

Presentation to *Meat & Livestock Australia*

Project

Category Tracking, Jan-Mar 2005

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Date

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The Leading Edge Reference

35678



Agenda

Background and Objectives

Headlines and KPI Summary

Review of Lamb and Red Meat advertising

Brand Health (Category and Brand)

Relative Imagery (Red Meat and Lamb)

Media and Industry Integrity Summary

Where is Pork at?

Attitudinal Segments

Headlines and Implications

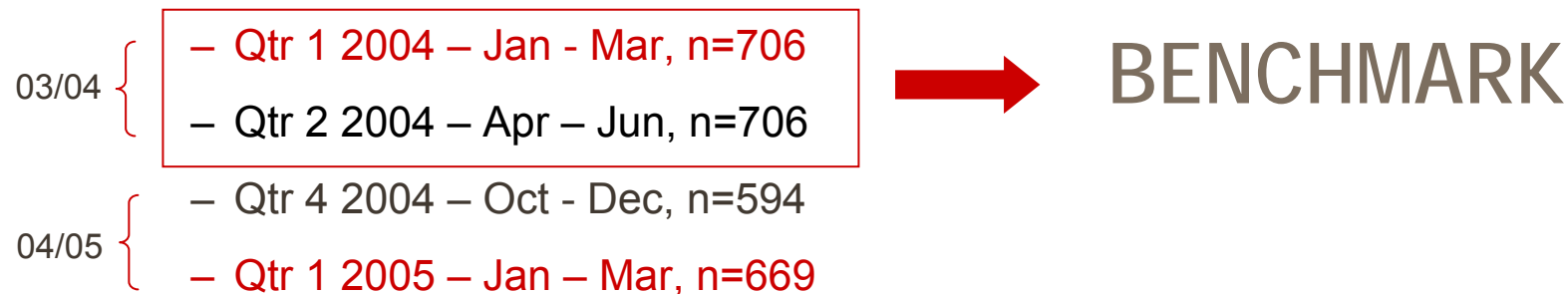
The purpose of today is to....

- Evaluate the performance of Red Meat & Lamb KPI's
 - Where have we improved from Benchmark 2004?
 - What do we need to improve to meet KPI's targets?
- Understand the impact of recent communication (Lamb “Australia Day”) and (Red Meat “Soccer Path”) on brand health
- Evaluate red meat consumer image perceptions **relative** to competitive meat brands

Tracking Methodology

/// Random sample collected via CATI (computer aided telephone interviews)

/// National sample in city locations only



/// Quotas set for gender, age and location

/// Data post-weighted by location and SES

Presentation Significance Indicators

Significant INCREASE (1% p score)



Significant DECREASE (1% p score)



Significant INCREASE (5% p score)



Significant DECREASE (5% p score)



INCREASE (not significant)



DECREASE (not significant)



CONSISTENT SIGNIFICANCE TESTING

Sample profile

		B/mark Jan-Jun 2004 n=1406 %	Total			B/mark Jan-Jun* 2004 n=385 %	Mums with kids		
			Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=361 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
REGION	Sydney	33	33	33	33	31	34	33	33
	Melbourne	30	30	31	31	29	27	29	24
	Brisbane	14	14	14	14	15	15	15	18
	Adelaide	10	10	10	10	12	12	8	10
	Perth	12	12	12	12	13	12	16	14
AGE	18-24	7	7	8	6	3	2	5	3
	25-34	18	19	18	19	23	25	20	23
	35-44	25	25	25	25	48	48	49	48
	45-54	25	25	25	25	23	22	25	23
	55+	25	25	25	25	2	3	2	3
GENDER	Male	29	27	25	26	-	-	-	-
	Female	71	73	75	74	100	100	100	100
DEPENDENT KIDS	Yes	35	35	38	33	100	100	100	100
	No	65	65	61	67	-	-	-	-

BASE: TOTAL SAMPLE QTR 1 (JAN-MARCH 2004); QTR 4 (SEPT-DEC 2004), QTR 1 (JAN-MAR 2005); *MUMS WITH KIDS = MUMS WITH DEPENDENT CHILDREN UNDER 17 YRS

SAMPLE WEIGHTED TO LOCATION AND SES, WHILE QUOTAS SET FOR GENDER AND AGE TO ENSURE CONSISTENCY ACROSS QUARTERS

Sample profile weighted to location and SES

		B/mark Jan-Jun 2004 n=1406 %	Total			B/mark Jan-Jun* 2004 n=385 %	Mums with kids		
			Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=361 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
WORK STATUS	Full time	44	44	43	47	20	20	25	26
	Part time	25	24	25	23	40	40	40	39
	Not working	19	21	19	18	39	39	33	35
	Retired	11	11	13	11	1	1	1	0
SOCIAL STATUS	White	40	40	40	40	46	46	40	48
	Blue	25	25	25	25	25	25	28	17
	Grey	25	25	25	25	22	22	24	29
H/HOLD INCOME	< \$20,000	9	10	9	8	8	8	6	6
	\$20,000-\$39,999	15	15	13	14	13	13	10	13
	\$40,000-\$59,999	16	17	18	18	21	1	22	20
	\$60,000-\$99,999	22	21	23	21	26	26	29	29
	\$100,000+	16	16	15	13	11	11	17	12

BASE: TOTAL SAMPLE QTR 1 (JAN-MARCH 2004); QTR 4 (SEPT-DEC 2004), QTR 1 (JAN-MAR 2005); *MUMS WITH KIDS = MUMS WITH DEPENDENT CHILDREN UNDER 17 YRS

SAMPLE WEIGHTED TO LOCATION AND SES, WHILE QUOTAS SET FOR GENDER AND AGE TO ENSURE CONSISTENCY ACROSS QUARTERS

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Attitudinal Segments

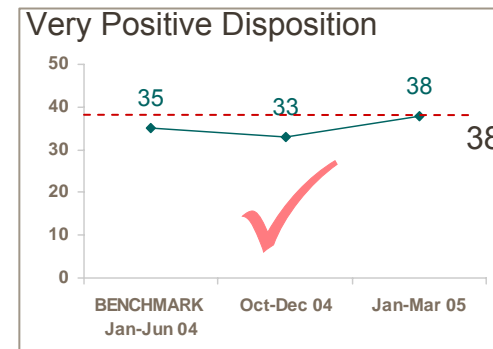
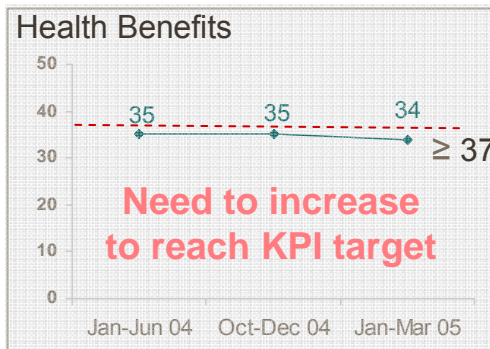
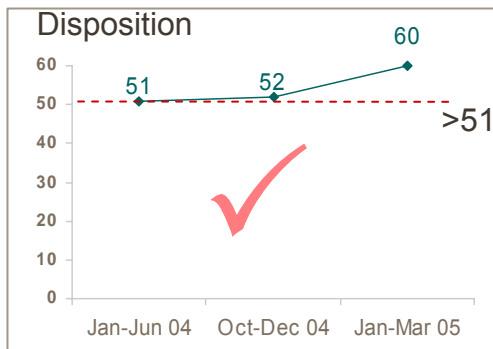
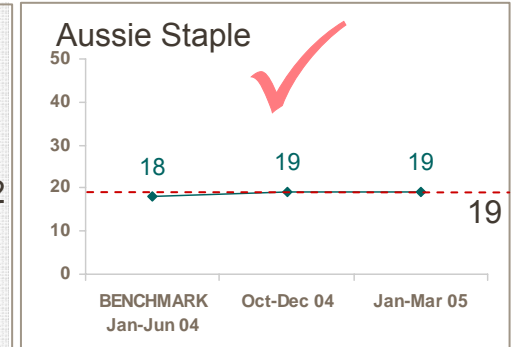
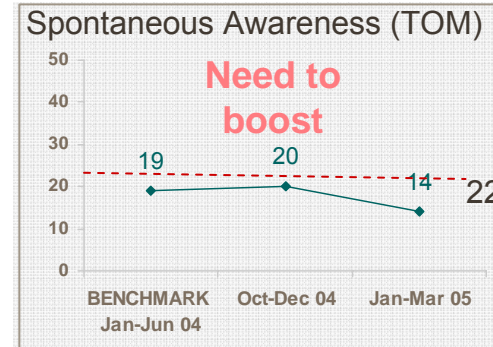
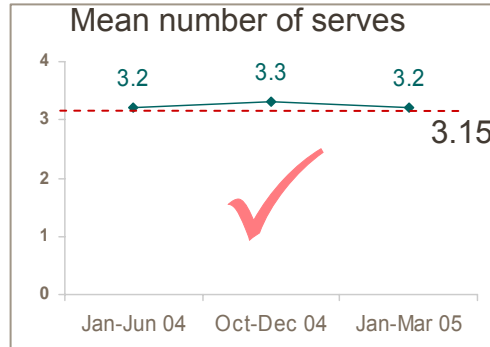
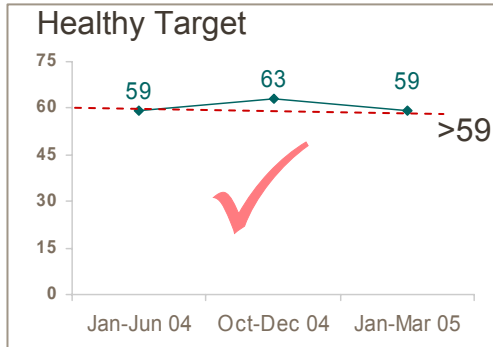
Headlines and Implications

Red Meat and Lamb KPI's – How are we tracking?

----- KPI TARGET

RED MEAT

LAMB



BASE: MUMS WITH KIDS (JAN-JUNE, N=385, OCT-DEC, N=180, JAN-MAR 05, N=174)

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National TARPS Summary – Red Meat, Lamb, Pork & Chicken

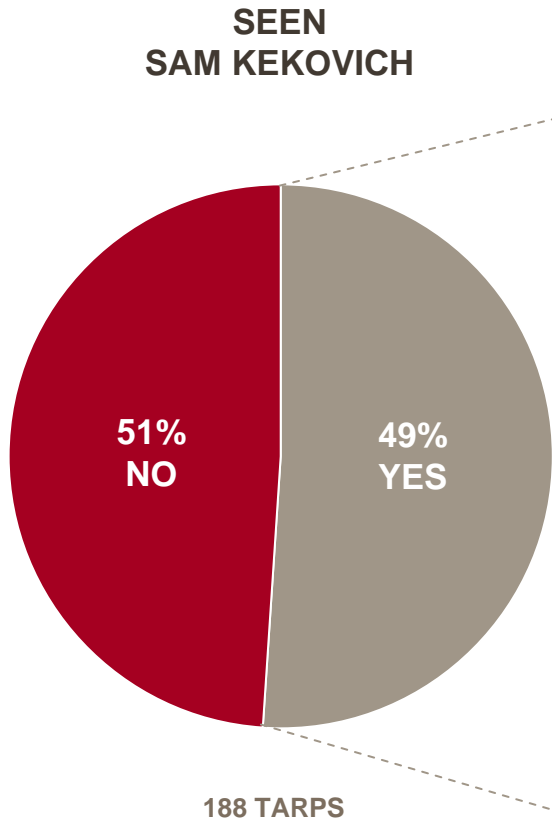


DIFFERENT MEDIA STRATEGY FOR LAMB YoY.

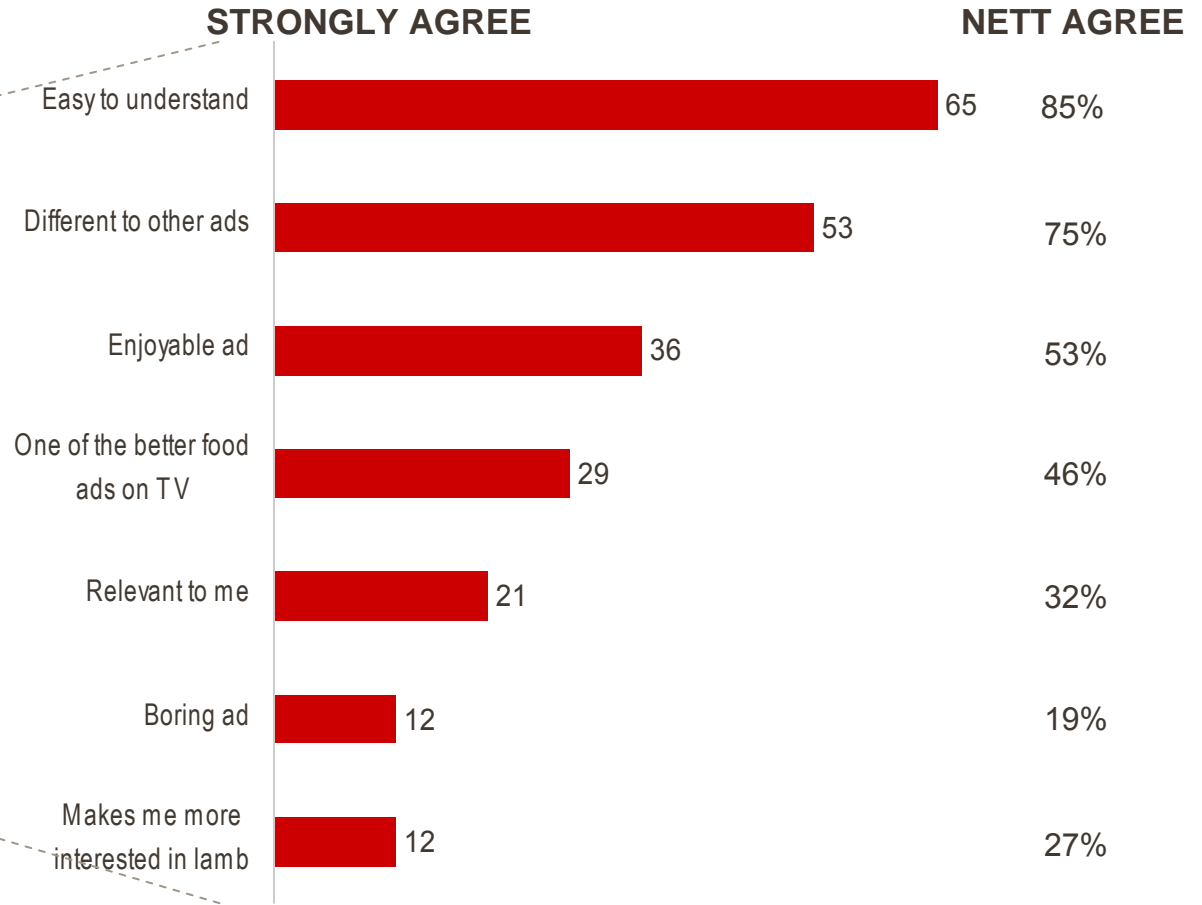
National TARPS Summary – Red Meat, Lamb, Pork & Fish



“Sam Kekovich – Australia Day” ad recognition & opinion



MUMS
49%
N=73



BASE: 17 JAN – 4 FEB N=161

N=161

STRONG ECT, COMPREHENSION AND UNIQUENESS

Describing advertising seen for Lamb



AUSTRALIA DAY CAMPAIGN

n=75

%

Sam Kekovich/Eat Lamb on Australia Day/Don't eat Vegetarian food It is un-Australian if you don't eat Lamb on Australia Day	49
General comments made about Lamb on the radio/TV/By other people	11
Have Lamb on the BBQ/Family having BBQ/Lamb cooking on BBQ/Aussies Love their Lamb	8
Butchers Dancing/High in iron/Show lamb cutlets on a plate	6
Lamb Roast/Lamb cutlets/Other cuts mentioned (NFI)	5
General advertising at butchers/supermarkets/recipe cards/catalogues	5
Other	5
Don't know/can't really remember	15

BASE: THOSE SEEN ADVERTISING FOR LAMB: 17 JAN – 4 FEB N=75

STORY OF AD CLEARLY CUTTING THROUGH WITH CONSUMERS

Brand Health for Lamb PRE-DURING-POST

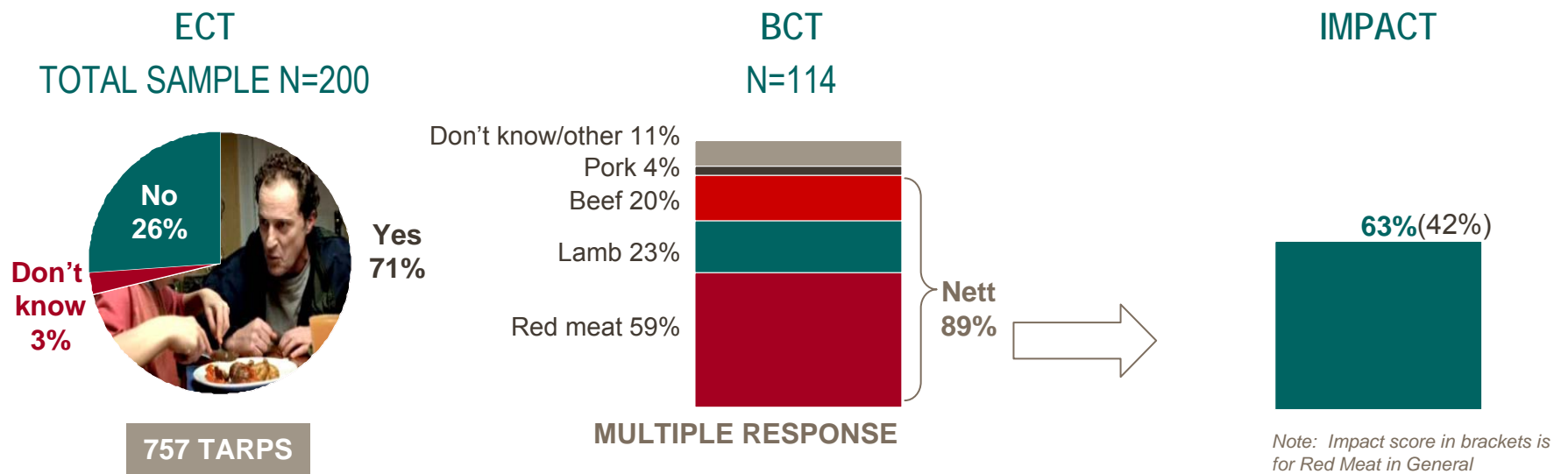


	PRE W/c 10 Jan n=75 %	DURING 17 Jan - 30 Jan n=108 %	POST 31 Jan - 13 Feb n=108 %
TOM	17	20	22
Very Positive Disposition	37	35	33
BL7D	44	43	50
None	61	50	48
One Serve	29	35	34
Two Serves	8	10	13
Three+ Serves	2	5	5
MEAN NUMBER OF SERVES	0.5	0.8	0.8
BLAA	17	45	25

BASE: TOTAL SAMPLE (10 JANUARY – 13 FEBRUARY 2005)

AD HAS A STRONG IMPACT AS SEEN IN HIGH RECOGNITION AND THIS IS TRANSLATED TO INCREASE IN PURCHASE AND SERVES. NOT SEEN GROWTH IN TOM AS CHICKEN ACTIVITY HAS 'HIT' THIS MEASURE

Soccer Path: How has it performed?

