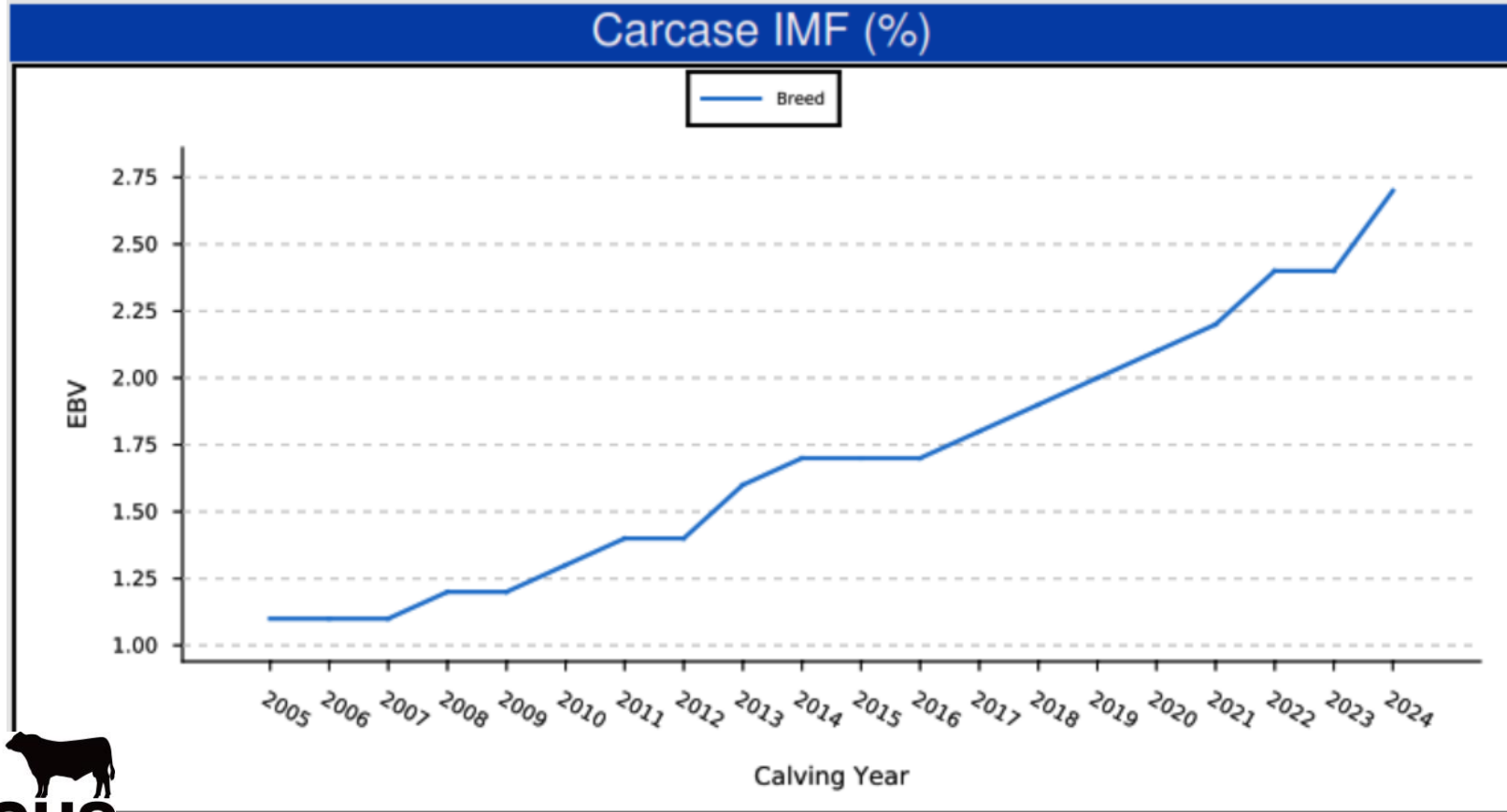
No financial signal for yield in beef...



No financial signal for yield in beef...

