

Eating Quality

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NZ Lamb marketing history 101

The New Zealand meat industry was developed to service the British market.

The first shipment, of 842 cases of canned meat, was in 1870, and in 1882 the first consignment of frozen carcasses was successfully shipped.



NZ Lamb marketing history 101

Lamb use to be a
commodity sold through
third parties to retailers
and then onto consumers.



NZ Lamb marketing history 101

The third party 'Traders' didn't want product with a point of difference as it reduced trading bargaining power.

Farmers were rewarded for what we thought the markets wanted

All sheep need to be equal?



NZ Lamb marketing history 101

Breed them lean



NZ Lamb marketing history 101

Fat is EVIL



NZ Lamb marketing history 101

We were TRADERS
Not
MARKETERS

“Lets get it on the ship”



Consumers Have Choices

Today the game
is about who can
get closest
to the consumer



Consumers have choices

- Many other proteins
- Lamb is priced at the upper end



Consumers have choices

The last decade has seen vast change

Convenience

Demand for Ethnic Food

Demand for Ethical Food

Healthy eating



Consumers have choices



food trends we shouldn't ignore...

Fat on the up

Not all fats
are created equal

Understanding
of fat is on the up

Trend 4

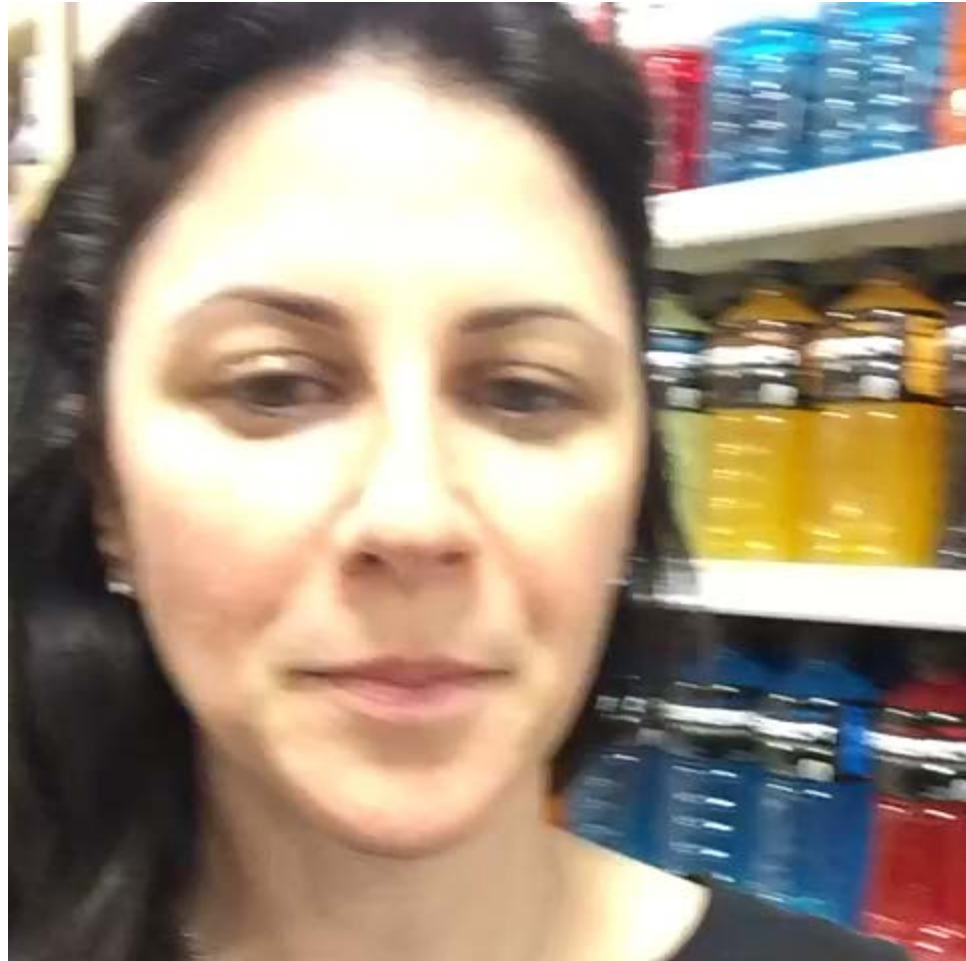
My big fat renaissance

Full-Fat Dairy: “Now that people are starting to embrace more fat in their diets, I think we’ll continue to see more full-fat and reduced-fat (as opposed to fat-free) dairy products being used.” *Today's Dietician*

Fat Sheds Stigma: Consumers’ awareness of the many sources of good and bad fats is ushering in a paradigm shift in which fat content is not the first and foremost consideration in the search for healthy products. *Mintel*



**What
are
consumers
wanting?**



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What have the Australians been doing?

Murdoch University

- Professor David Pethick, Murdoch University was part of the Meats Standards Australia (MSA) Pathways Team, which designed the world's first comprehensive paddock-to-plate meat grading system.
- The MSA grading system considers what people really want from the meat they eat, including tenderness, aesthetics, food safety and animal origin
- “It's greatly contributed to Australia's status as one of the few countries in the world where meat consumption is no longer falling.” Professor David Pethick
- The program has increased the competitiveness of the beef sector in Australia and contributed \$366 million to the value of the industry and Australia's economy since its inception in 1999.

The supply path

The supply path:
Grower to Consumer

Each step can only
screw up the work
of the previous one



Where to for now?

WE MUST ALL TAKE
RESPONSIBILITY
FOR EATING QUALITY

We must all take responsibility for eating quality:

Steps taken by Processors:

- Reduced holding time pre harvest
- Enhanced carcass stimulation (Sure Stim)
- Understanding and controlling electrical inputs during harvest and dressing
- Controlled aging before boning
- Packaging
- Natural Aging during sea freight a significant influence

Other considerations leading into Harvest:

- Trucking time
- Time off feed
- Access to water
- Time in a unnatural environment

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THANK YOU