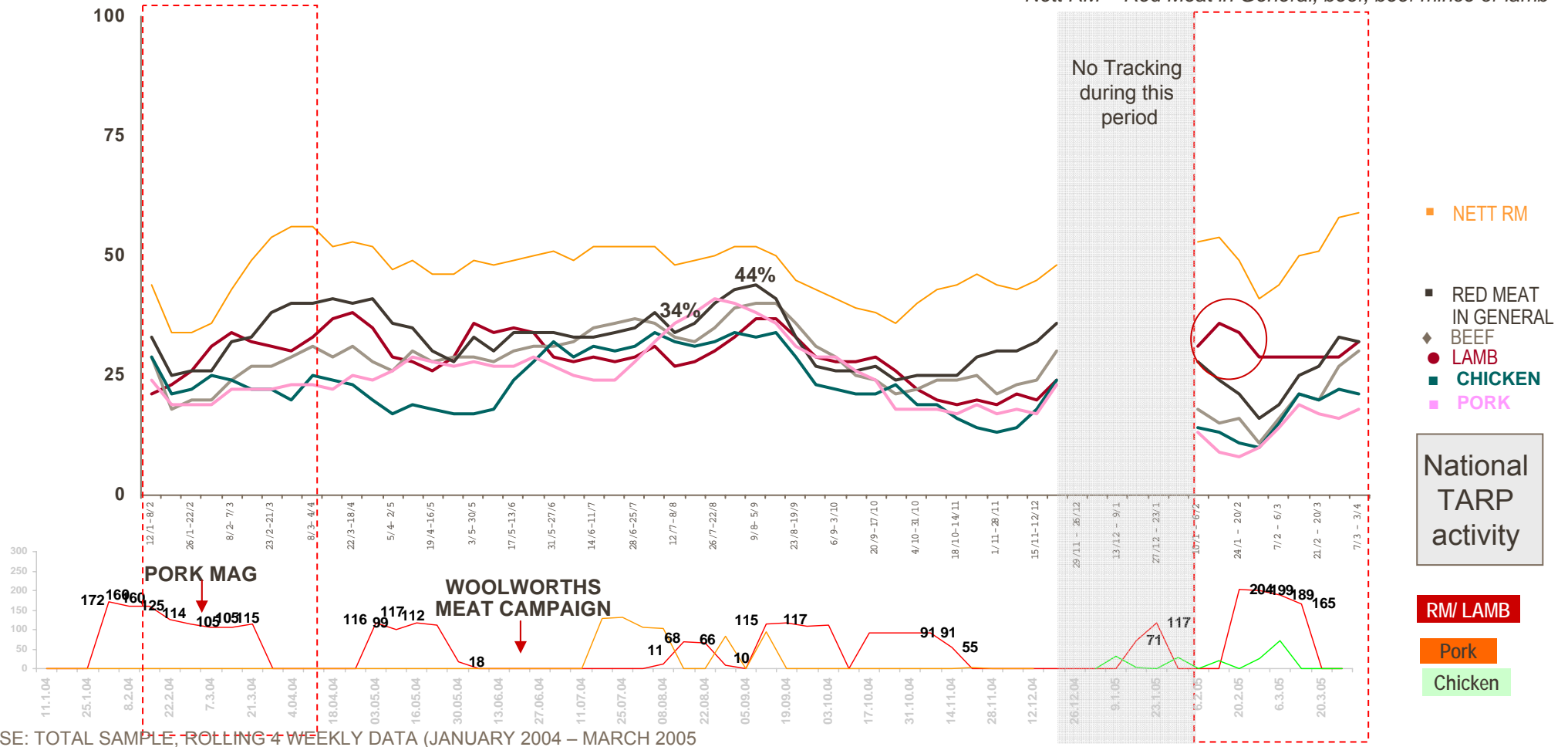


BASE: TOTAL SAMPLE
NOTE: IMPACT BASED ON NETT RED MEAT

SOCCER PATH PRODUCING HIGH ECT AND BCT, RESULTING IN A HIGH IMPACT SCORE

Brand led advertising awareness

Nett RM = Red Meat in General, beef, beef mince or lamb



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

AUSTRALIA DAY CAMPAIGN BOOSTING AWARENESS FOR LAMB. SOCCER PATH POSITIVELY IMPACTING RED MEAT IN MARCH AND HELPS MAINTAIN AD MEMORIES FOR LAMB. CHICKEN & PORK BLAA INCREASING AT END OF QTR

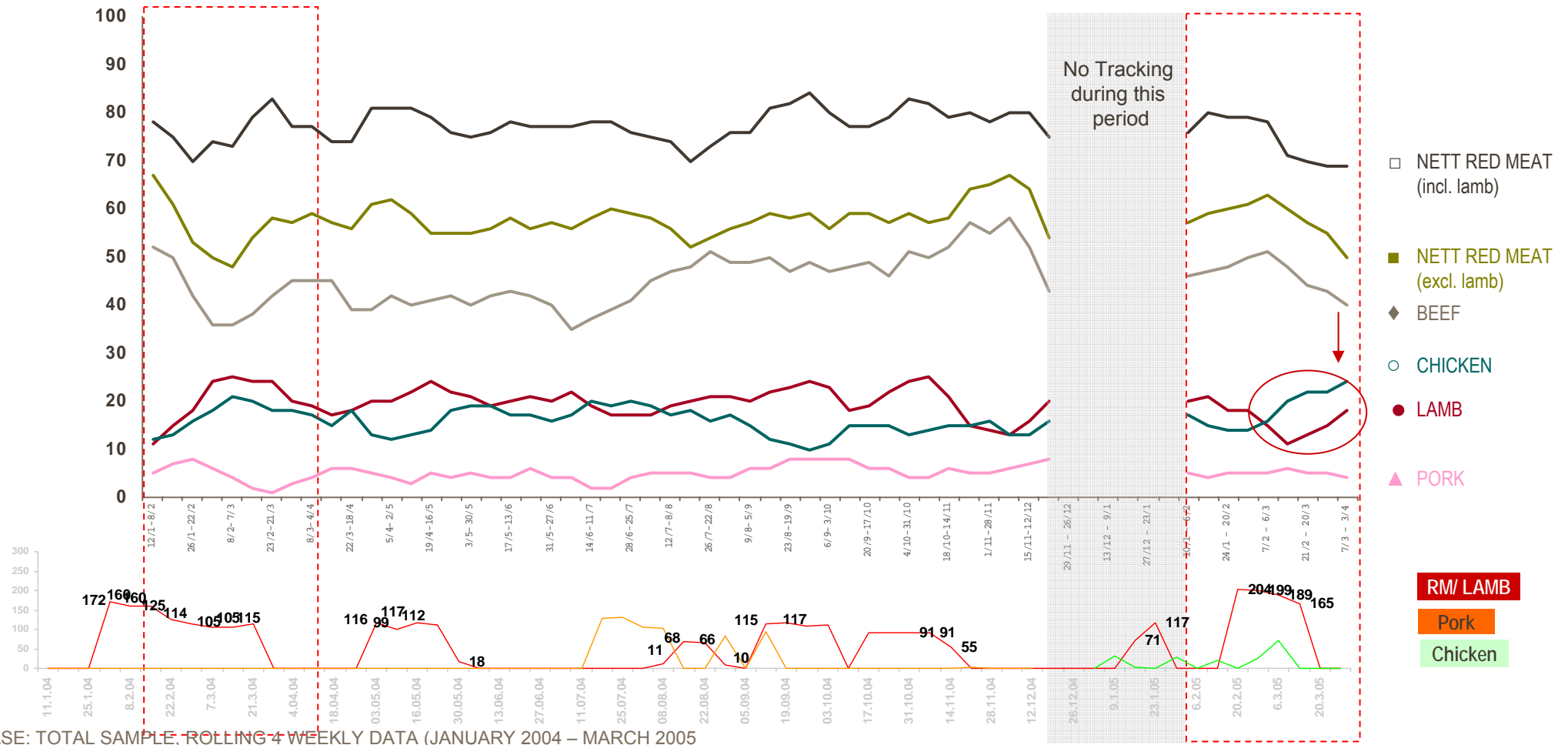
Brand Led Advertising Awareness increased for Lamb

	BMark Jan-Jun n=1408 %	Jan- Mar 2004 n=706 %	Total Oct-Dec 2004 n=594 %	Total Jan-Mar 2005 n=669 %
RED MEAT GENERAL	34	34	30	26
Beef	29	27	25	21 ↓
Lamb	29	29	23 →	31
Chicken	23	25	19	17
Pork	25	22	20	15
None	25	28	34	32

BASE: TOTAL SAMPLE BM (JAN – JUN 2004); TOTAL SAMPLE JUL-DEC (JUL-DEC 2004); TOTAL SAMPLE QTR 4 (OCT-DEC 2004); TOTAL SAMPLE QTR 1, 05 (JAN-MAR 2005)

SIGNIFICANT INCREASE IN LAMB BLAA FROM LATE 2004 TO QTR 1 2005. THIS INCREASE IN LAMB IS REFLECTED IN A DECREASE FOR RED MEAT IN GENERAL

Top of mind awareness



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

LAMB TOM NOT AT SAME LEVEL ACHIEVED QTR 1 2004. A DIFFERENT EXECUTION STRATEGY, AND COMPETITIVE ACTIVITY (CHICKEN) INFLUENCING FACTORS. ALTHOUGH, LAMB RESPONDS TO SOCCER PATH ACTIVITY

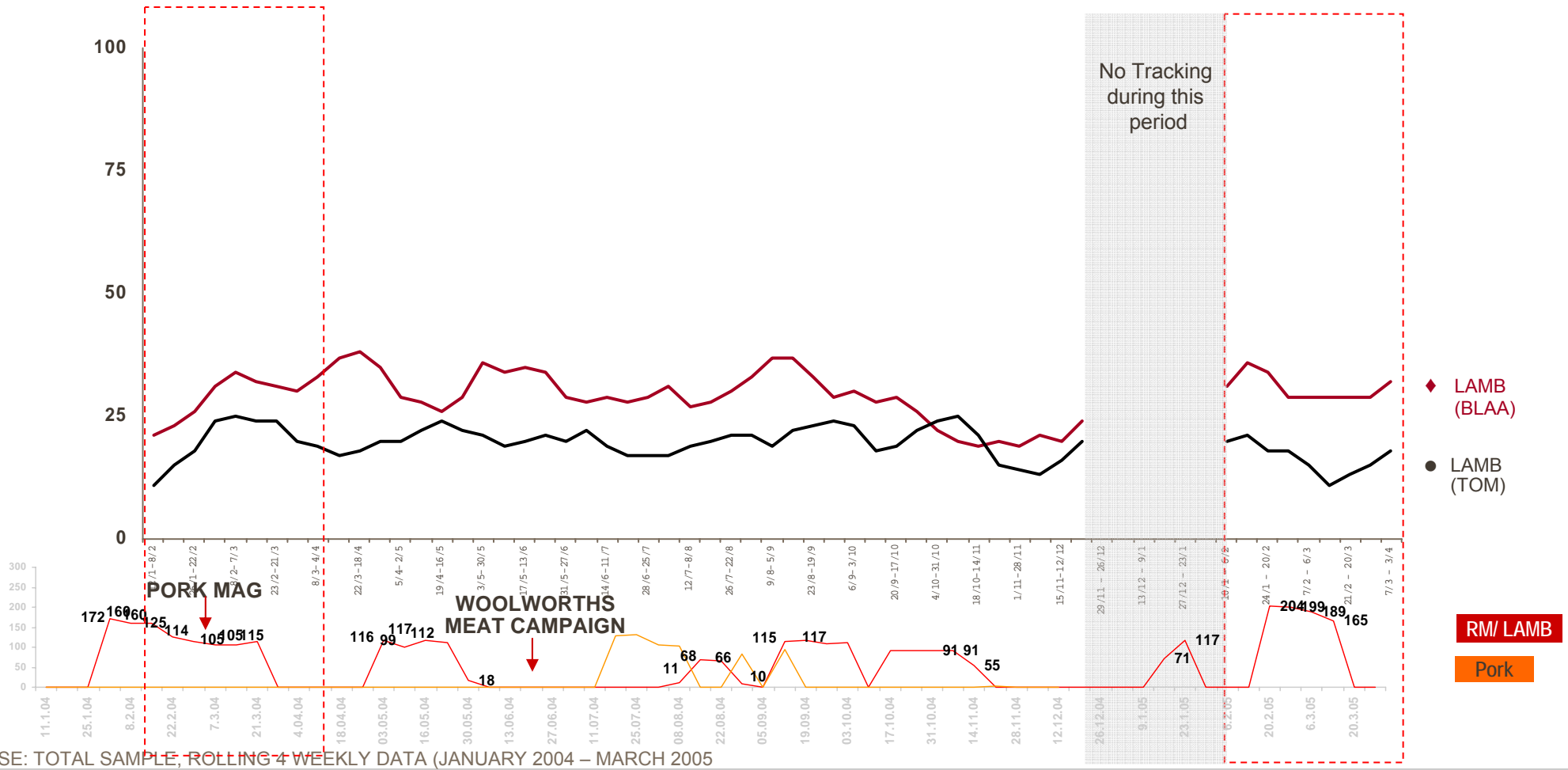
Top of mind awareness

	B/mark Jan-Jun 2004 n=1406 %	Total			B/mark Jan-Jun* 2004 n=385 %	Mums with kids		
		Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=194 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
Nett red meat (including lamb)	76	76	78	74	75	75	78	71
Beef	42	44	49	45	40	42	48	43
Lamb	19	19	20	18	19	18	20	14
Chicken	16	16	16	19	19	18	19	23
Pork	4	4	5	5	3	3	3	4
Fish	0	0	0	0	0	1	0	0

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

LAMB TOM AMONGST MUMS HAS DIPPED, ALTHOUGH NOT A SIGNIFICANT DECREASE. CHICKEN PICKED UP AMONGST MUMS YoY.

Advertising awareness and top of mind awareness



LAMB TOM BUILDING WITH RED MEAT ACTIVITY

Analysing where lamb is now....