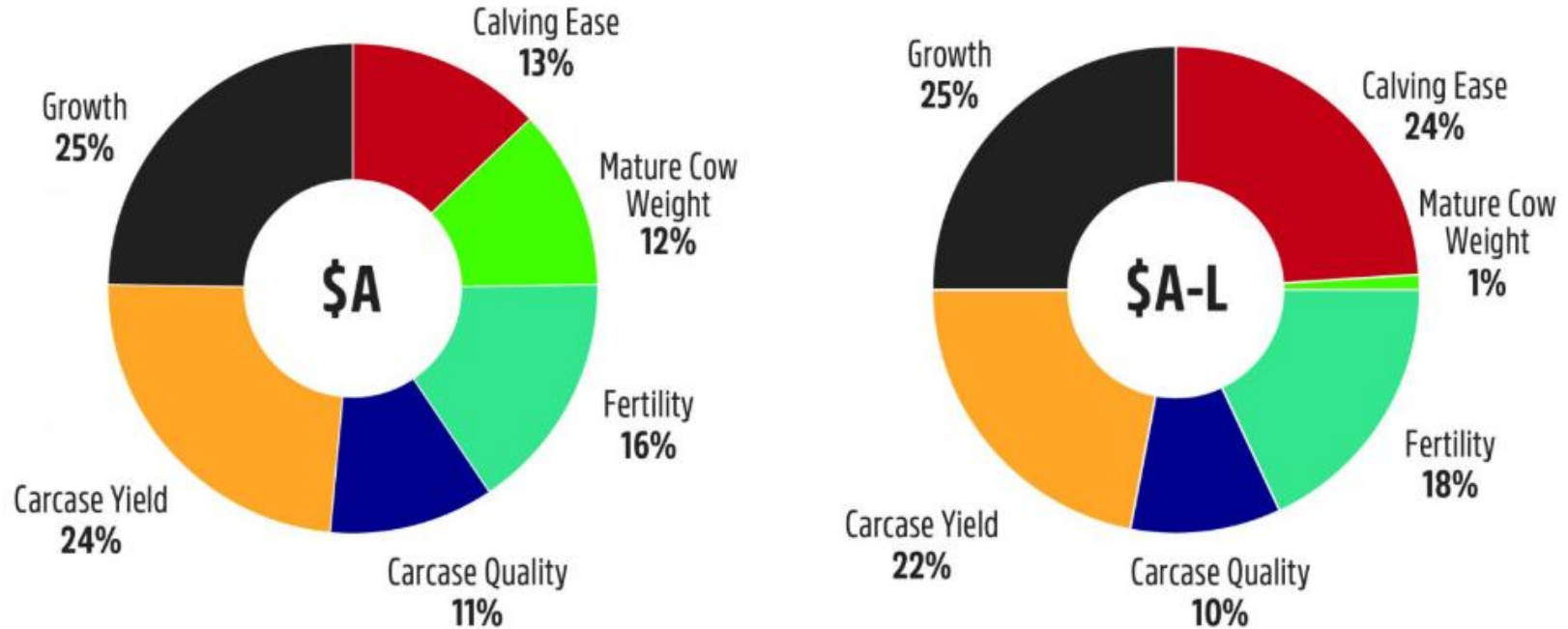


Angus IMF genetic trend

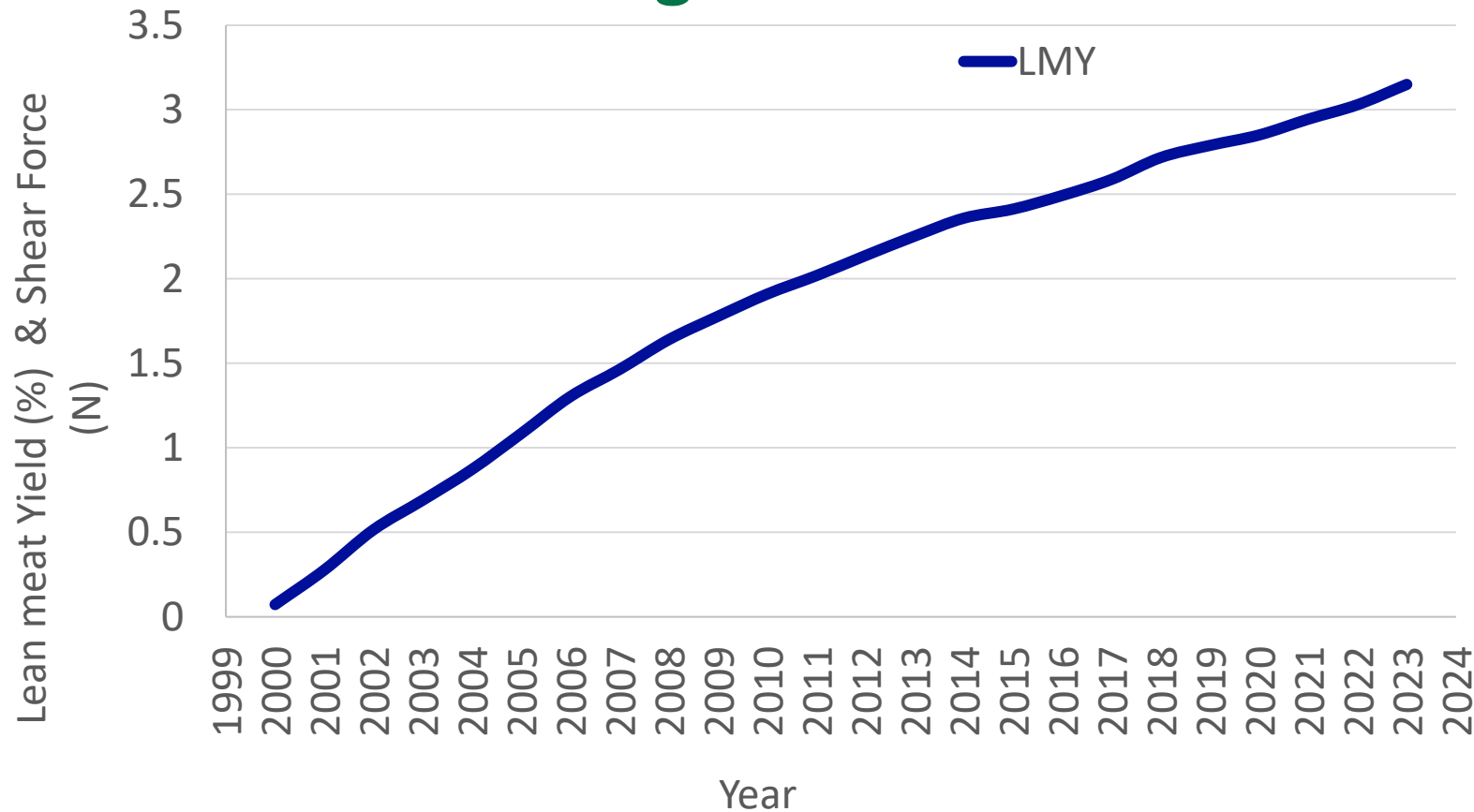


Yield weightings in indexes

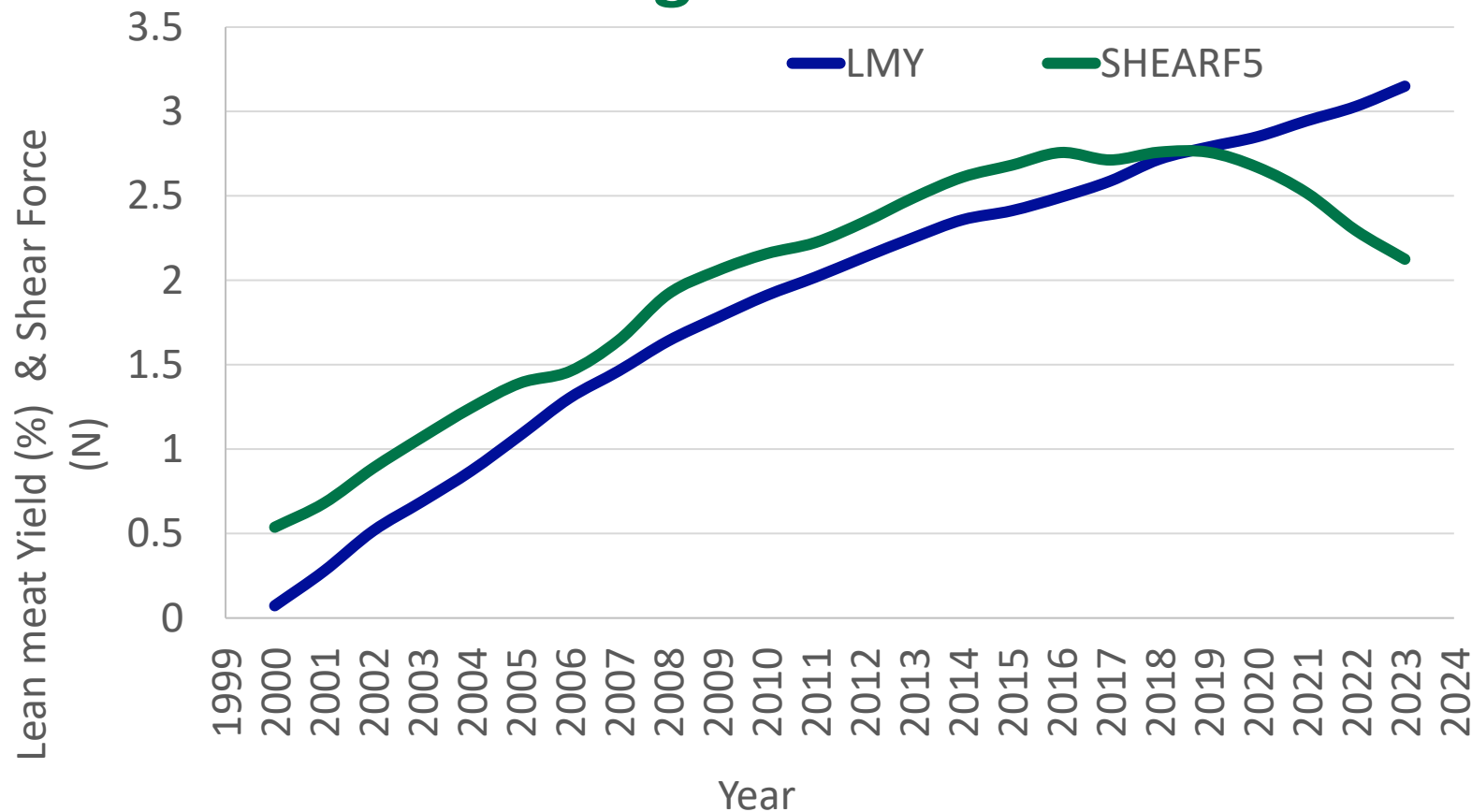
Figure 1: Trait Contribution to the Angus Breeding and Angus Breeding Low Feed Cost Indexes