LAMB

- // Main difference between Qtr 1 2005 with Qtr 1 2004 is...
- // Different execution strategy (Magpie Vs Australia Day “Sam Kekovich”)
 - Magpie more ‘strategic’ than Australia Day ‘tactical’
- // Whilst ‘Australia Day’ highly recognisable, this tactical campaign had a ‘shelf-life’
 - Boosted BLAA significantly and TOM (but dropped as quick as rose)
- // Soccer Path (Red Meat campaign) does appear to be working at generating awareness for Lamb

CHICKEN

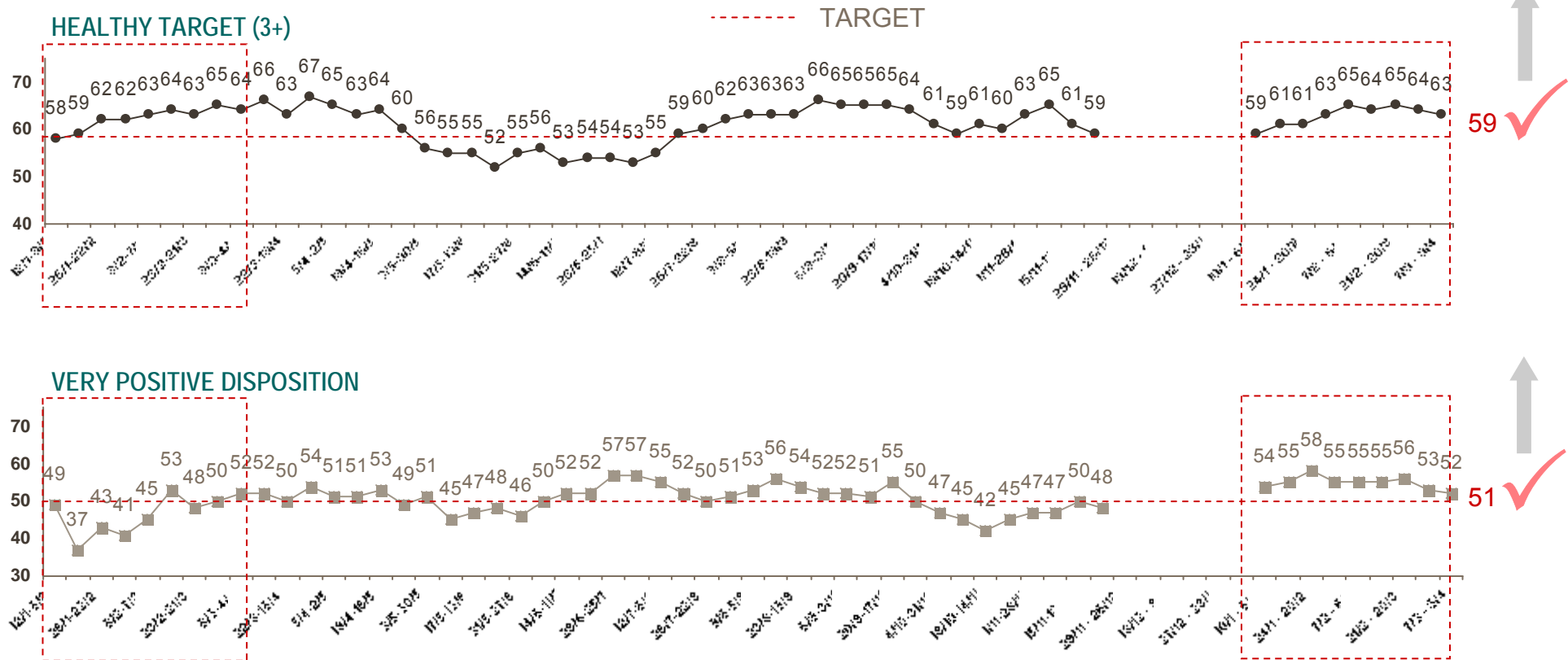
- // Competitively, Chicken has been active in 2005
- // Particularly amongst mums, Chicken has boosted its TOM performance this quarter

MOVING FORWARD

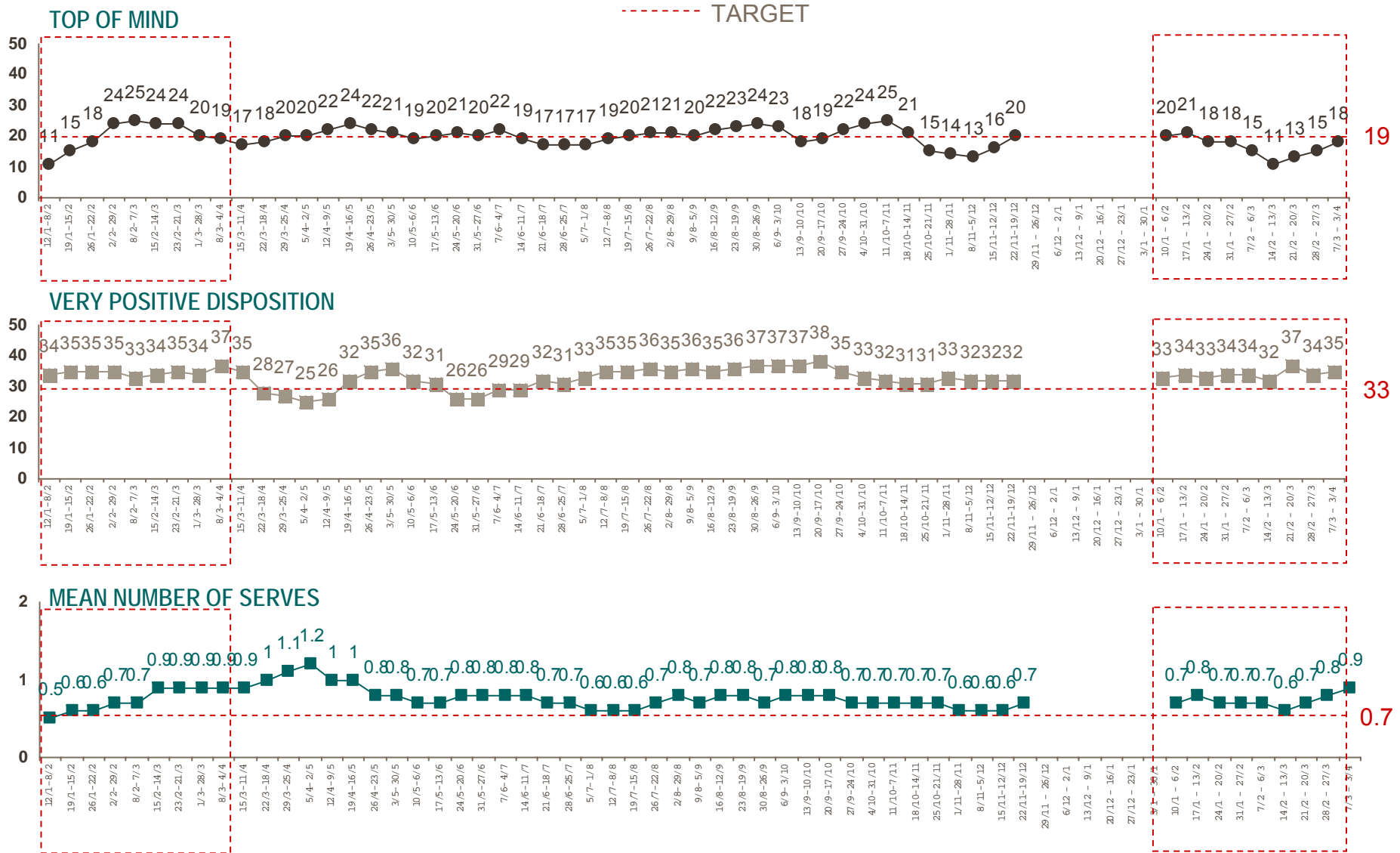
- // The month of May sees the return of ‘Stuart’ TVC
- // Stuart should go some way to increasing TOM awareness for Lamb (all things being equal)

WILL STUART ACTIVITY IN MAY HELP BOOST TOM FOR LAMB?

Red Meat KPI Measures – How are we tracking?



Lamb KPI Measures – How are we tracking?



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY – MARCH 2005)

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Relative Imagery (Red Meat and Lamb)

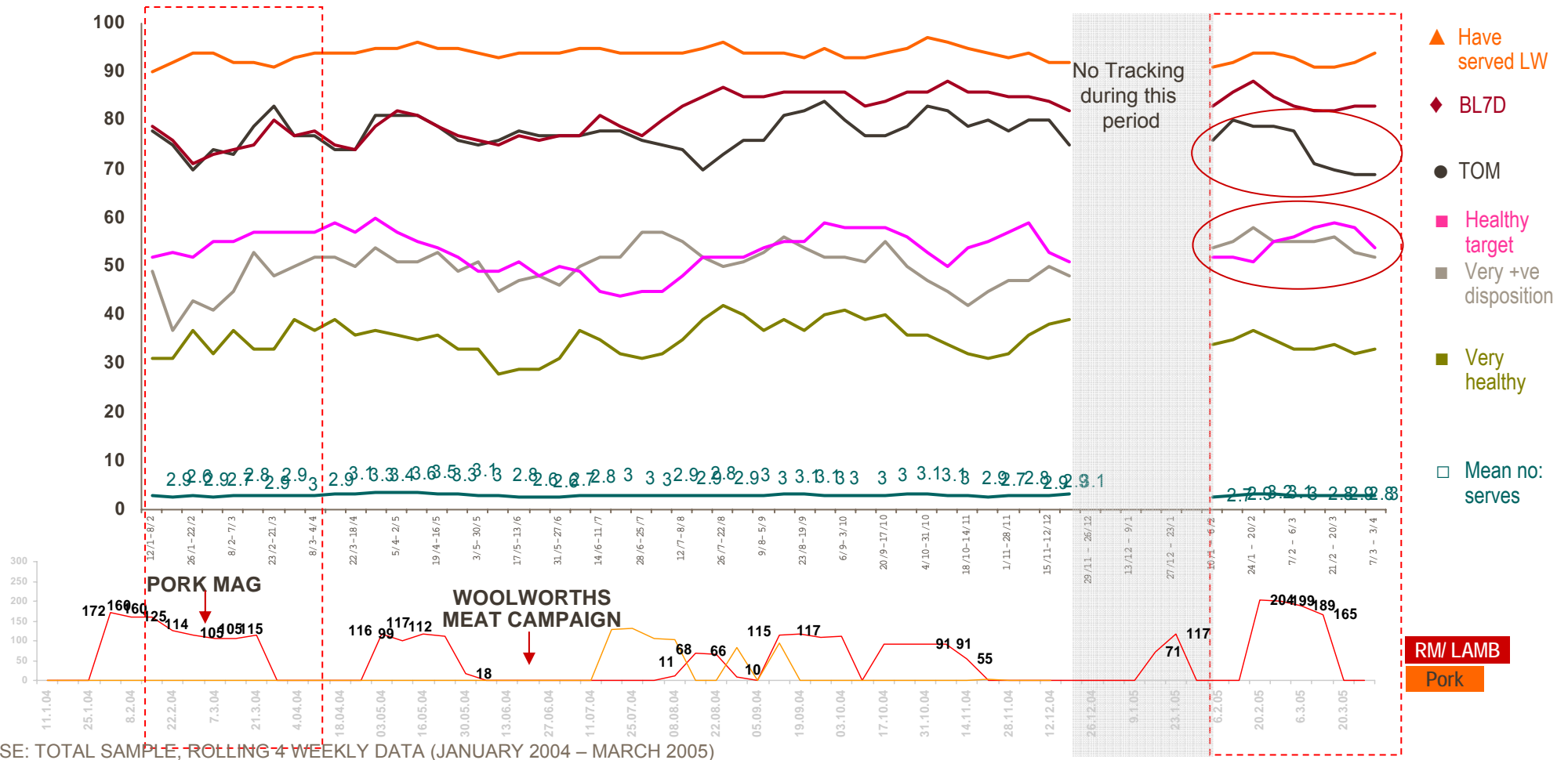
Media and Industry Integrity Summary

Where is Pork at?

Attitudinal Segments

Headlines and Implications

ROADMAP: Red Meat brand health



HEALTHY TARGET REACTIONARY TO SOCCER PATH COMMUNICATION. DISPOSITION SIGNIFICANTLY INCREASED YOY

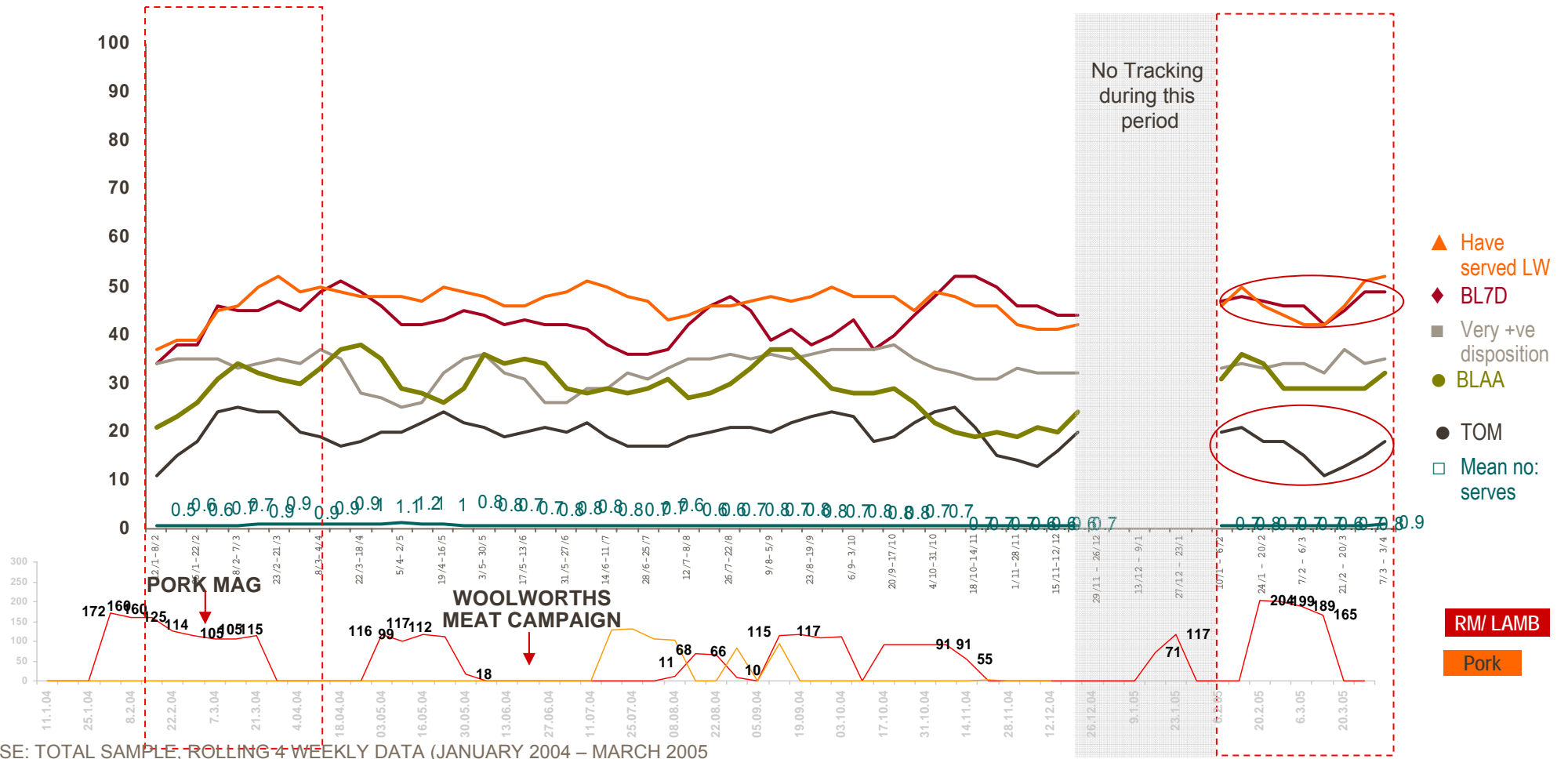
ROADMAP: Red Meat Brand Health

	B/mark Jan-Jun 2004 n=1408 %	Total Jan-Mar 2004 n=706 %	Total Oct-Dec 2005 n=594 %	Total Jan-Mar 2005 n=669 %
TOM	76	76	79	74
BL7D	82	82	85	83
Very +ve Disposition	48	47	47	53
Mean no: serves	2.9	2.9	2.9	2.9
Very Healthy	34	34	36	33
Healthy Target 3-4/wk	54	55	54	54

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

VERY POSITIVE DISPOSITION EXPERIENCING GROWTH SINCE JAN-MAR 04

ROADMAP: Lamb brand health



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

TOM AND BL7D REACTING TO 'SOCCER PATH' TVC AT END OF QTR. AUSTRALIA DAY HELPED BUILD AWARENESS FOR LAMB, ALTHOUGH STRONG WEAR OUT AFTER THIS BURST. BL7D STARTING AT A HIGHER BASE THAN SAME TIME IN 2004.

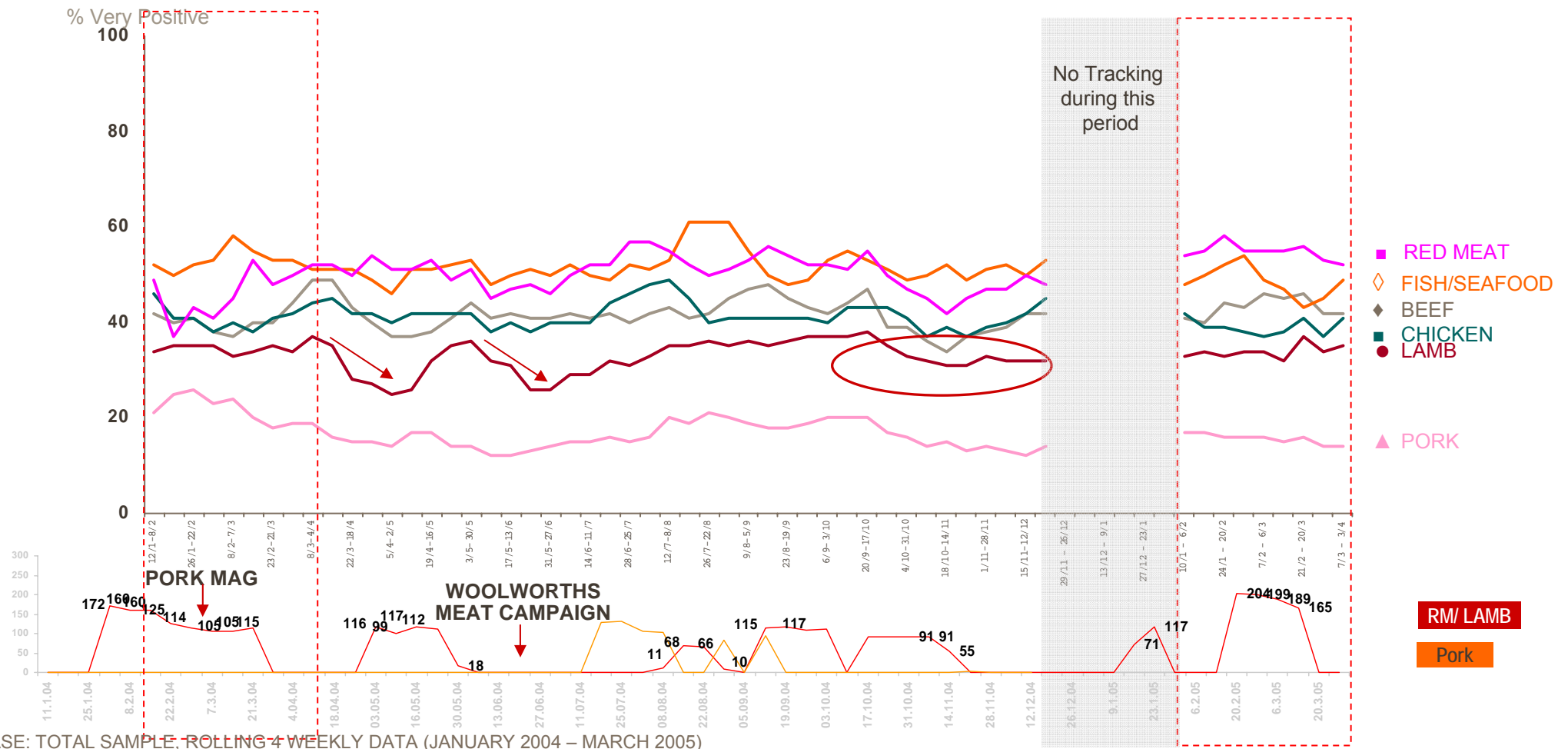
ROADMAP: Lamb Brand health

	B/mark Jan-Jun 2004 n=1408 %	Total Jan-Mar 2004 n=706 %	Total Oct-Dec 2005 n=594 %	Total Jan-Mar 2005 n=669 %
TOM	19	19	20	18
BL7D	42	42	46	46
Positive Disposition	32	34	32	34
Mean no: serves	0.7	0.7	0.7	0.7

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

UPLIFT IN BL7D IN JAN-MAR 05 COMPARED TO JAN-MAR 04

Disposition towards brands



RED MEAT DISPOSITION INCREASED SIGNIFICANTLY YoY.

LAMB DISPOSITION FOLLOWING SIMILAR PATTERN WITH SAME TIME IN 2004.

DISPOSITION FOR PORK SIGNIFICANTLY WEAKER THAN SAME TIME IN 2004.... A RESULT OF STRONGER RED MEAT?

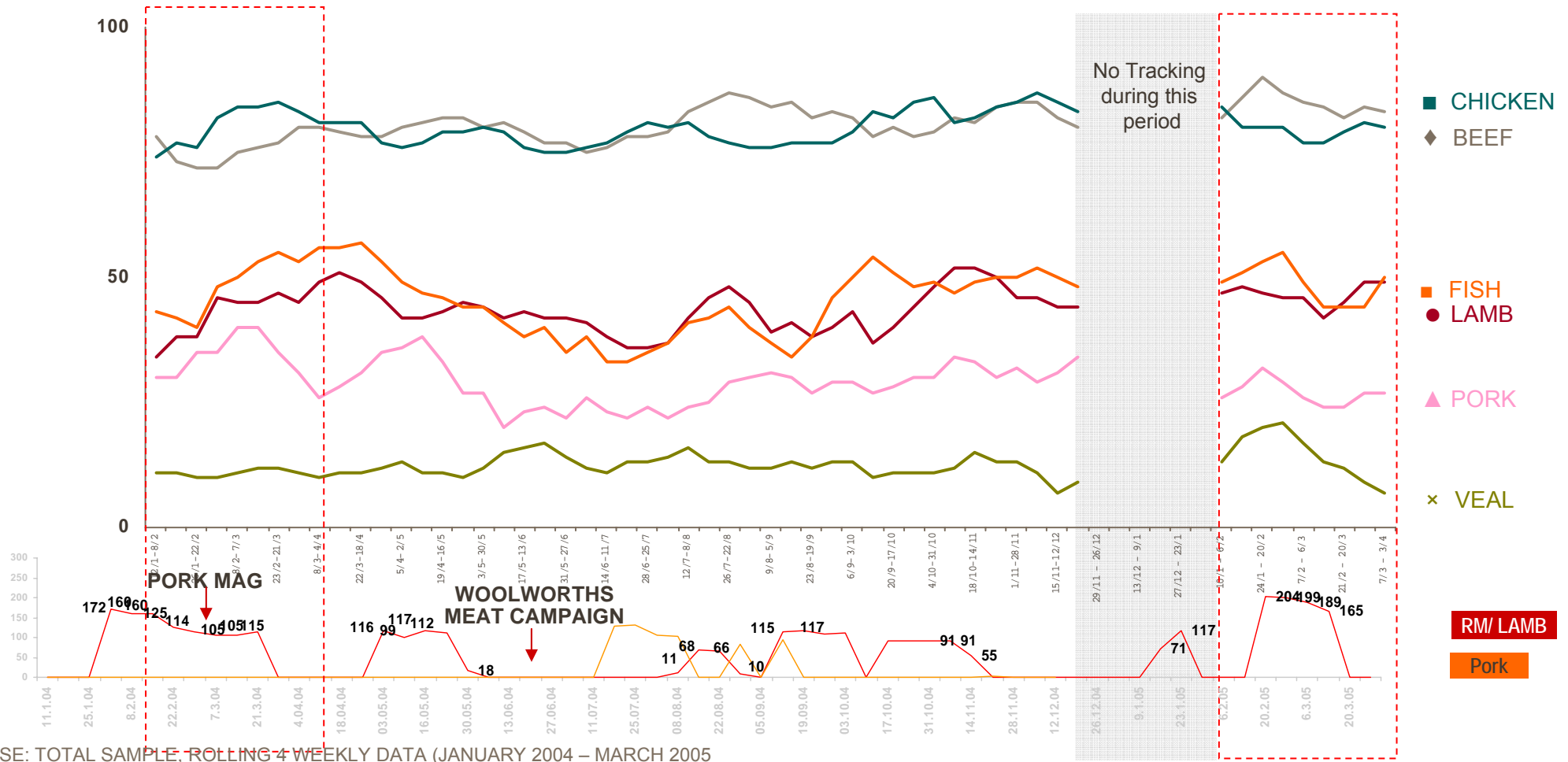
'Very' positive disposition towards meat types

	B/mark Jan-Jun 2004 n=1406 %	Total			B/mark Jan-Jun* 2004 n=385 %	Mums with kids		
		Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=194 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
Red meat	48	47	47	53	51	48	52	60
Fish / seafood	52	52	51	49	52	50	50	55
Lamb	32	34	32	34	35	38	33	38
Beef	42	42	38	42	43	43	40	47
Chicken	42	42	40	40	43	43	50	47
Pork	18	21	14	15	15	17	13	18
Veal	17	20	15	15	16	18	13	21

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

**RED MEAT UP SIGNIFICANTLY COMPARED TO SAME TIME IN 2004 (TOTAL AND MUMS).
BOTH PORK AND VEAL DISPOSITION WEAKER COMPARED TO SAME TIME IN 2004**

What meat variants have been purchased in L7D?



MUCH STRONGER BASE FOR LAMB, BEEF AND VEAL YoY. 'AUSTRALIA DAY' & SOCCER PATH GAVE LAMB THAT ADDED KICK THAT HAS HELPED STABILISE PURCHASE YTD.

What meat variants have been purchased in L7D?

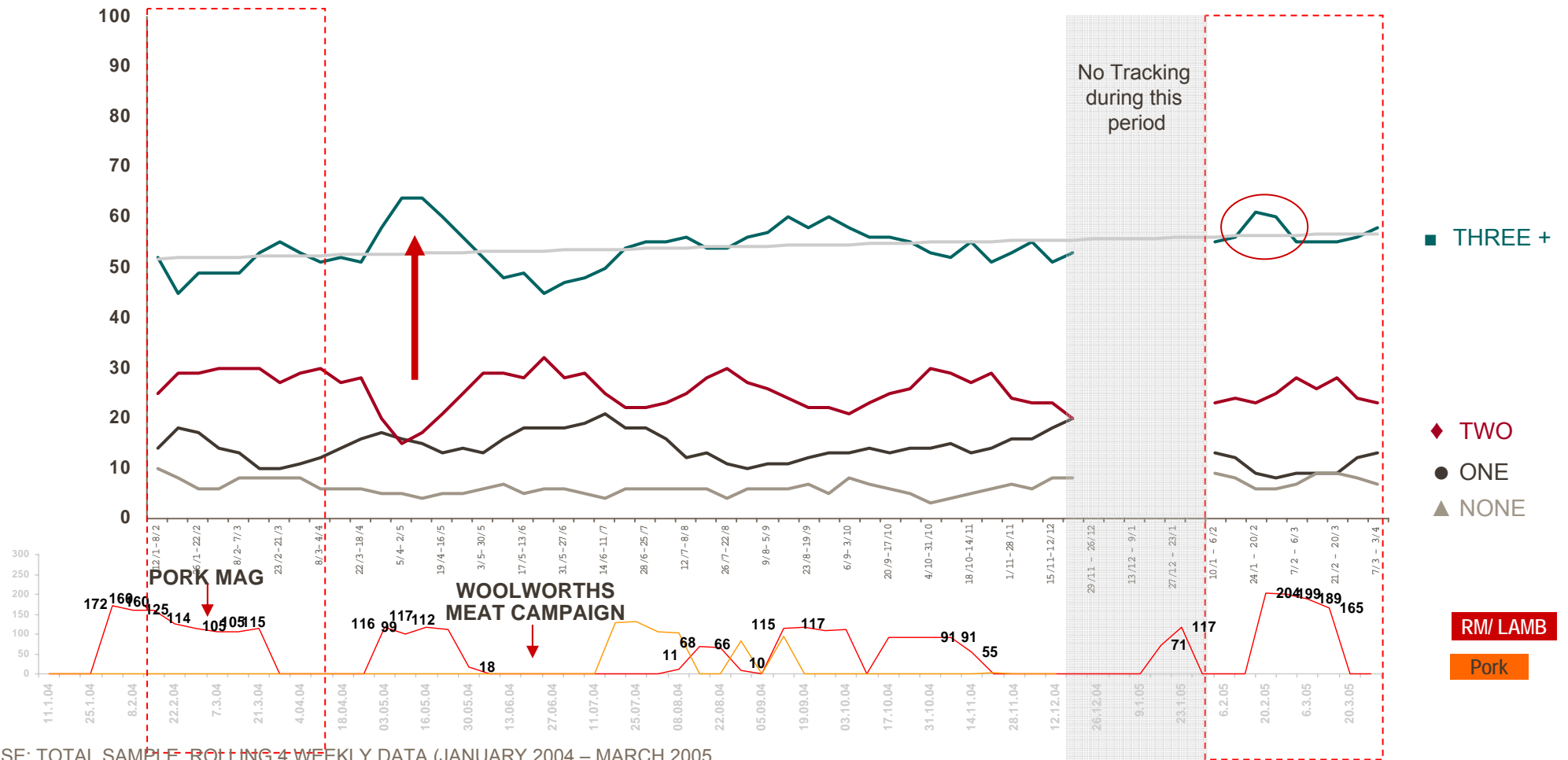


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		Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=194 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
Red meat	83	83	85	83	89	89	91	85
Lamb	42	42	46	46	47	44	51	46
Beef	77	77	81	83	80	80	86	83
Chicken	78	79	84	81	83	84	92	92
Pork	28	30	31	27	23	22	28	28
Fish	46	48	48	50	47	50	44	54
Veal	11	11	10	12	13	13	10	14

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

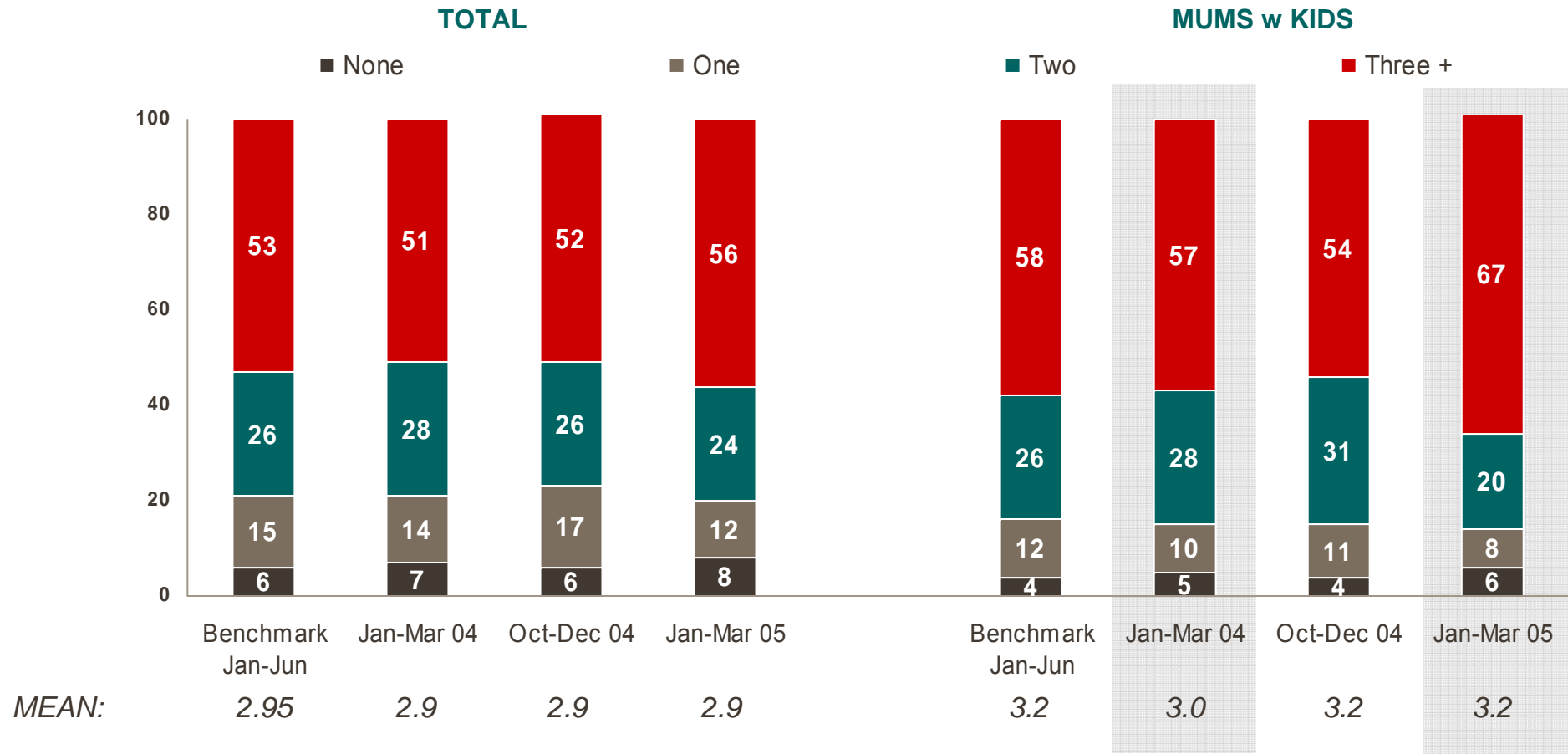
**OVER 12 MONTHS, BEEF PURCHASE INCREASED CONSIDERABLY OVERALL.
YET AMONGST MUMS, CHICKEN PURCHASE IN A 7 DAY PERIOD HAS ALSO SHOWN
CONSIDERABLE INCREASE**

Serving Frequency of Red Meat



A INCREASE IN SERVING FREQUENCY OF 3+ RM MEALS/WEEK CORRELATING WITH AUSTRALIA DAY ACTIVITY. WITNESSING A POSITIVE TREND YoY.