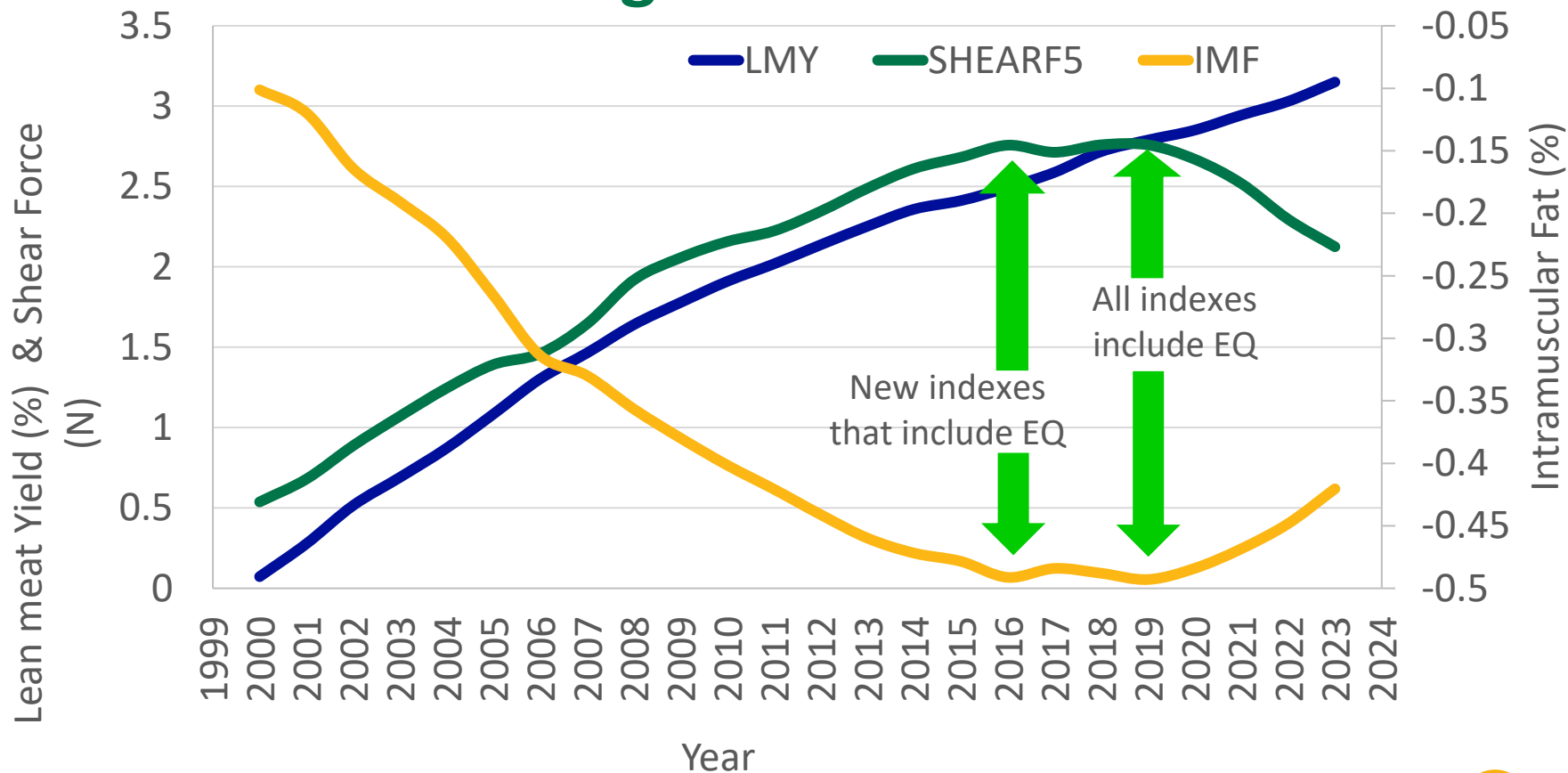
Terminal genetic trends



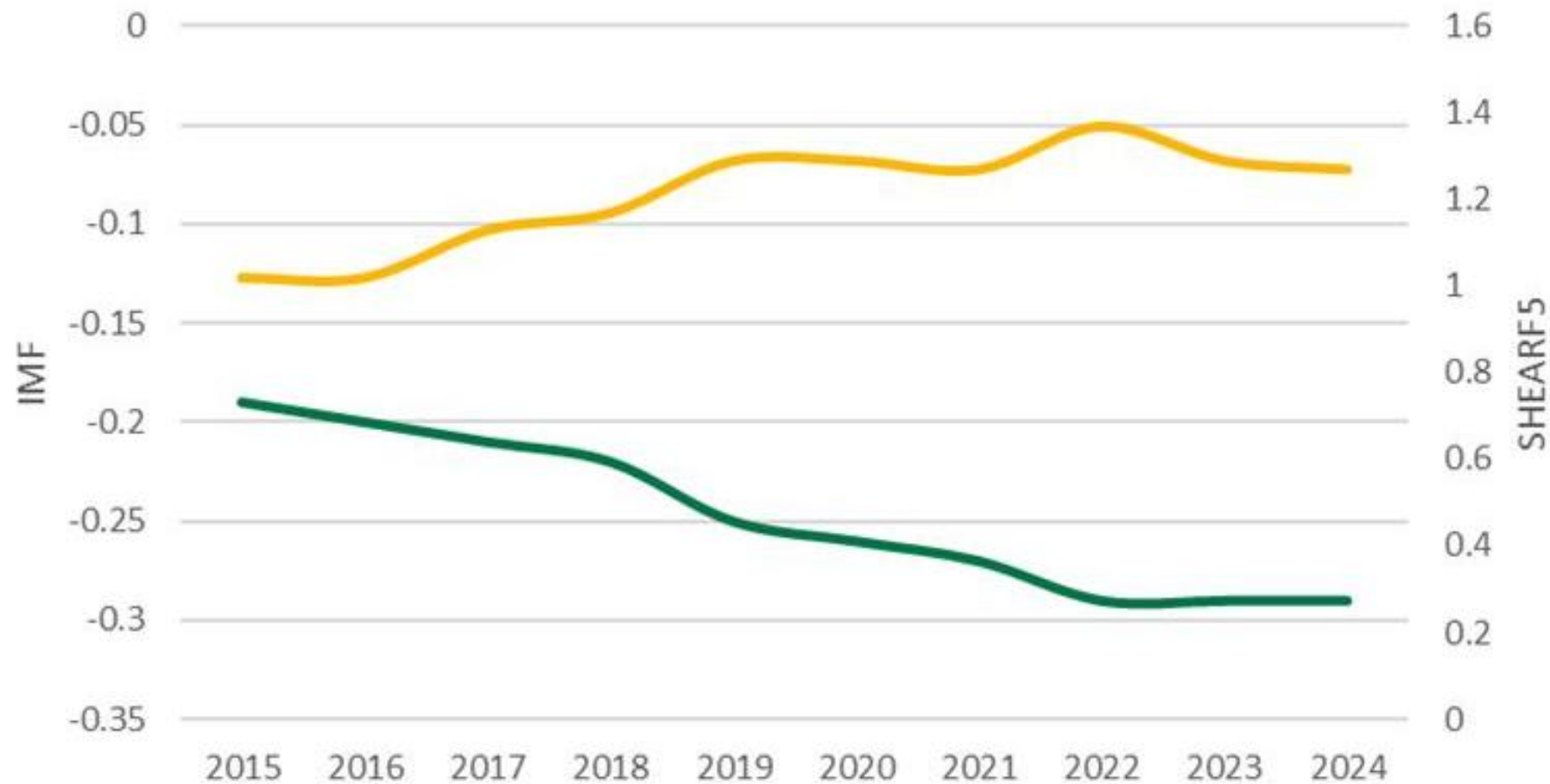
Terminal genetic trends



Terminal genetic trends



IMF and SHEARF5 in MERINOSELECT



Value of more muscle & yield?

- Faster weight gain on-farm
- 6X more grass/feed to deposit a Kg of fat
- ↑ efficiency of production – ↓ methane intensity/kg
- ↑ Dressing %
- ↑ Value chain profits
- **Sheep producers get it!**



**Beef yield needs
measurement...**

How do we get ready for yield data?