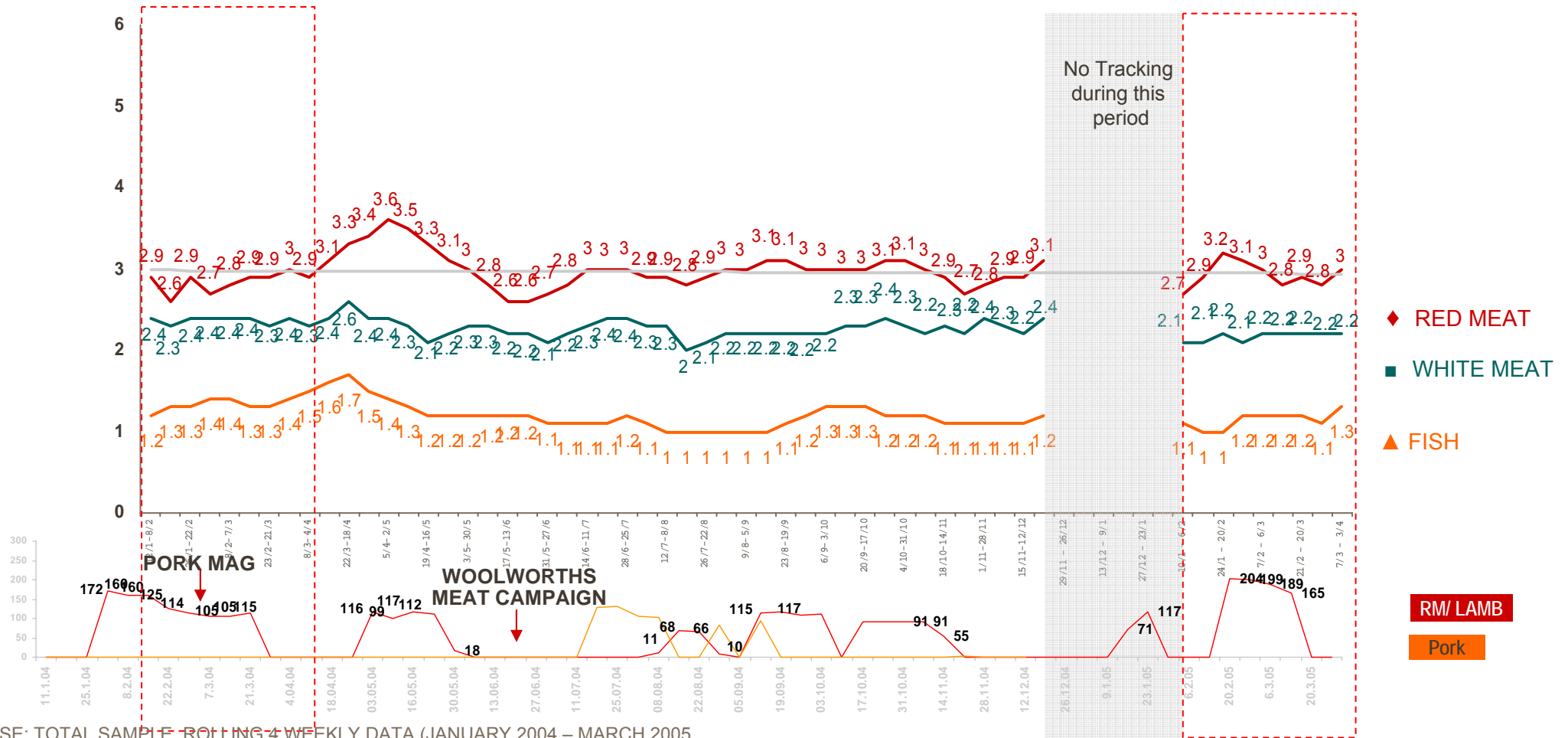
Serving frequency of Red Meat in L7D



BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

THIS SERVING FREQUENCY OF RED MEAT HAS BEEN DRIVEN BY MUMS

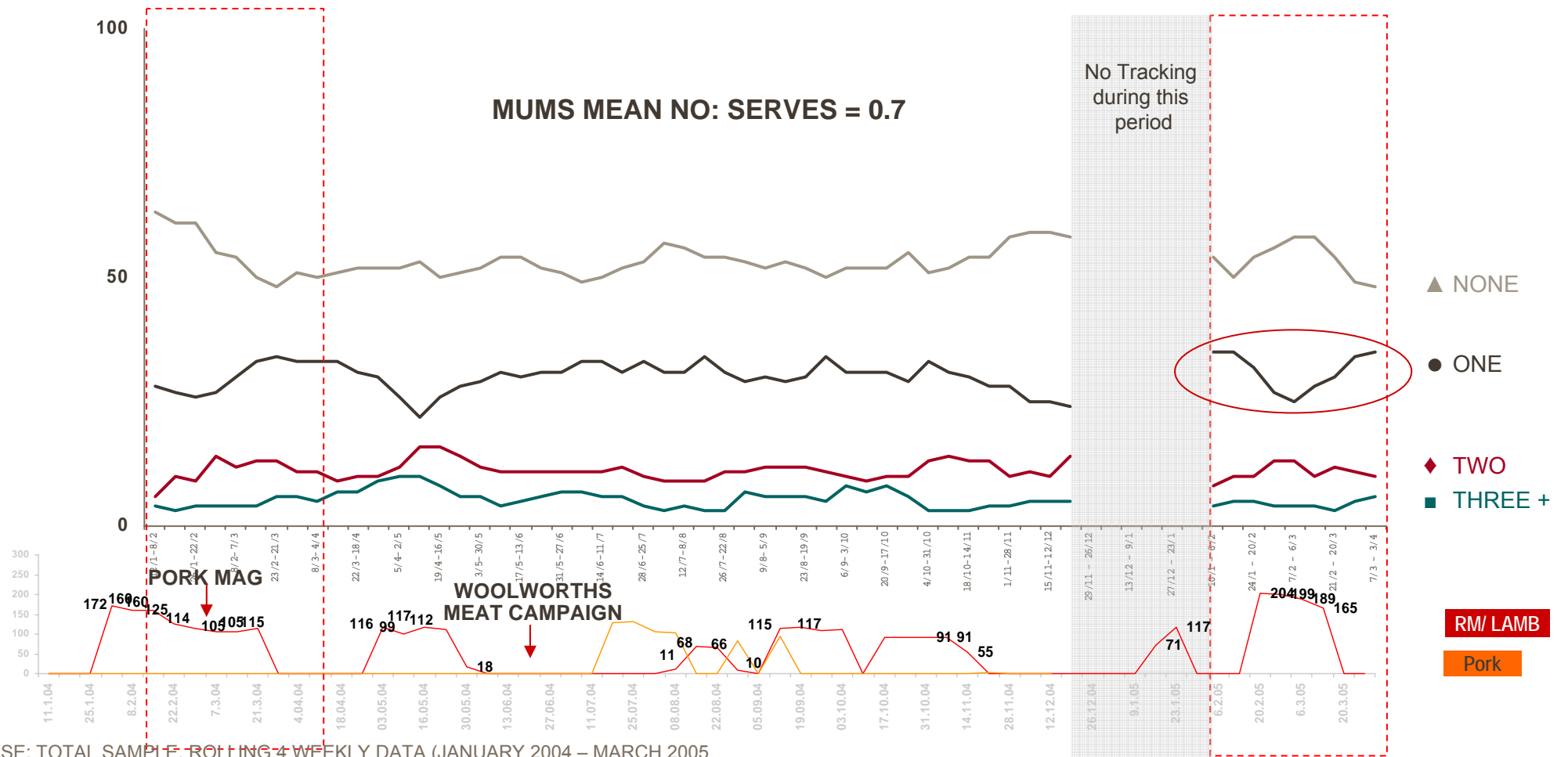
Mean number of serves per week



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

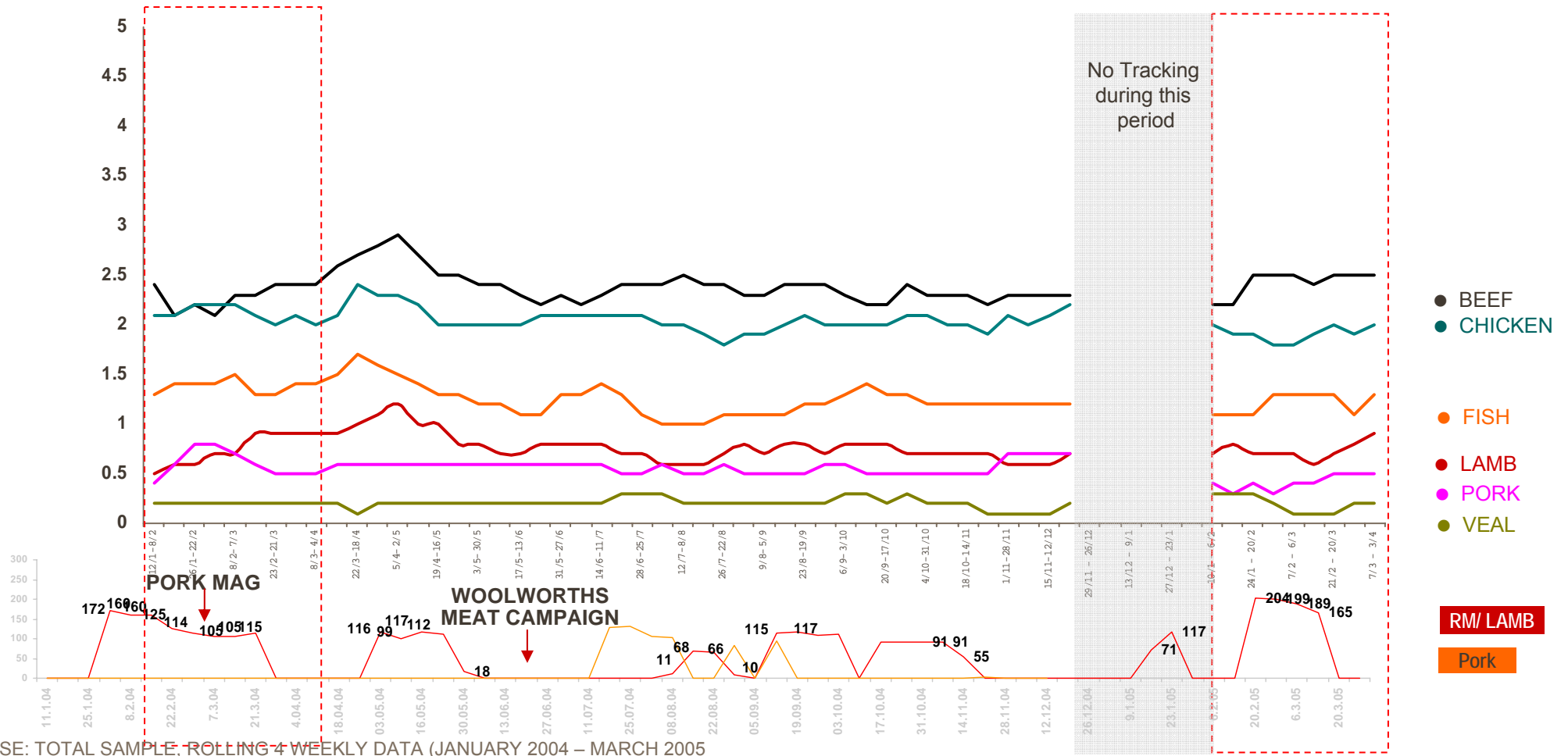
ALTHOUGH MEAN NUMBER OF SERVES ON PAR WITH SAME TIME IN 2004

Number of serves for Lamb



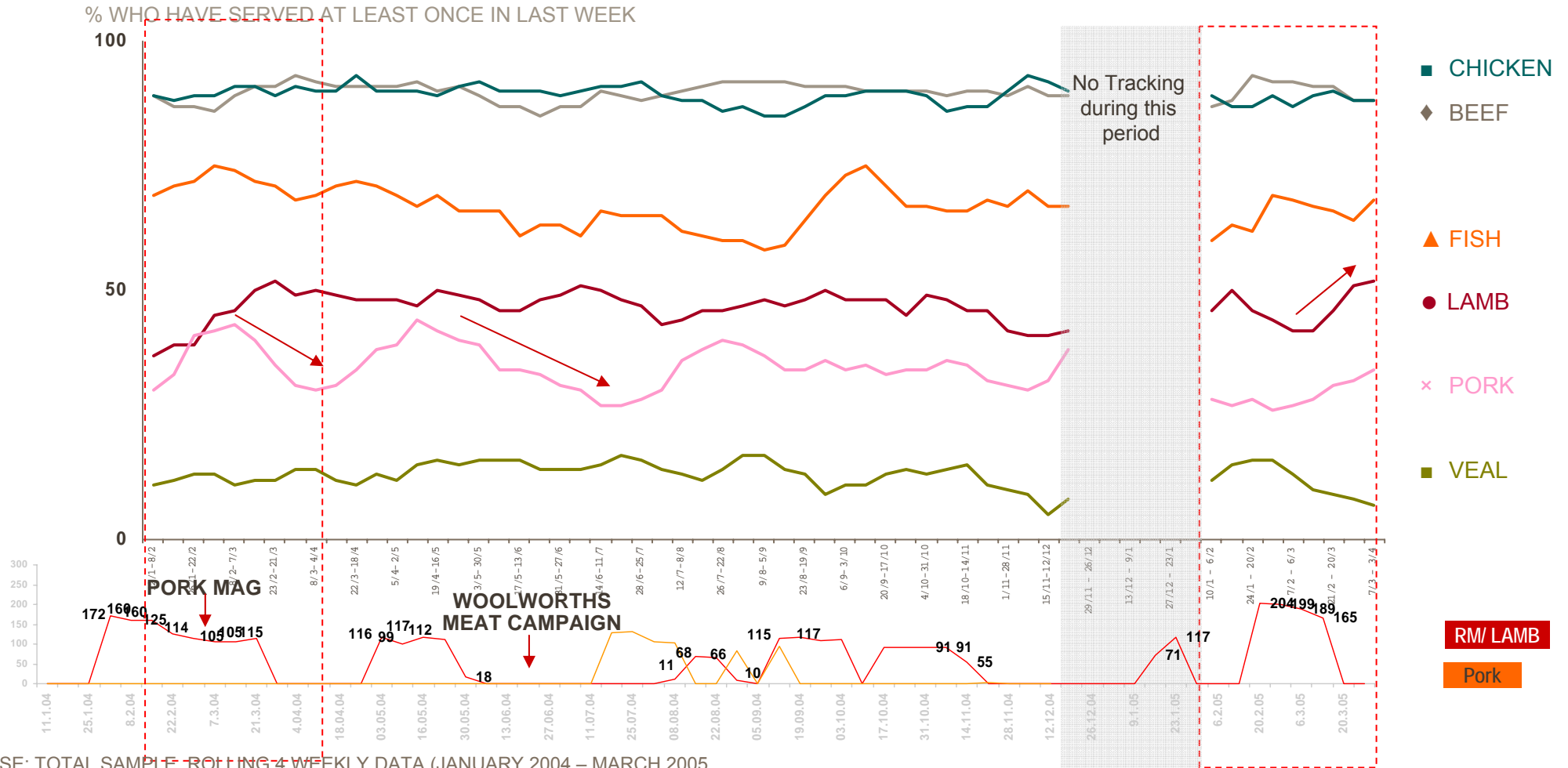
AUSTRALIA DAY CAMPAIGN HELPED GENERATE AN IMMEDIATE REACTION TO INCREASE SERVES. ALTHOUGH, DIPPED SHARPLY AFTER CAMPAIGN. YET SEEING AN INCREASE IN ONE SERVE AGAIN CORRELATING WITH SOCCER PATH EXECUTION

Mean number of serves



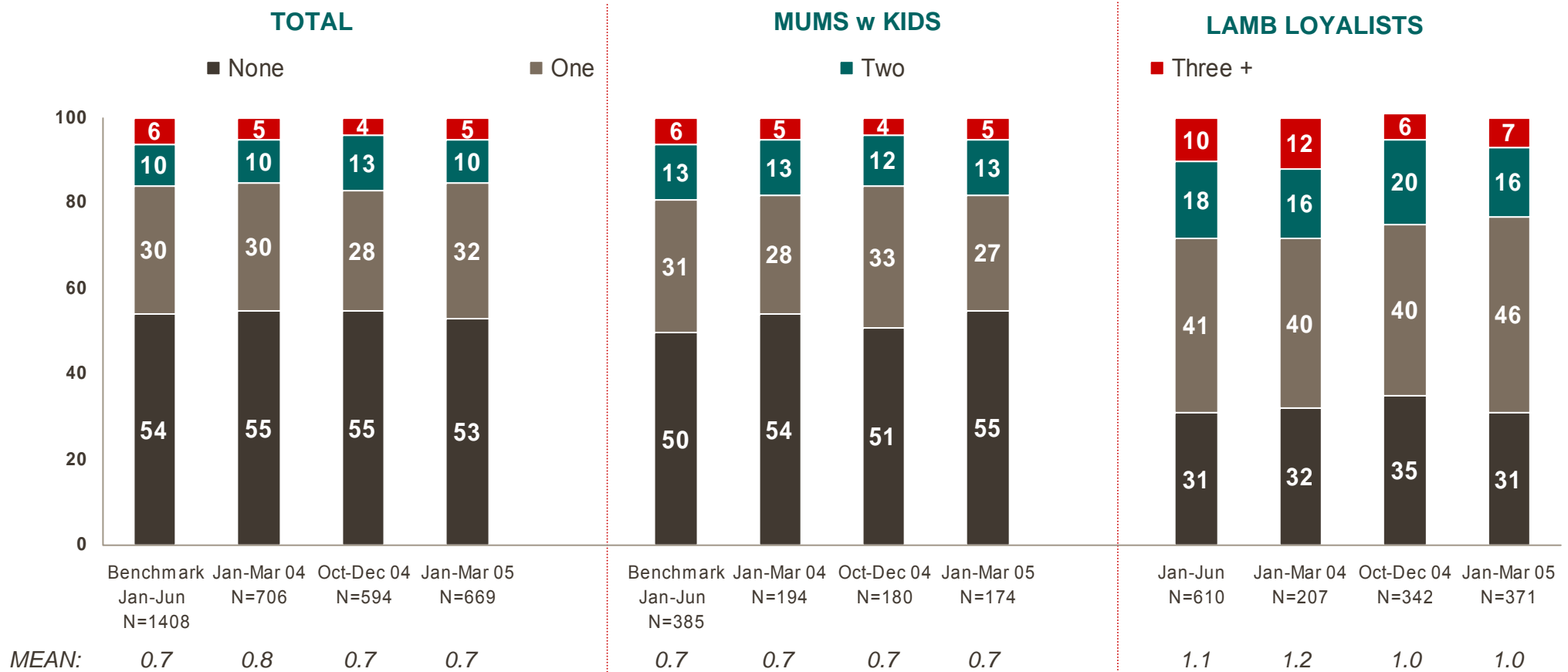
MEAN NUMBER OF LAMB SERVINGS FOLLOWING SIMILAR TREND IN 2005 AS 2004

Servings of competitors brands



SERVINGS OF LAMB BOOSTED DURING AUSTRALIA DAY CAMPAIGN AND AS A RESULT OF SOCCER PATH TVC. PORK SERVINGS INCREASING TOWARDS MARCH. BEEF AND CHICKEN RELATIVELY STABLE.