Know the dam of each calf...
Increase selection intensity

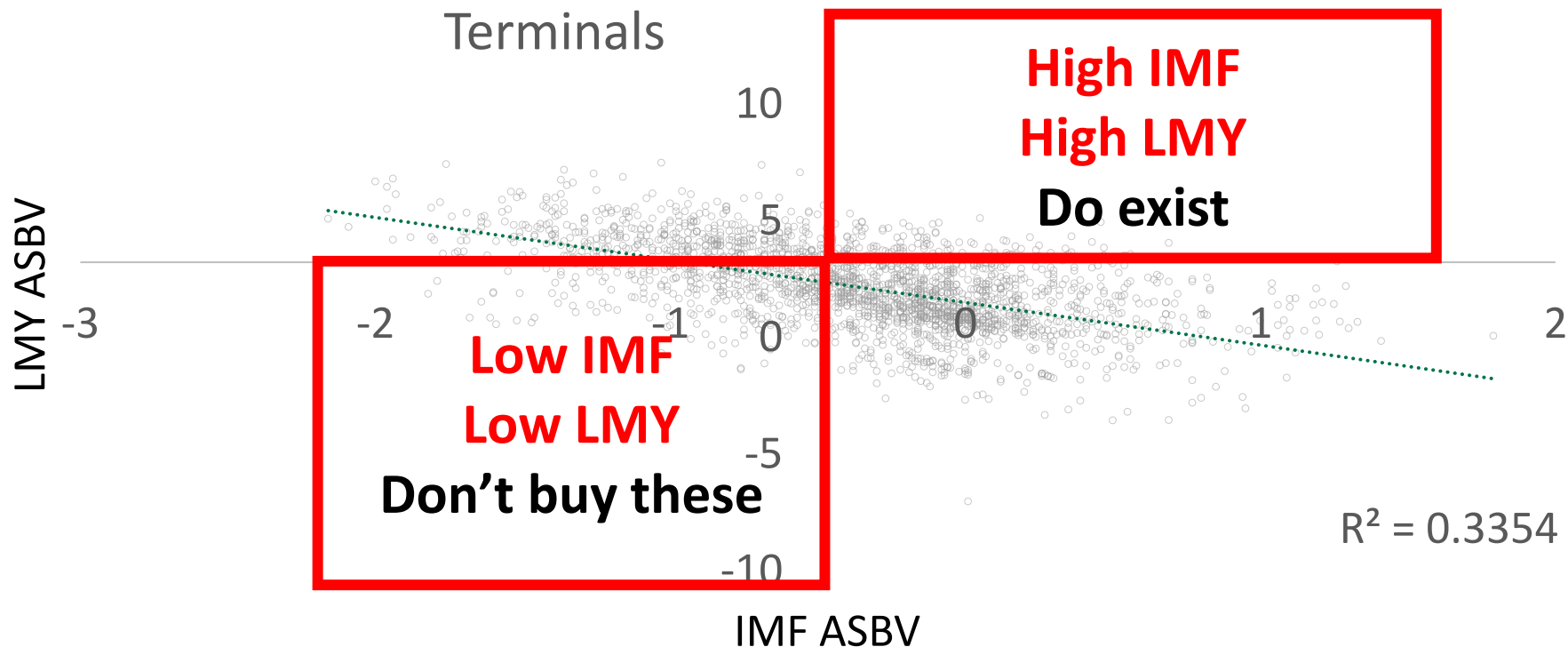
Breeding profitable cattle & sheep

- A. Fit for *your* farm
- B. Suitable for market



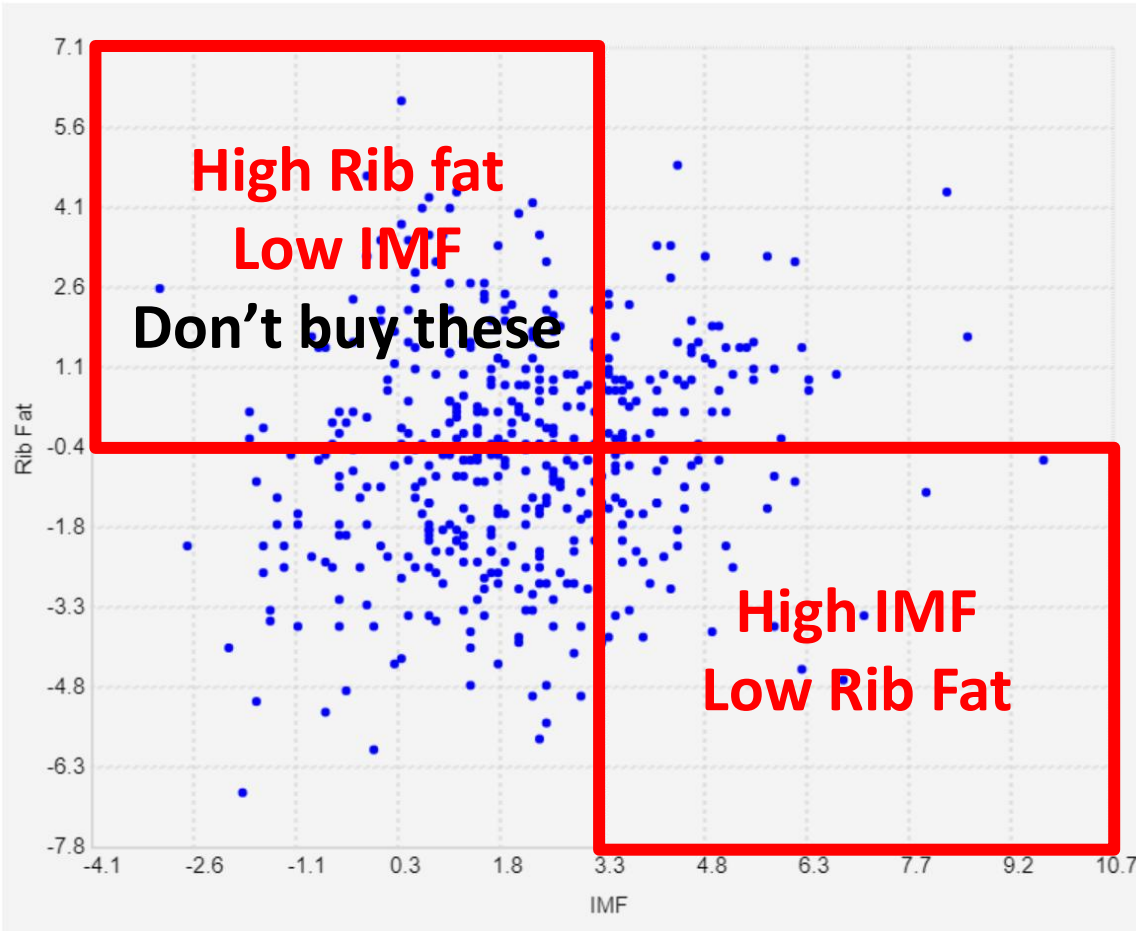
Genetics
Nutrition
Management

LAMB carcass value – high LMY & IMF



Strong negative correlation

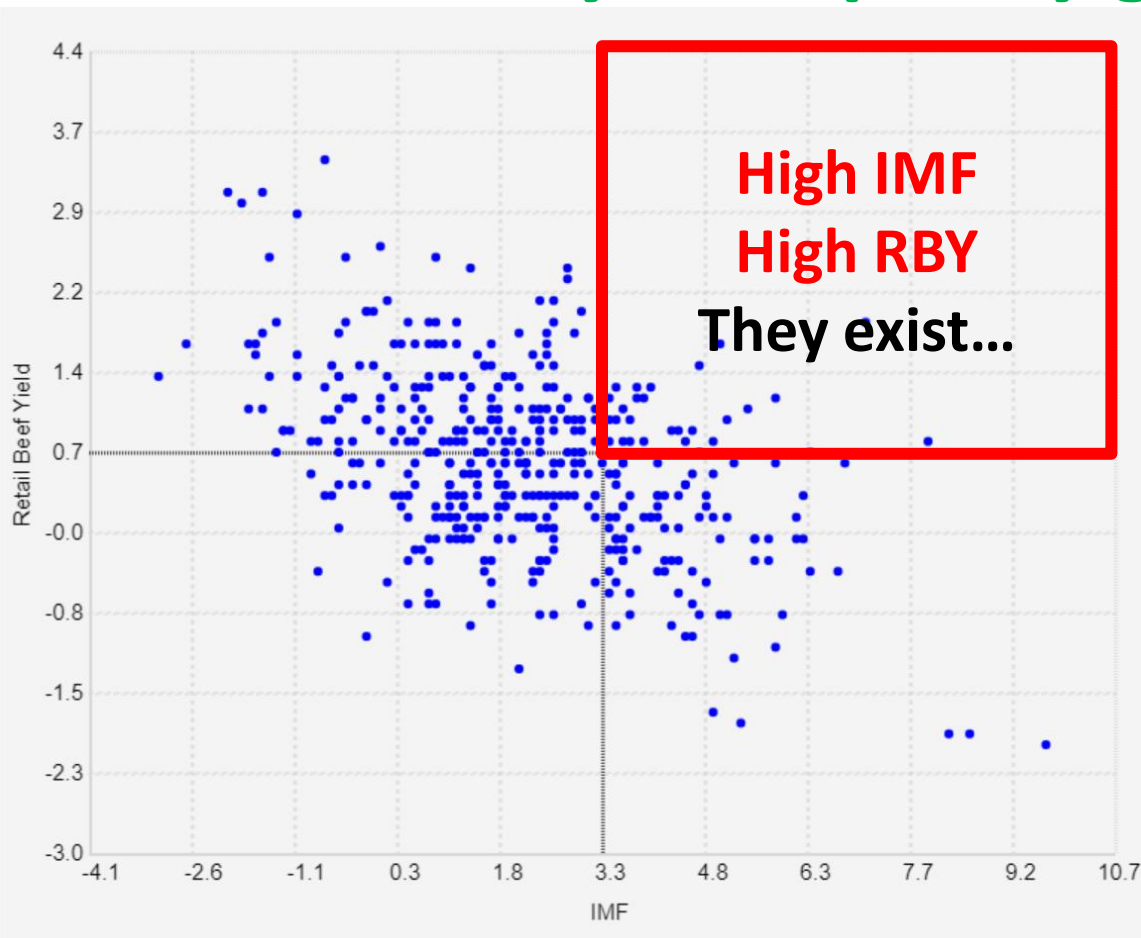
↑ Quantity and quality genetically



Take fat off
outside of
meat & put it
inside

Angus Sire Benchmarking
Project sires n=436

↑ Quantity and quality genetically



Angus Sire Benchmarking
Project sires n=436

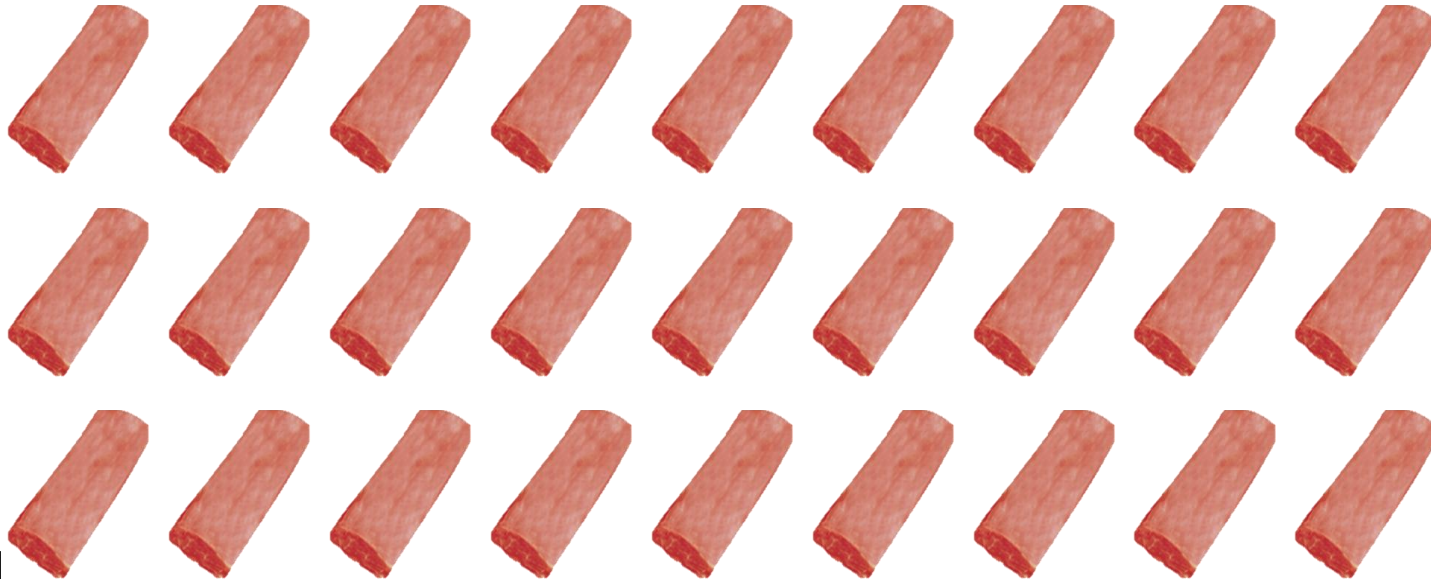
Let's talk meat quality



Pack all lamb together

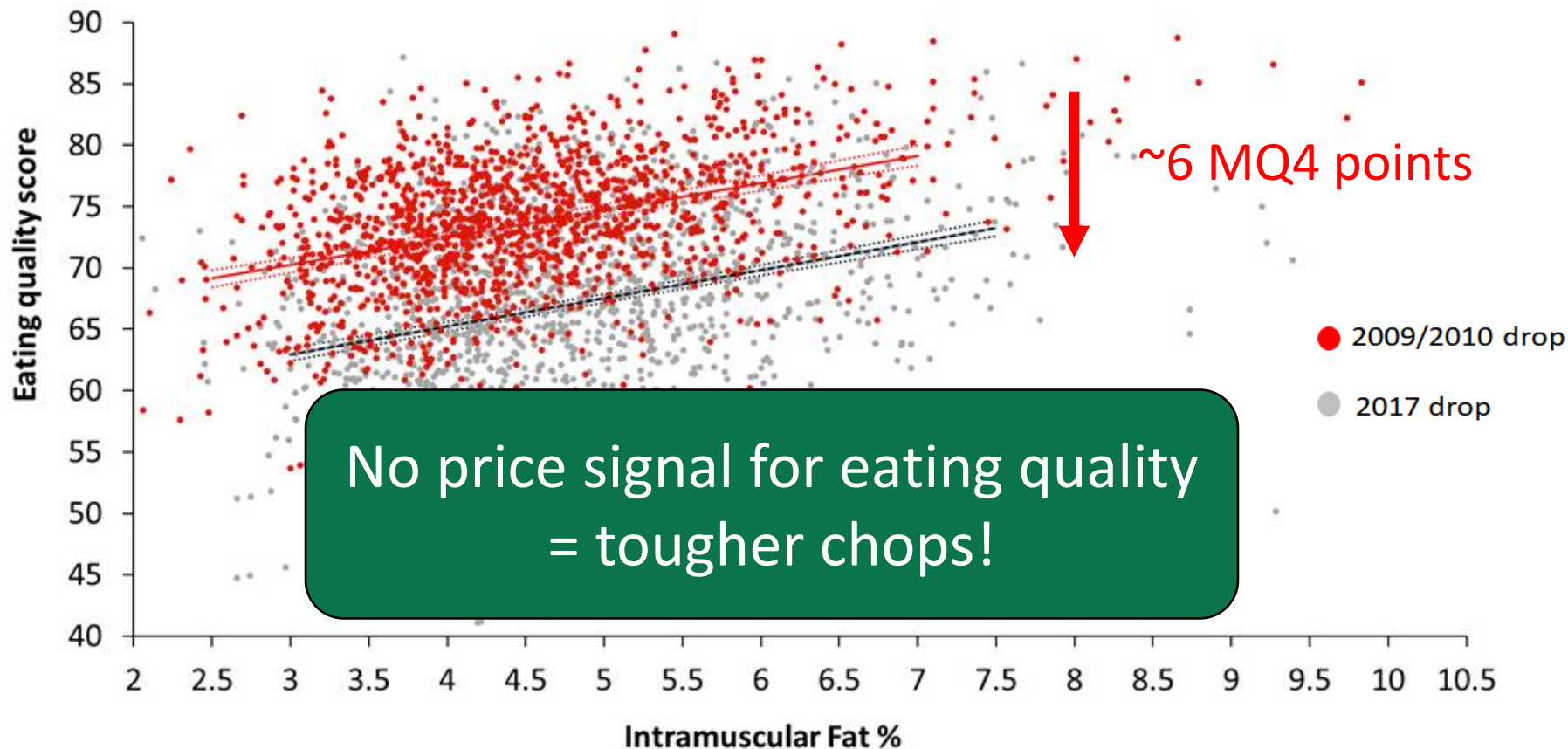


YUMMY BRAND

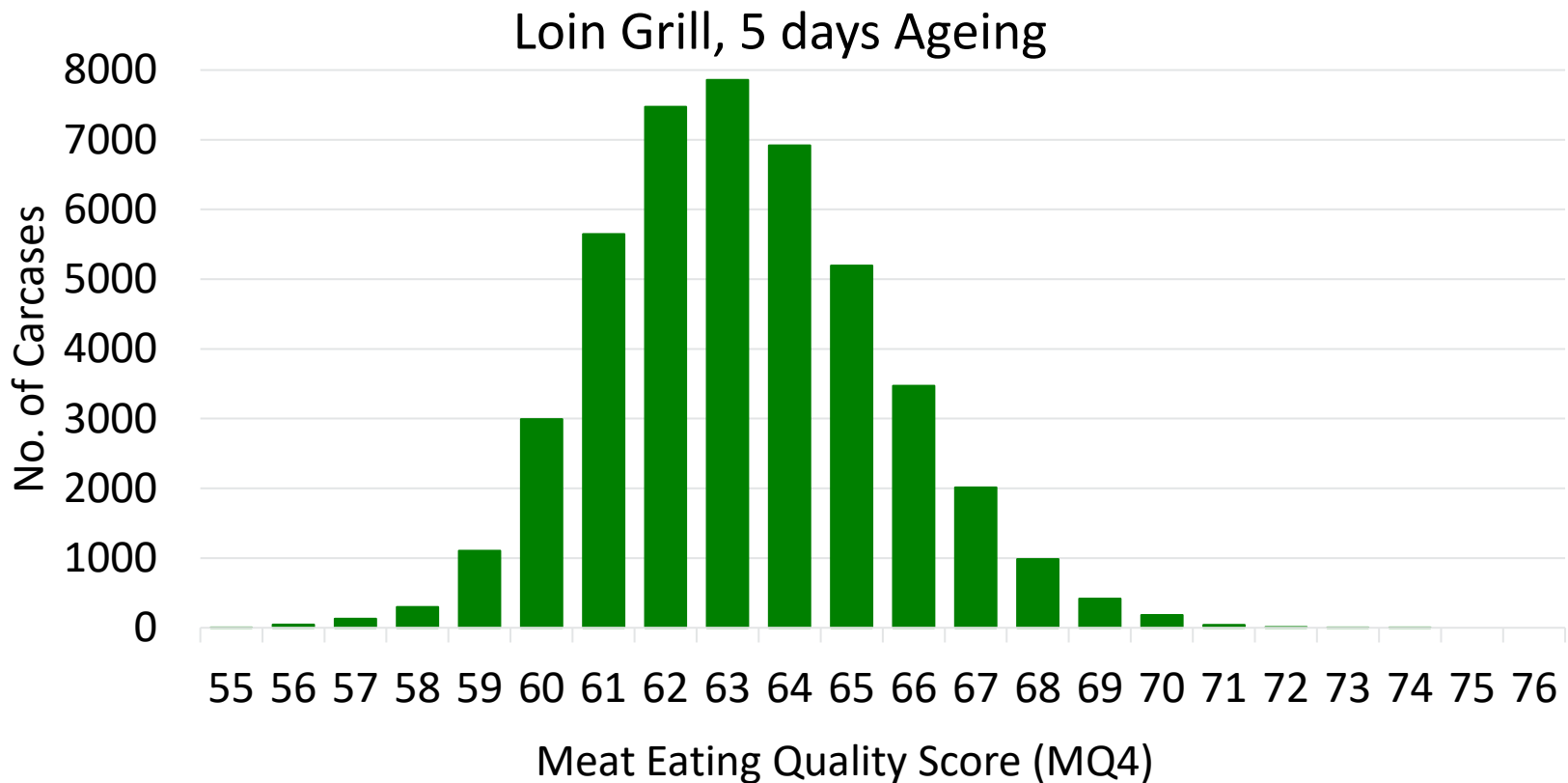


“All lamb is good”

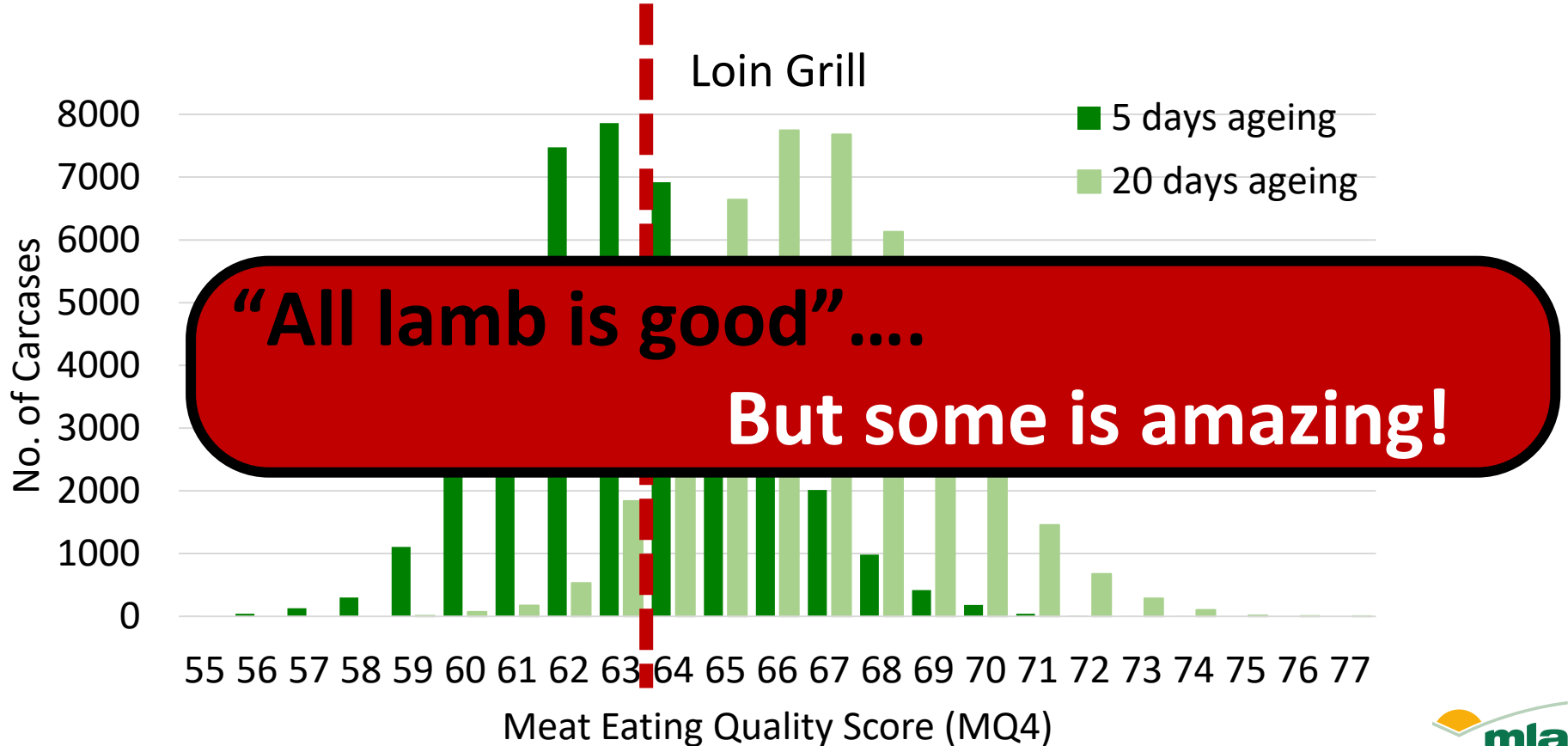
Price signals influence eating quality



Eating quality variation



Improvement with ageing



Reducing lamb eating quality variation



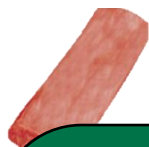
Economy Range



YUMMY BRAND



premium
brand



Need to trade sheep
meat on ***quality*** not
dentition

Australian beef brands

- 42 MSA beef processors
- 196 beef brands
- >20 brands have adopted exporter guidelines to communicate MSA overseas



Retail beef brands -



Good
Drovers Choice

\$28.50/kg

Better
Coles Butcher

\$42.22/kg

Best
Coles Finest

\$54.05/kg

Never going to win the battle on price

Need to deliver value in the mind of the consumer – beyond just price

“Price is what you pay, value is what you get”
Warren Buffett

Enjoyable

Quick to prepare

Nutritious

Versatile

Consistent

Kids will eat it!