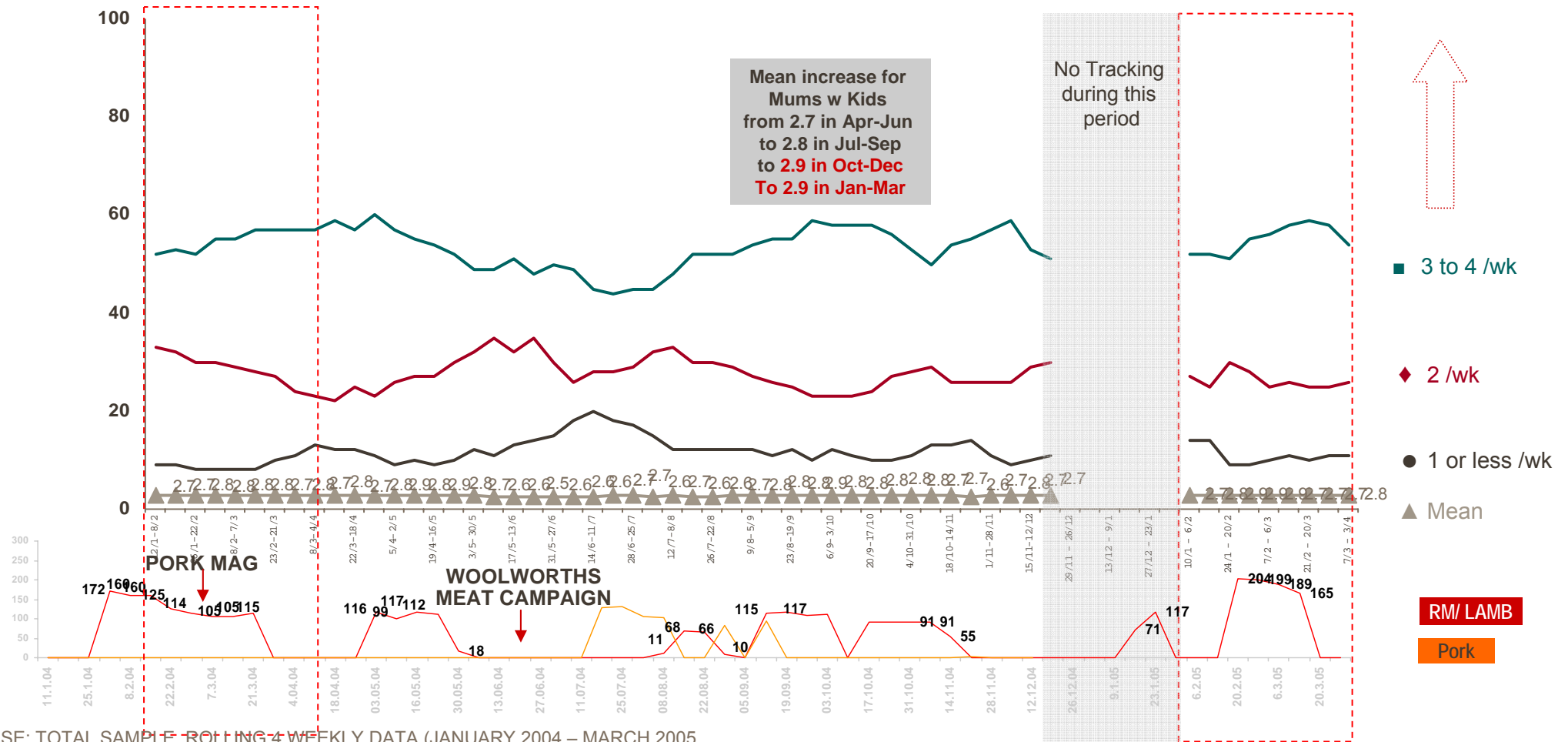
Number of serves of Lamb in L7D



BASE: IF BOUGHT MEAT IN LAST 7 DAYS

NO REAL CHANGES IN NUMBER OF SERVES OF LAMB AMONGST DIFFERENT USER GROUPS YoY

Red Meat Healthy Target



PERCEPTIONS OF 3-4 RED MEAT MEALS/WEEK AS A HEALTHY TARGET INCREASES IN LINE WITH SOCCER PATH EXECUTION. STABLE AMONGST MUMS AND NO CHANGE SINCE SAME TIME LAST YEAR.

Red Meat - Healthy target

	B/mark Jan-Jun 2004 n=1406 %	Total			B/mark Jan-Jun* 2004 n=385 %	Mums with kids		
		Jan-Mar 2004 n=706 %	Oct-Dec 2004 n=594 %	Jan-Mar 2005 n=669 %		Jan-Mar 2004 n=194 %	Oct-Dec 2004 n=180 %	Jan-Mar 2005 n=174 %
WEEKLY SERVES								
One serve or less	11	9	12	12	7	7	7	6
Two serves	28	28	27	26	28	26	23	28
Three to four serves	54	55	54	54	59	60	63	59
Five to seven serves	6	7	7	7	5	7	7	6
More than seven	0	0	0	1	1	1	0	2
MEAN	2.8	2.8	2.7	2.8	2.8	2.8	2.9	2.9

BASE: (JAN – MARCH 2004); (APRIL-JUNE 2004); (OCTOBER-DECEMBER 2004); (JANUARY-MARCH 2005)

MUMS REMAIN CONVINCED 3-4 RED MEAT SERVES PER WEEK IS HEALTHY TARGET

Brand Health Highlights

RED MEAT

- /// Healthy target boosted by Soccer Path
- /// Compared with same period last year
 - Very positive disposition increased significantly
 - Purchase of beef higher
 - Mums serving 3+ meals of RM increased
- /// Furthermore, Australia Day campaign aiding a boost in 3+ serves of RM

LAMB

- /// TOM dropped after success of Australia Day campaign, although Soccer Path helping to boost awareness of meat towards end of Qtr
- /// TVC activity continues to maintain the growth in BL7D experienced during 2004
- /// Soccer Path generating a spike in serves from none to one

CHICKEN

- /// TOM significantly increased (to the detriment of Lamb and Red Meat)
- /// Following this, BL7D significant increase amongst mums compared to same period
- /// Although mean number of serves on par with 2004 results

Agenda

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Review of Lamb and Red Meat advertising

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Relative Imagery (Red Meat and Lamb)

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Where is Pork at?

Attitudinal Segments

Headlines and Implications

Agenda

Focus on Lamb imagery

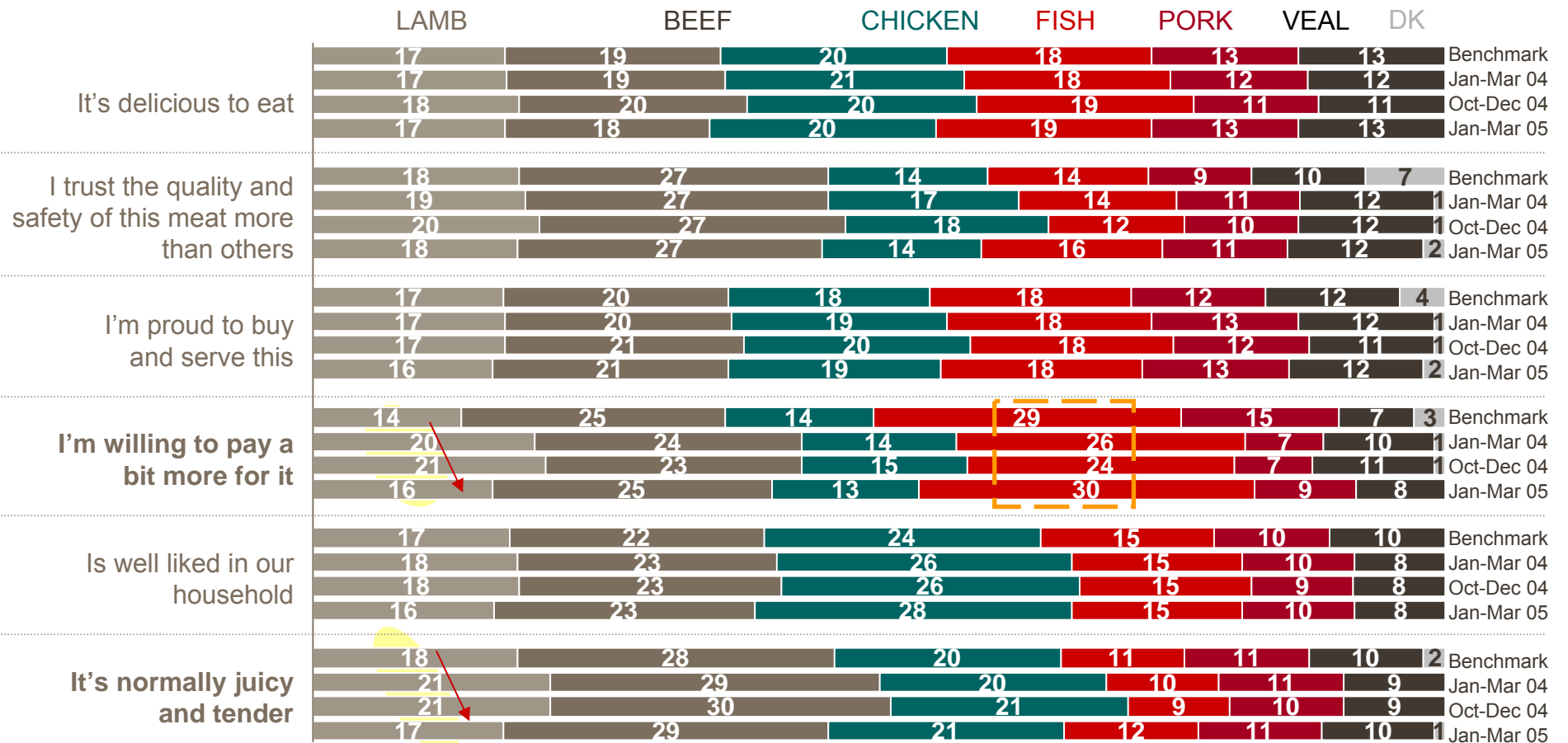
LAMB – some decline in quality/taste measures

PERFORMANCE ON ... BENCHMARK		ATTRIBUTES			
		Jan- Jun 04 %	Jan- Mar 04 %	Oct- Dec 04 %	Jan- Mar 05 %
AUSSIE STAPLE	Is loved by Australians	22	22	23	24
	I automatically buy some whenever I shop	13	13	15	14
QUALITY / TASTE	It's delicious to eat	17	16	18	17
	I trust the quality and safety of this meat	18	19	20	18
	I'm proud to buy and serve this	17	16	17	16
	I'm willing to pay a bit more for it	14	13	21	16
	Is well liked in our household	17	17	18	16
	It's normally juicy and tender	18	18	21	17
HEALTH / LIFESTYLE	Is essential for vitality and wellbeing	15	15	16	15
	It can make healthy meals	15	15	16	15
	Fits a modern and sophisticated lifestyle	14	13	15	15
	Easy to cook and prepare	15	15	15	15
FAMILY BONDING	Makes everyday meal occasion special	16	15	20	18
	Encourages warmth of sharing / togetherness	19	19	21	18
	It's expensive	18	17	24	20

PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

TWO FACTORS AT PLAY AFFECTING RELATIVE IMAGERY. FROM A COMMS POINT OF VIEW, "AUST. DAY" - TACTICAL CAMPAIGN (IMMEDIATE IMPACT) COMPARED TO "STUART" (WE LOVE OUR LAMB – WARMTH/EMPATHETIC). SECONDLY, FISH INCREASING RELATIVE SHARE OF JUICY/TENDER, WILLINGNESS TO PAY AND WARMTH AND SHARING MEASURES

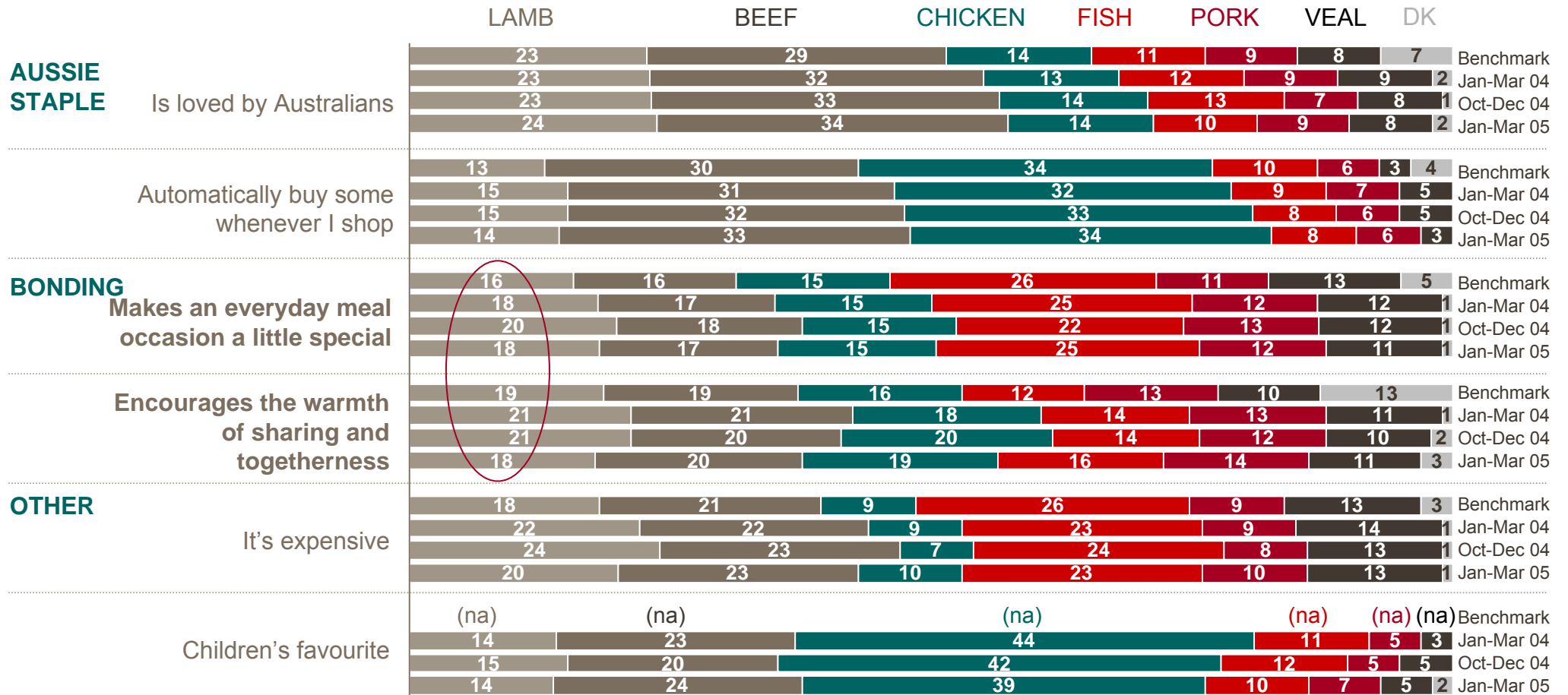
Relative imagery – Quality / Taste



PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

**NEED TO 'WIN BACK' JUICY/TENDERNESS AND WILLINGNESS TO PAY MORE ASPECTS FROM FISH... SEASONALITY BOOST FOR FISH?
 CHICKEN FALLING DOWN ON QUALITY.. ANYTHING WE CAN LEVERAGE FROM THIS?**