Delicious

Value of marketing



- 480 Australian consumers
- 6 steaks each – 50:50 with & without marketing
- Score T, J, F, OL plus price willingness

Grass Fed

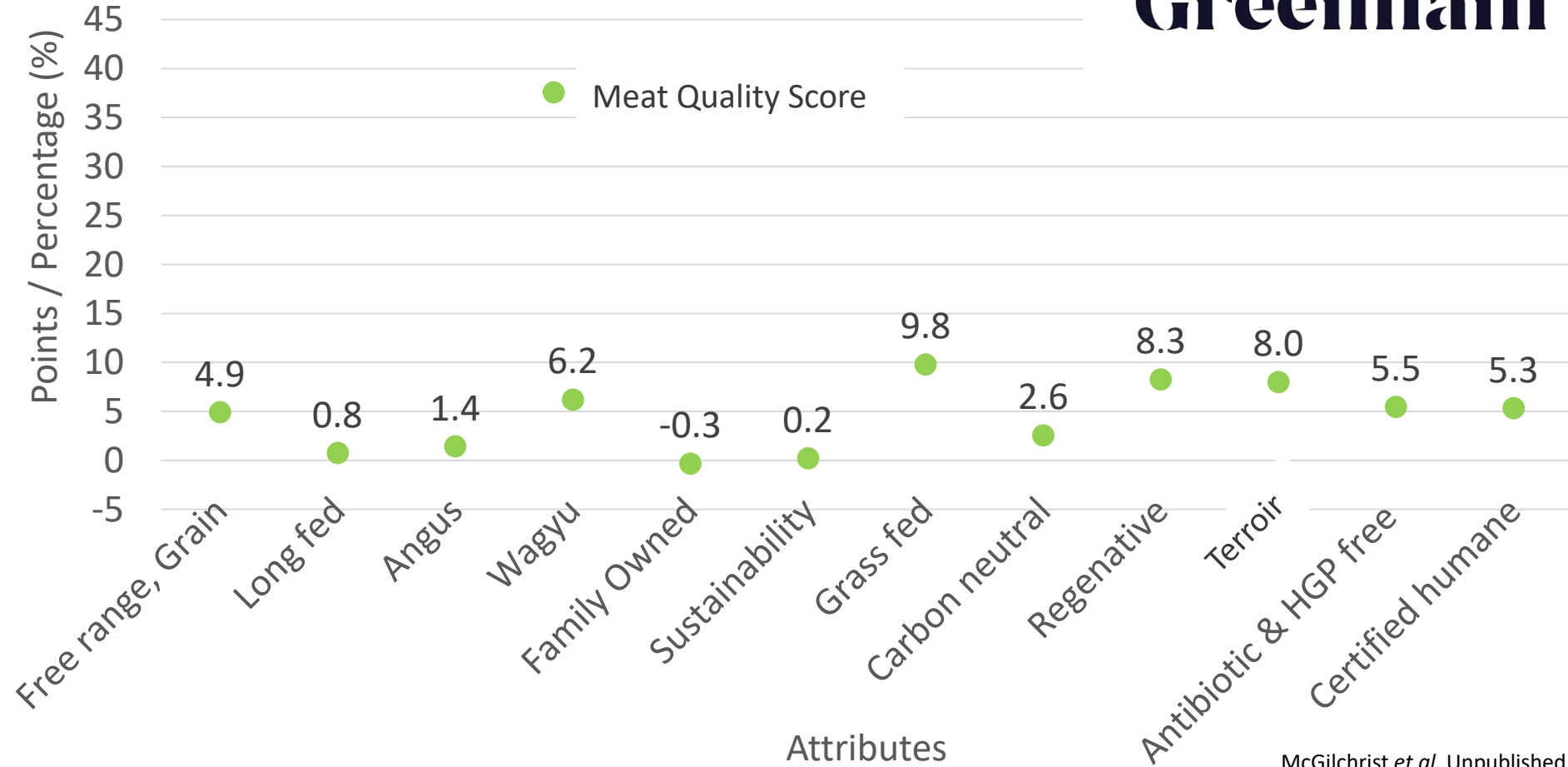
This beef is 100% grass fed, the cattle are born and raised on wide open pastures. Cattle enjoy pristine, natural environments with the ability to freely express their natural behaviours, just as nature intended.

EST. **G** 1933

Greenham

Value of marketing

EST. **G** 1933
Greenham

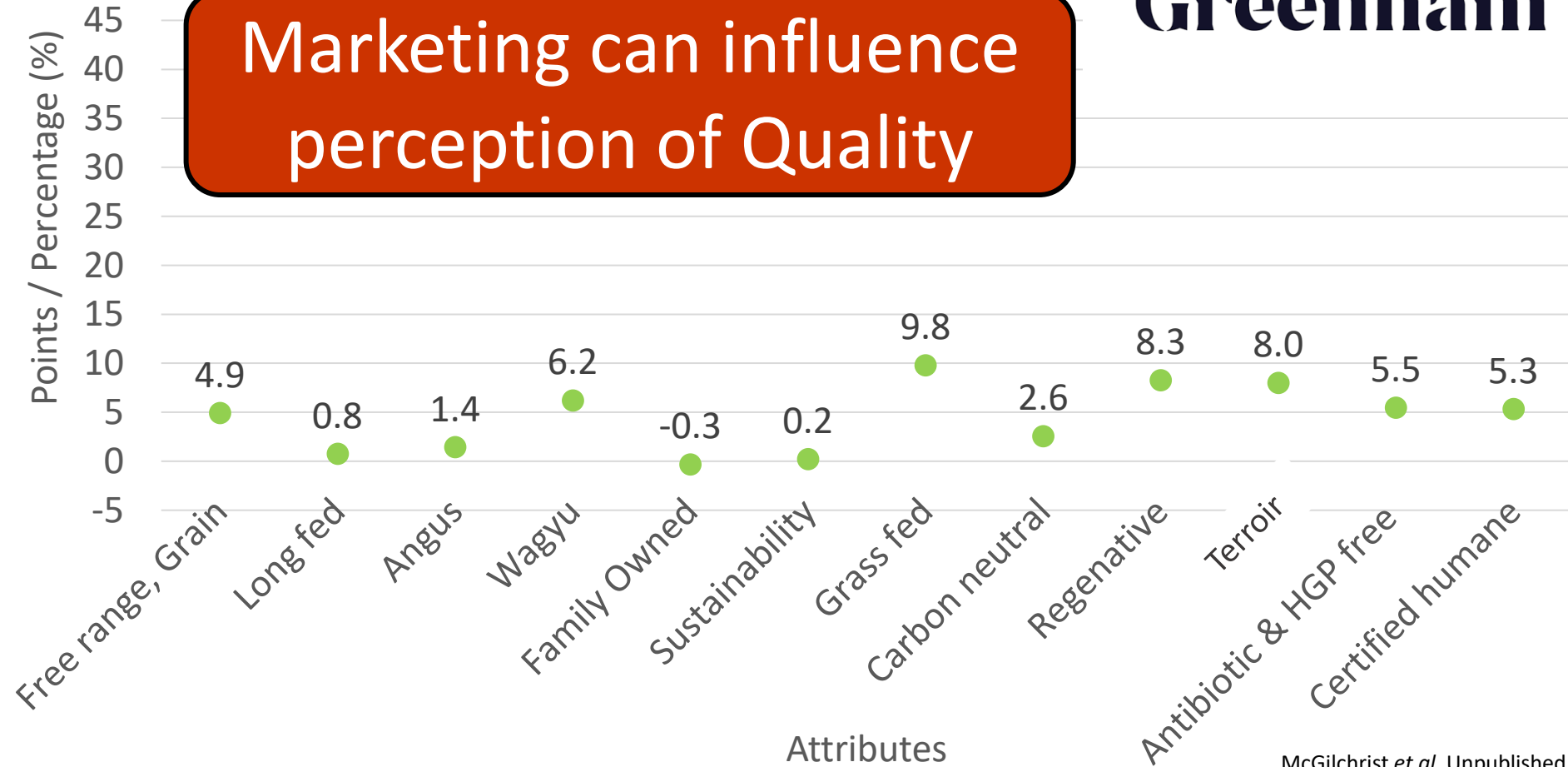


Value of marketing

EST. G 1933

Greenham

Marketing can influence
perception of Quality



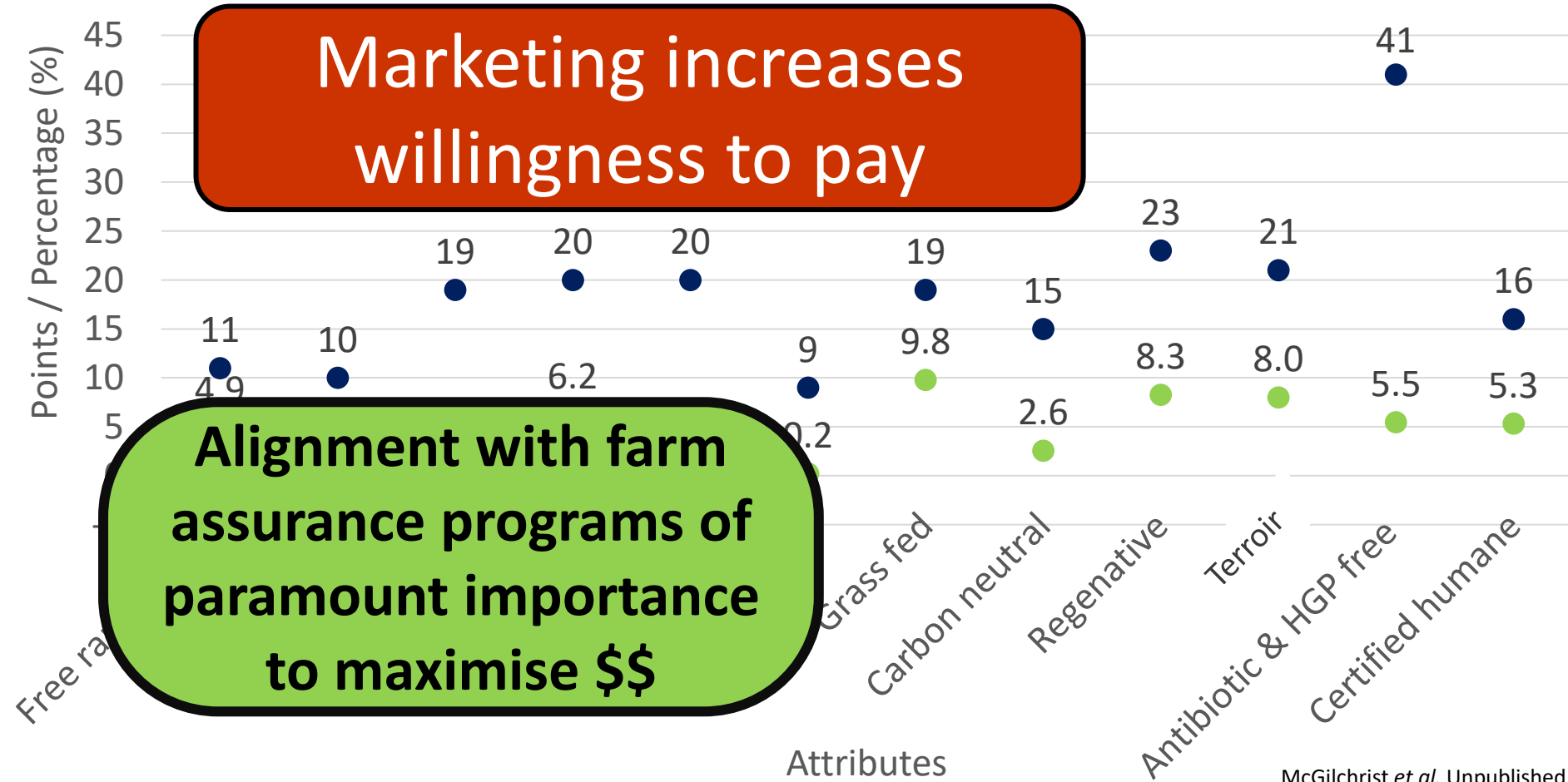
Value of marketing



Value of marketing

Marketing increases
willingness to pay

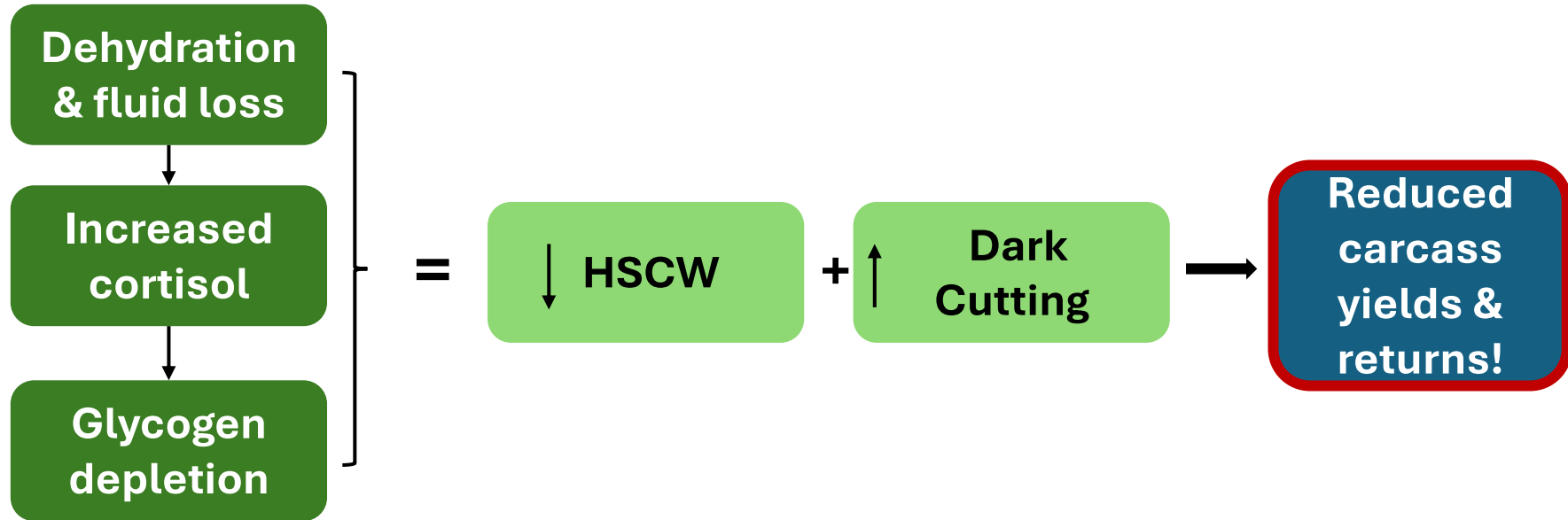
Alignment with farm
assurance programs of
paramount importance
to maximise \$\$



Does short duration lairage/less time off feed improve carcass weight?



Impact of lairage or **time off feed**



Impact of lairage or **time off feed**



Effluent on trucks?

- 4,943 heifers
- 4 durations of feed withdrawal at feedlot
 - 0, 4, 8 and 12 h
- 545 km journey
- First 268 km – 64% effluent was captured

Variable	0 h	4 h	8 h	12 h	SE	P-value
Total Effluent captured per hd, kg/hd	8.8	8.2	8.0	8.0	0.36	0.09

Carcass weight Impact

- 24 hr off feed + curfew time
- No diff in carcass micro

1.8kg
advantage

Variable	0 h	4 h	8 h	12 h	SE	P-value
HSCW kg	251.5 ^a	250.3 ^{ab}	250.4 ^{ab}	249.7 ^b	1.126	0.045

MLA final report
(George et al., 2022)