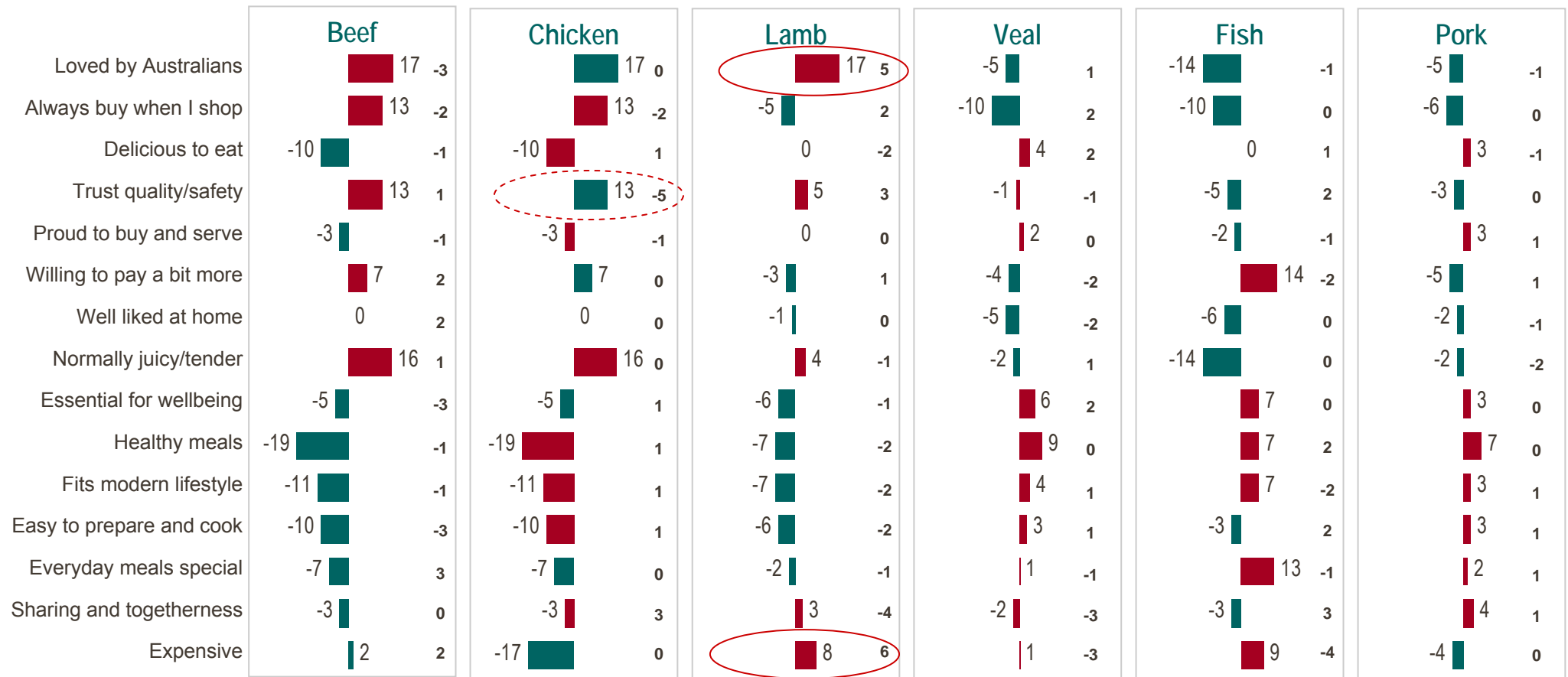
Relative imagery – Routine, Bonding and Other



PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

MARGINAL DECLINE IN BONDING DIMENSIONS AGAIN BEING PICKED UP BY FISH. WILL 'STUART' IN MONTH OF MAY HAVE AN IMPACT AT INCREASING LAMB'S RELATIVE SHARE

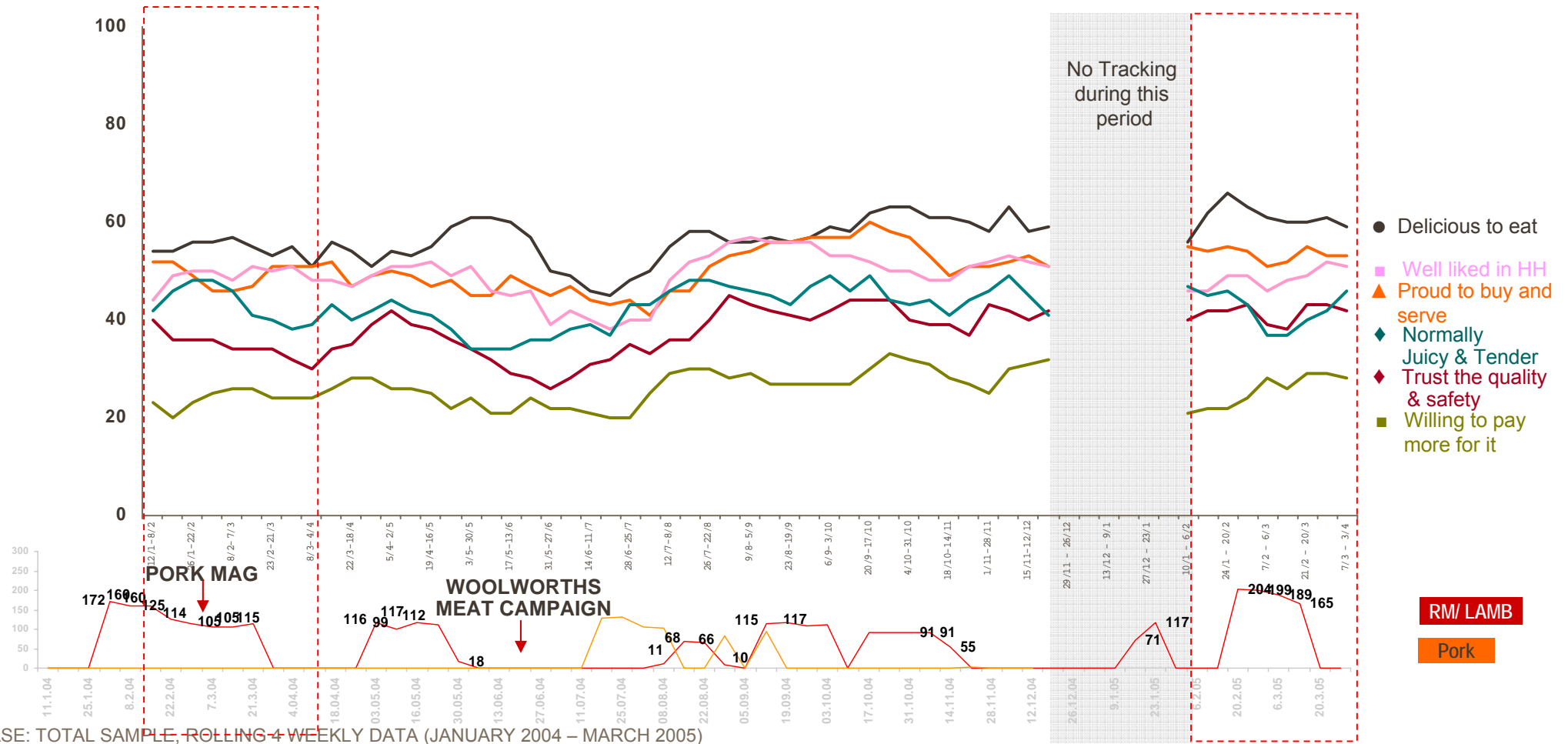
Relative imagery compared to same period 2004



BASE: TOTAL SAMPLE JANUARY TO MARCH 2004 VS JANUARY TO MARCH 2005

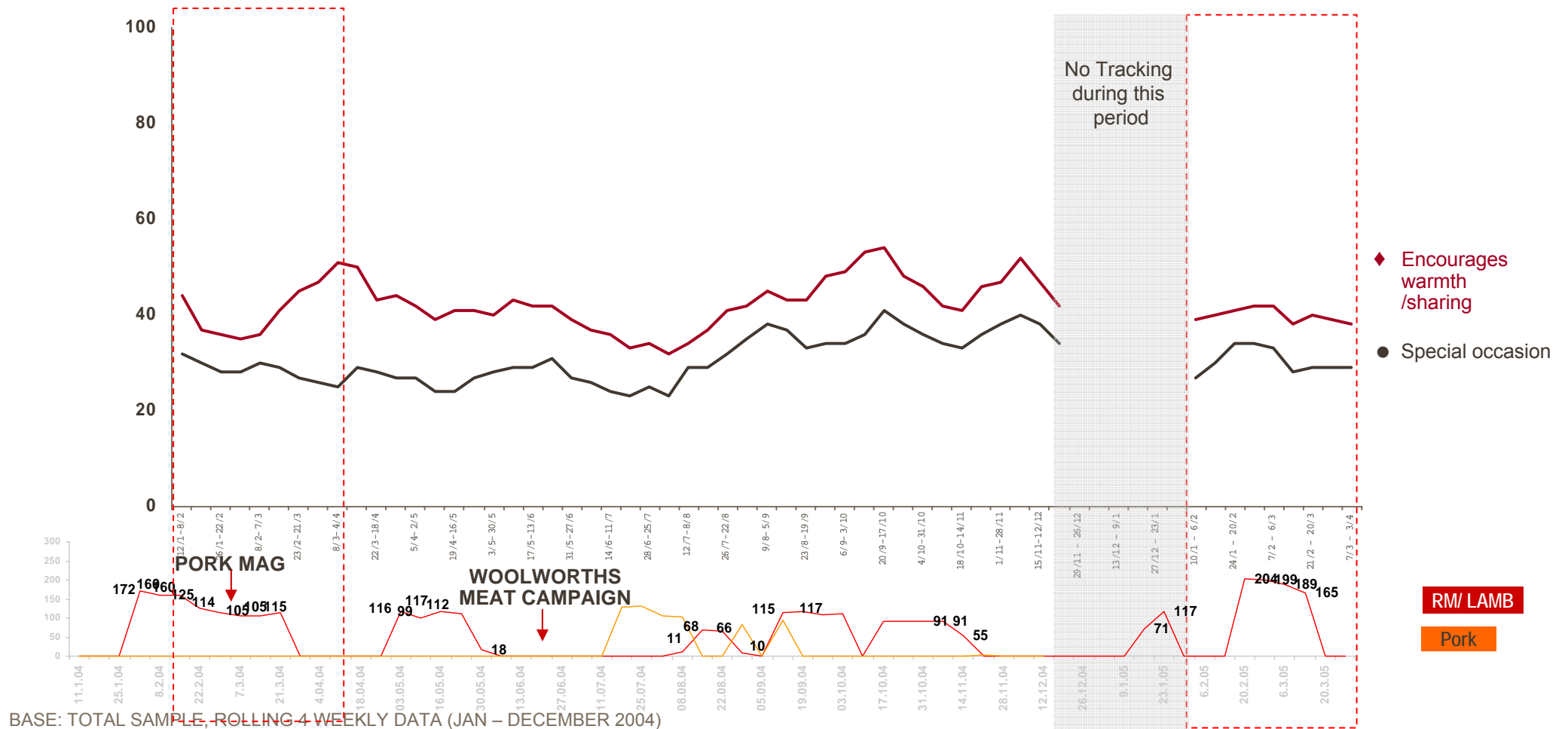
AN OPPORTUNITY FOR US TO LEVERAGE GROWTH IN 'AUSSIE LOVE' AND POOR QUALITY OF CHICKEN. EXPENSIVENESS A KEY DEFICIT ON LAST YEAR, HOWEVER WE ARE SEEING THIS IS NOT IMPACTING WILLINGNESS TO PAY

Imagery perceptions of Lamb (Quality/Taste measures)



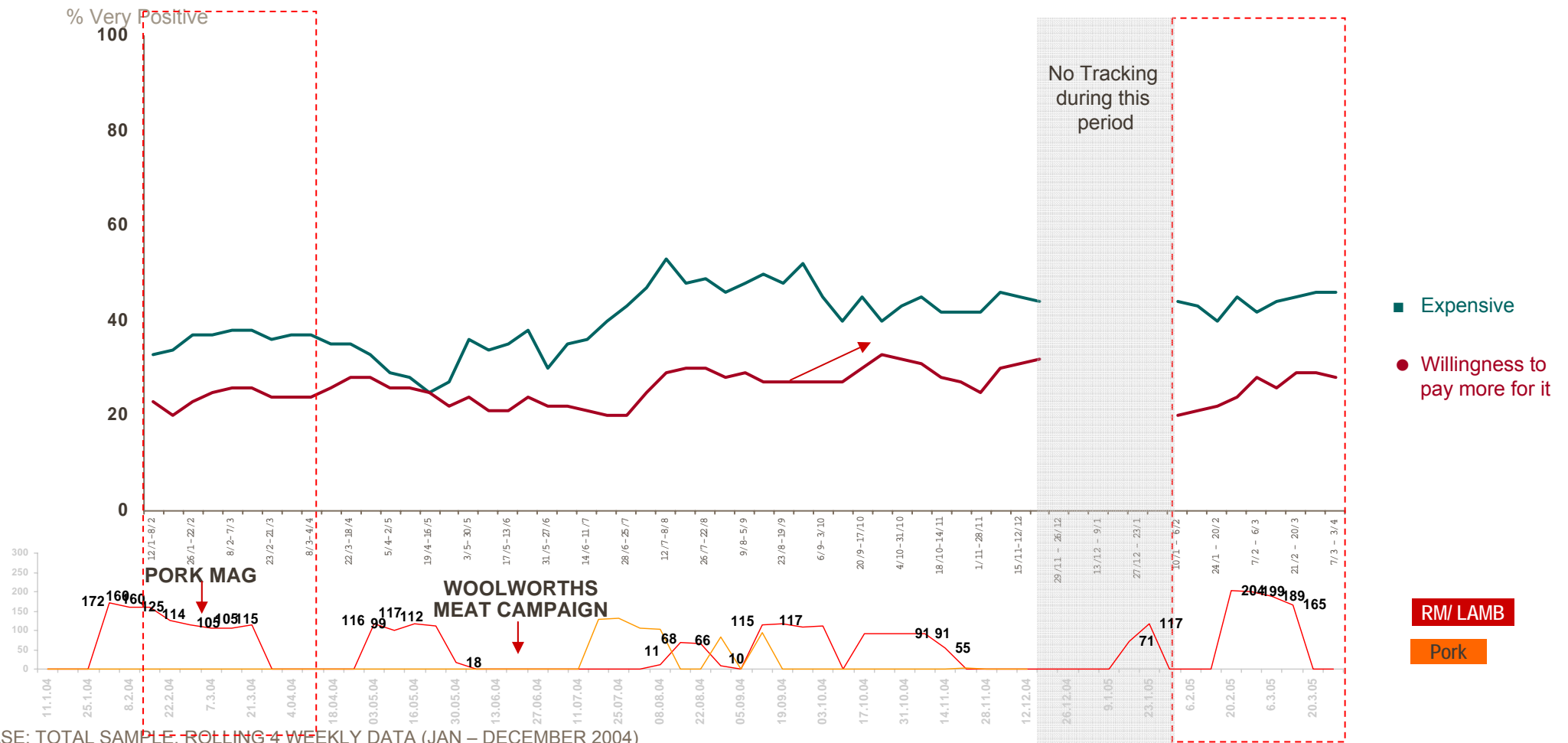
UPLIFT IN DELICIOUS POST AUSTRALIA DAY CAMPAIGN AND GOOD TO SEE SOME UPLIFT IN WILLINGNESS TO PAY MORE AS YEAR PROGRESSES, HOWEVER JUICINESS/TENDERNESS FLUCTUATES....