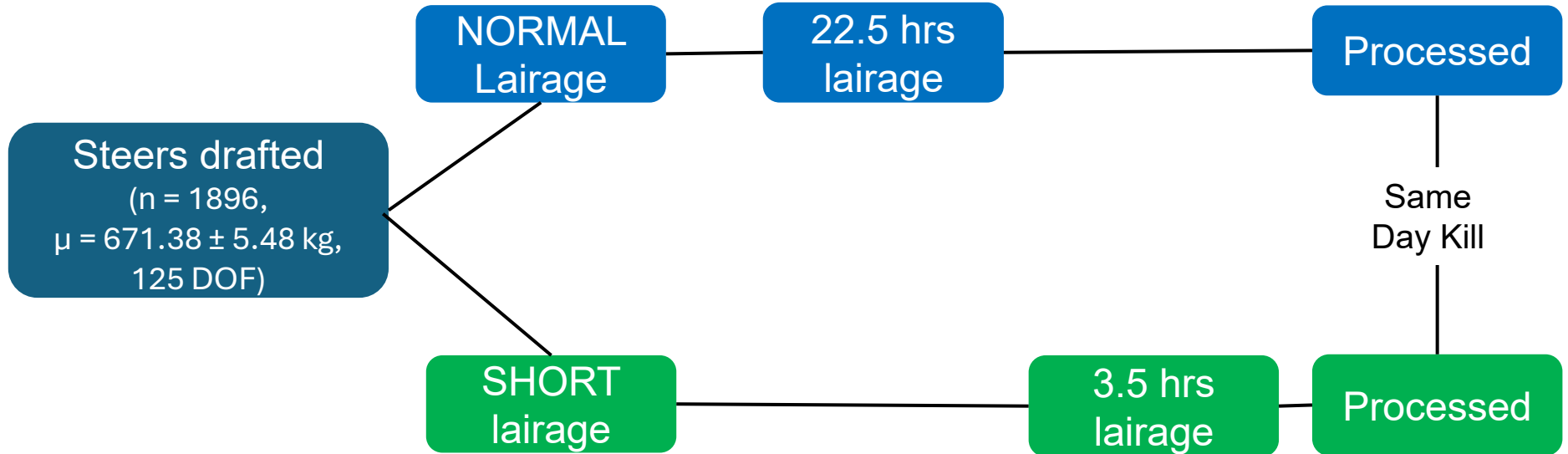
Short fed export market



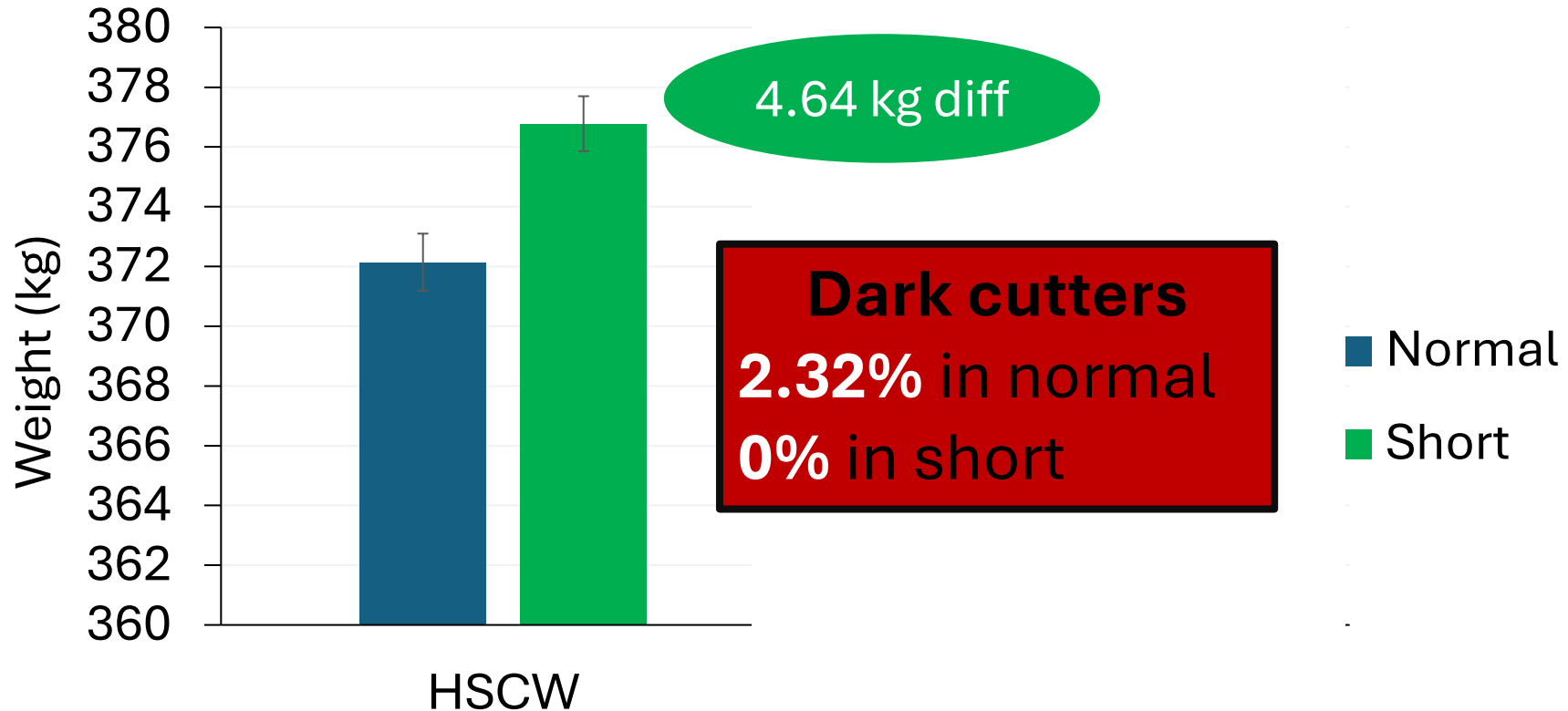
DAY -7

DAY -1

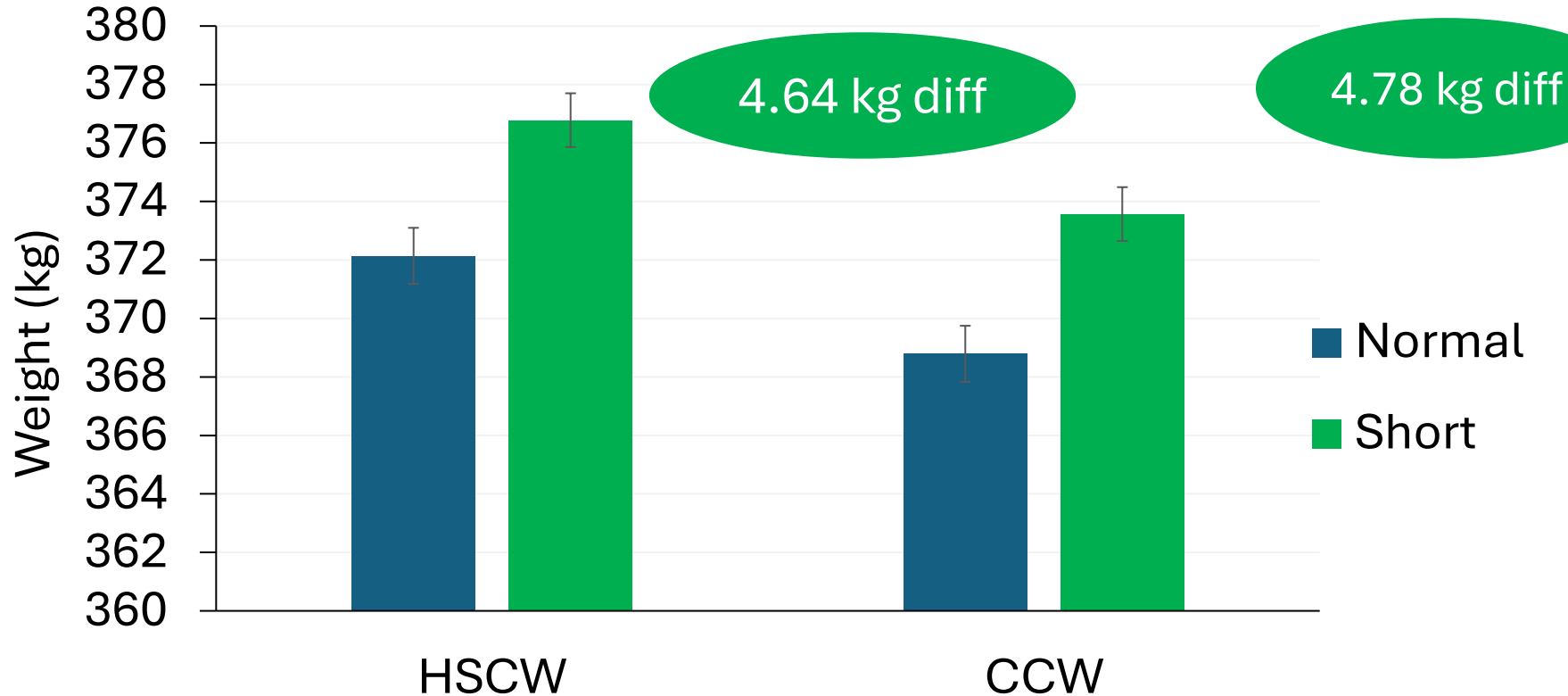
DAY 0



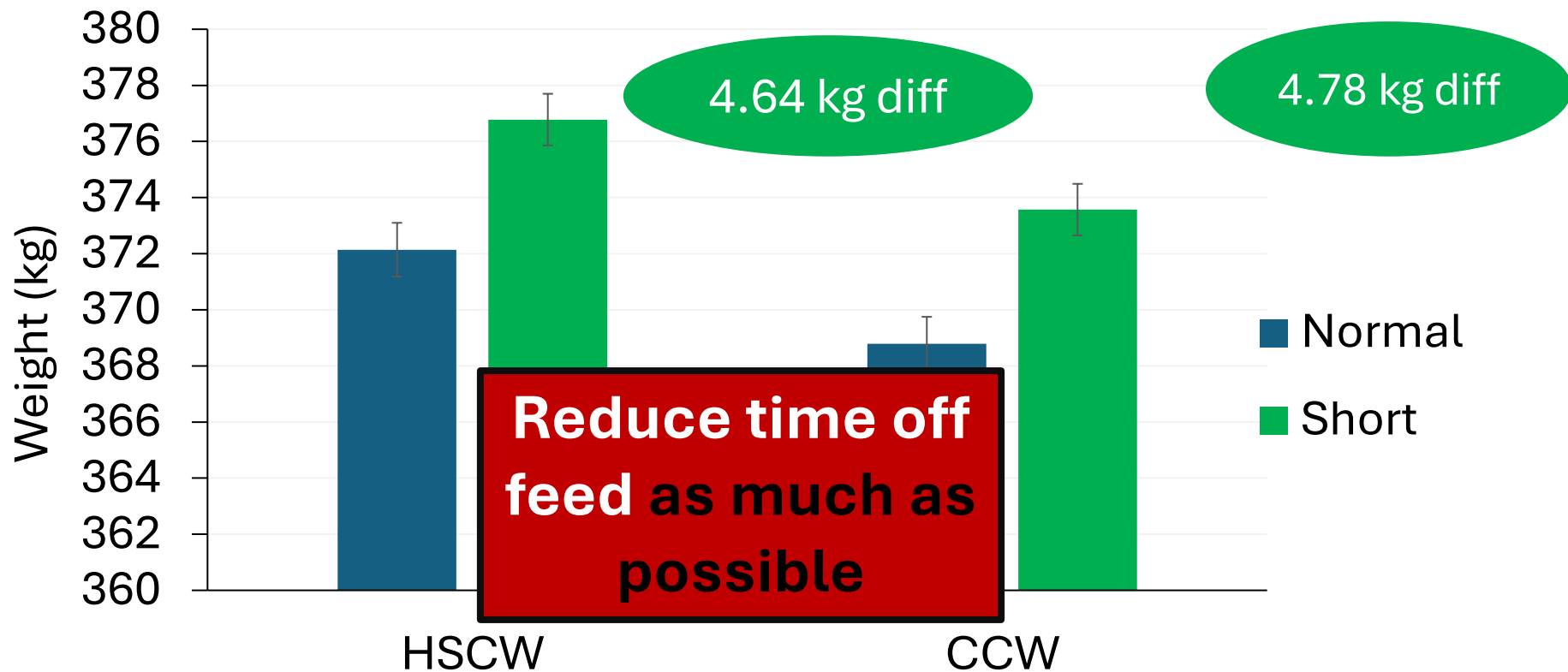
Weight – short fed export market



Weight – short fed export market



Weight – short fed export market



Conclusions

- Industry needs to measure & ↑ beef carcass yield
- Segregation of brands on quality paramount for industry \$\$\$
- Selection of balanced genetics is pathway to ↑ progress!
- Alignment of production practices to brand “marketing” generates value
- Reduce time off feed as much as possible = ↑ **HSCW**





Thank you

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