Imagery perceptions of Lamb (Family Bonding)



WITH LESS EMPHASIS ON EMPATHETIC MESSAGES SINCE “STUART”, BONDING MESSAGES DIPPING CONSIDERABLY

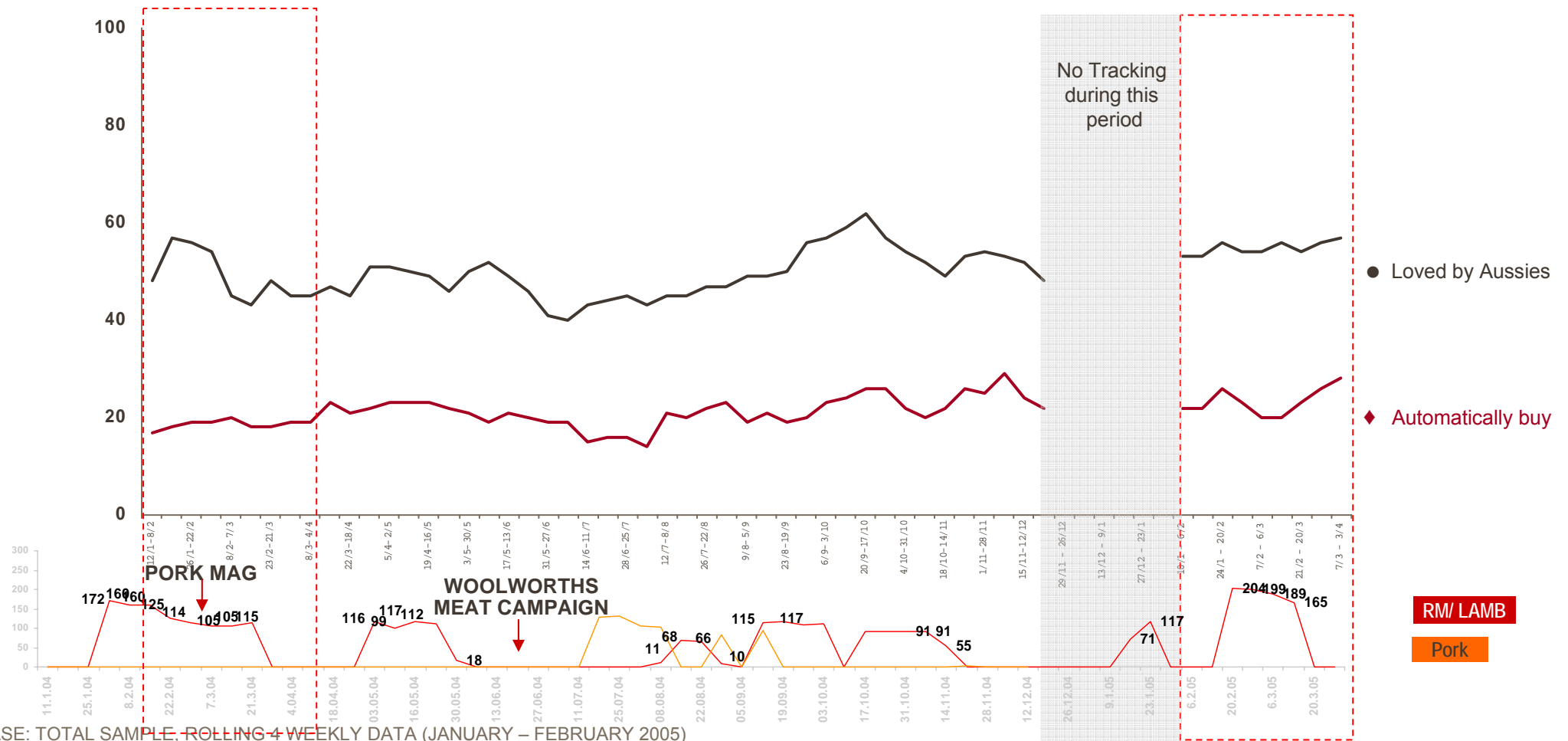
Willing to pay more and expensiveness - Lamb



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JAN - DECEMBER 2004)

EXPENSIVENESS STABILISED BUT NOT TO DETRIMENT OF WILLINGNESS TO PAY MORE

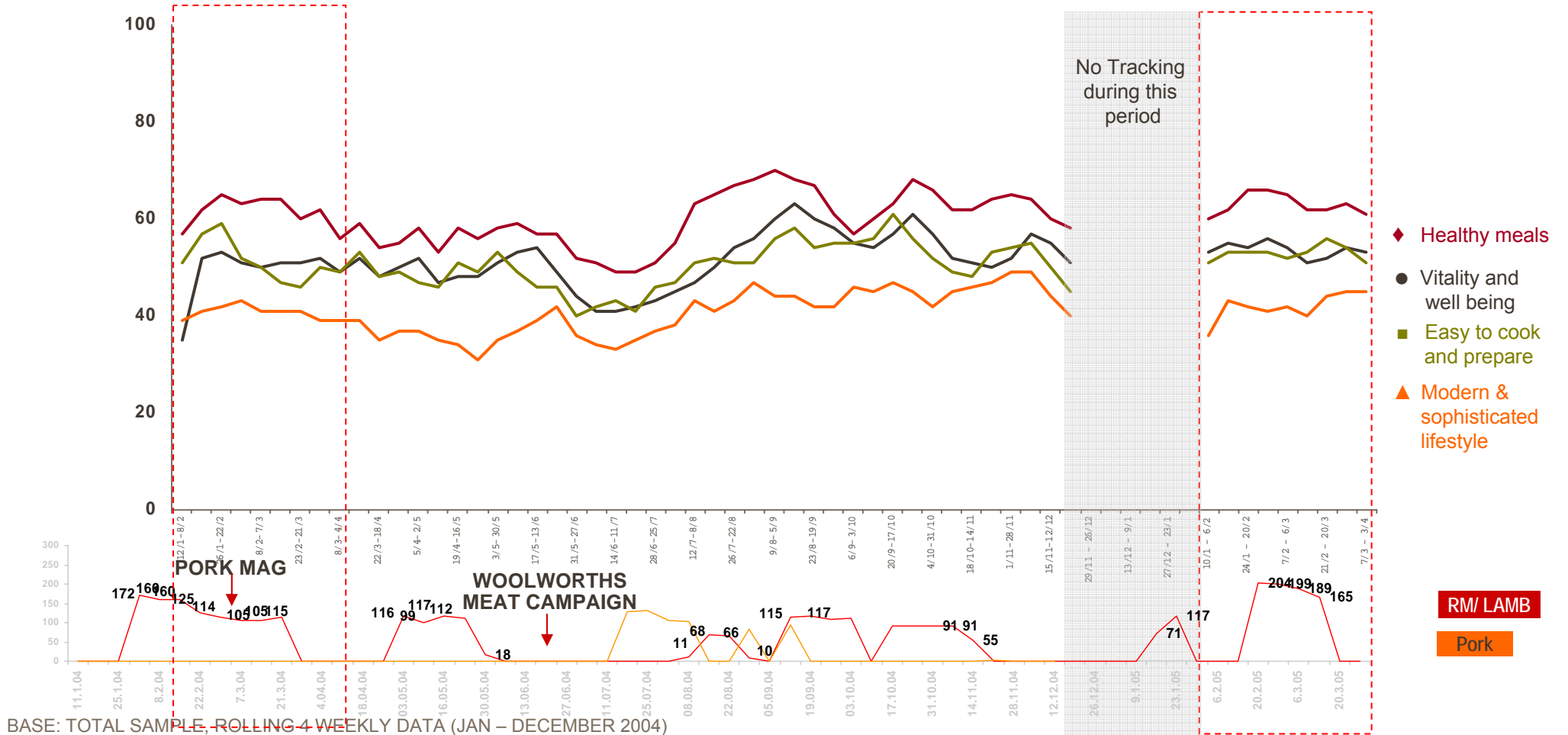
Imagery perceptions of Lamb (Aussie Staple)



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY - FEBRUARY 2005)

AUSSIENESS AND REPETITORE PURCHASING BUILDING AMONGST CONSUMERS

Imagery perceptions of Lamb (health and lifestyle)



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JAN – DECEMBER 2004)

HEALTH AND LIFESTYLE MESSAGES STABILISED IN 2005 TO DATE

Agenda

Focus on Red Meat imagery

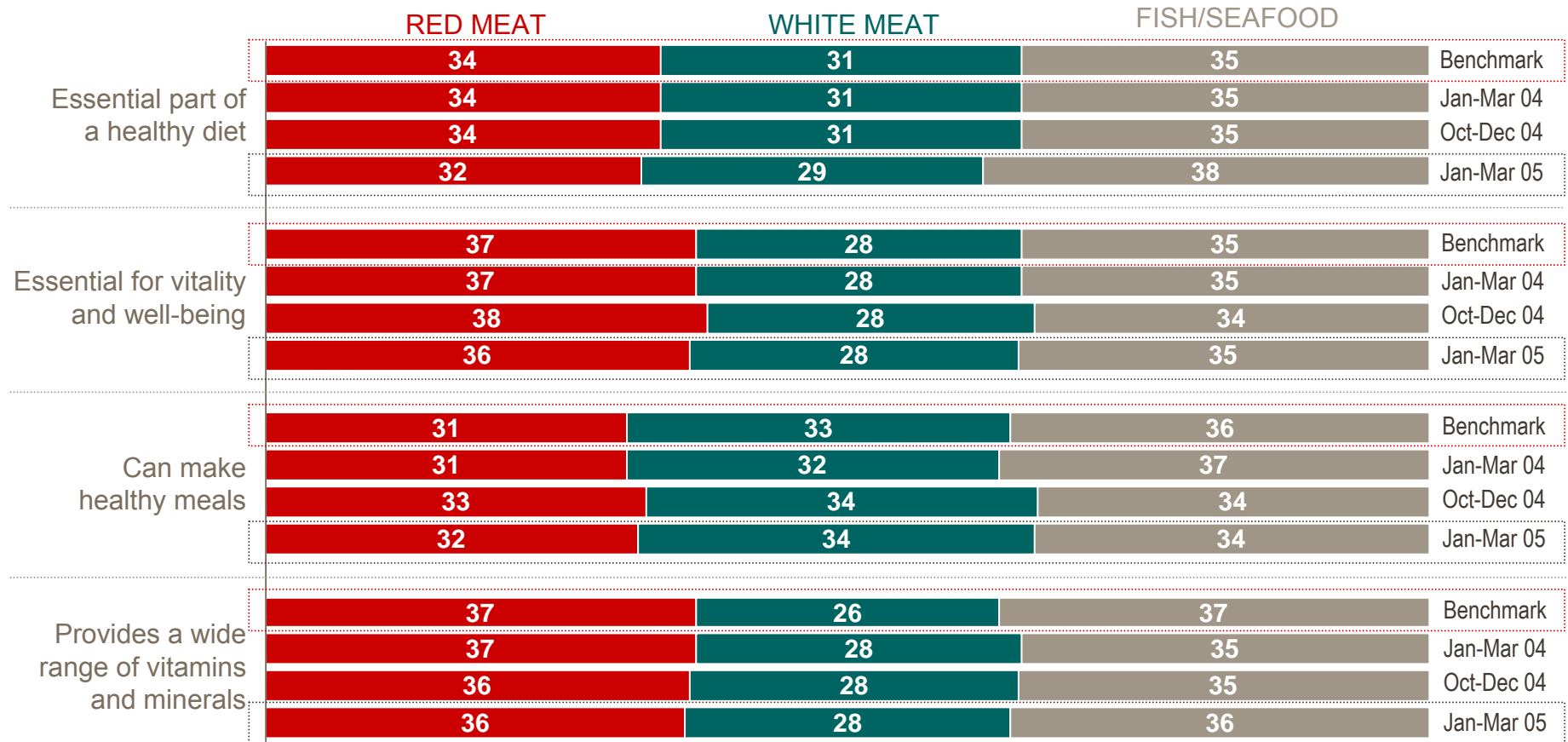
Relative Imagery – Focus on Red Meat

PERFORMANCE ON ...		Jan-Jun BMark %	Jan-Mar 04 %	Oct-Dec 04 %	Jan-Mar 05 %
HEALTH BENEFITS	Essential part of a healthy diet	34	34	34	32
	Essential for vitality and well-being	37	37	38	36
	Can make healthy meals	31	31	33	32
	Provides a wide range of vitamins and minerals	37	37	36	36
HEALTH ISSUES	NOT Could cause weight problems*	38	40	38	48
	NOT Could cause cholesterol or heart problems*	33	37	38	29
	Good in a weight loss diet	23	22	24	22

*STATEMENT HAS BEEN MADE POSITIVE (100%-RELATIVE ASSOCIATION %) FOR PURPOSE OF CALCULATING FACTOR SCORE
 PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

RELATIVELY RED MEAT LESS LIKELY TO BE SEEN TO CAUSE WEIGHT PROBLEMS (WELL-BEING DIET). ALTHOUGH RED MEAT AS A CAUSE OF CHOLESTEROL/HEART PROBLEMS HAS INCREASED

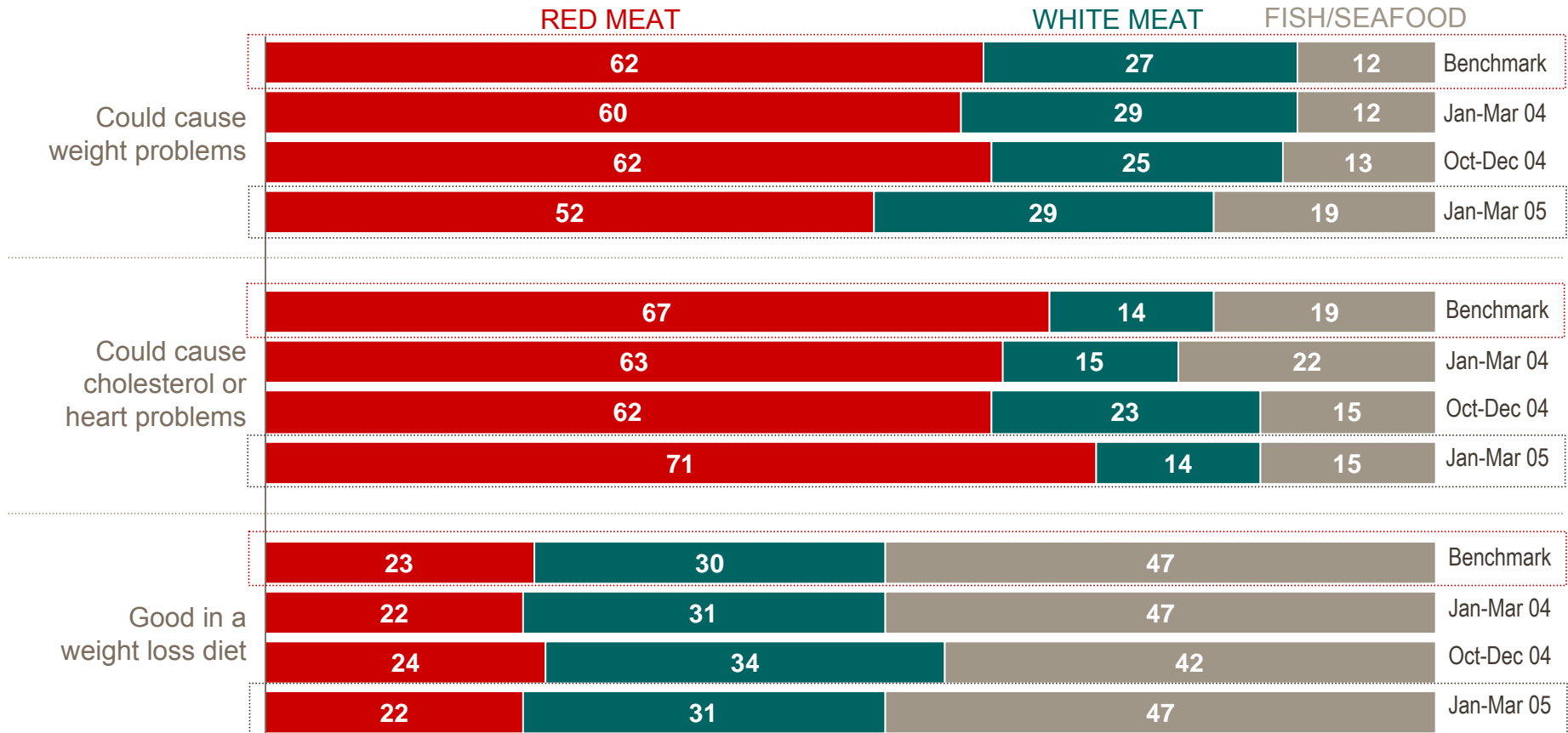
Relative imagery ownership – Health benefits



PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

SHARE MOVEMENT IS BEING PICKED UP BY FISH/SEAFOOD

Relative Imagery Ownership - Health benefits



PROPORTION OF MENTIONS PER ATTRIBUTE AMONG MUMS WITH KIDS
 BASE: MUMS WITH KIDS (JAN-MAR, N=194, OCT-DEC N=180) (JAN-MAR 05 N=174)

RELATIVE SHARE BEING PICKED UP BY FISH. ALTHOUGH WHITE MEAT AS A CAUSE OF CHOLESTEROL DECLINING

Relative imagery J-M 04 vs J-M 05



BASE: TOTAL SAMPLE (OCT-DEC N=594)

LIMITED MOVEMENT IN RELATIVE STRENGTHS AND WEAKNESSES OF MEAT BRANDS

Imagery changes – Benchmark 04 versus Jan-Mar 05

% CHANGE FROM BMark JAN-JUN AND QTR 1 05	RED MEAT		
	Bench- mark %	Jan- Mar 05 %	Diff
HEALTH BENEFITS			
Essential part of a healthy diet	73	73	-
Essential for vitality and well-being	76	79	+3
Can make healthy meals	72	77	+5
Wide range of vitamins and minerals	74	77	+3
HEALTH ISSUES			
<i>Could cause weight problems</i>	52	57	+3
Could cause cholesterol or heart problems	66	67	+1
Good in a weight loss diet	35	39	+4

BASE: TOTAL SAMPLE BENCHMARK N=1408, QTR 1 JAN-MAR 2005, N=669

GREATER PROPORTION OF CONSUMERS INDICATE RED MEAT CAN MAKE HEALTHY MEALS YOY. YET FISH PICKING UP SOME PERCEPTIONS OF ESSENTIALNESS FOR WELLBEING AND A HEALTHY DIET.

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Review of Lamb and Red Meat advertising

Brand Health (Category and Brand)

Relative Imagery (Red Meat and Lamb)

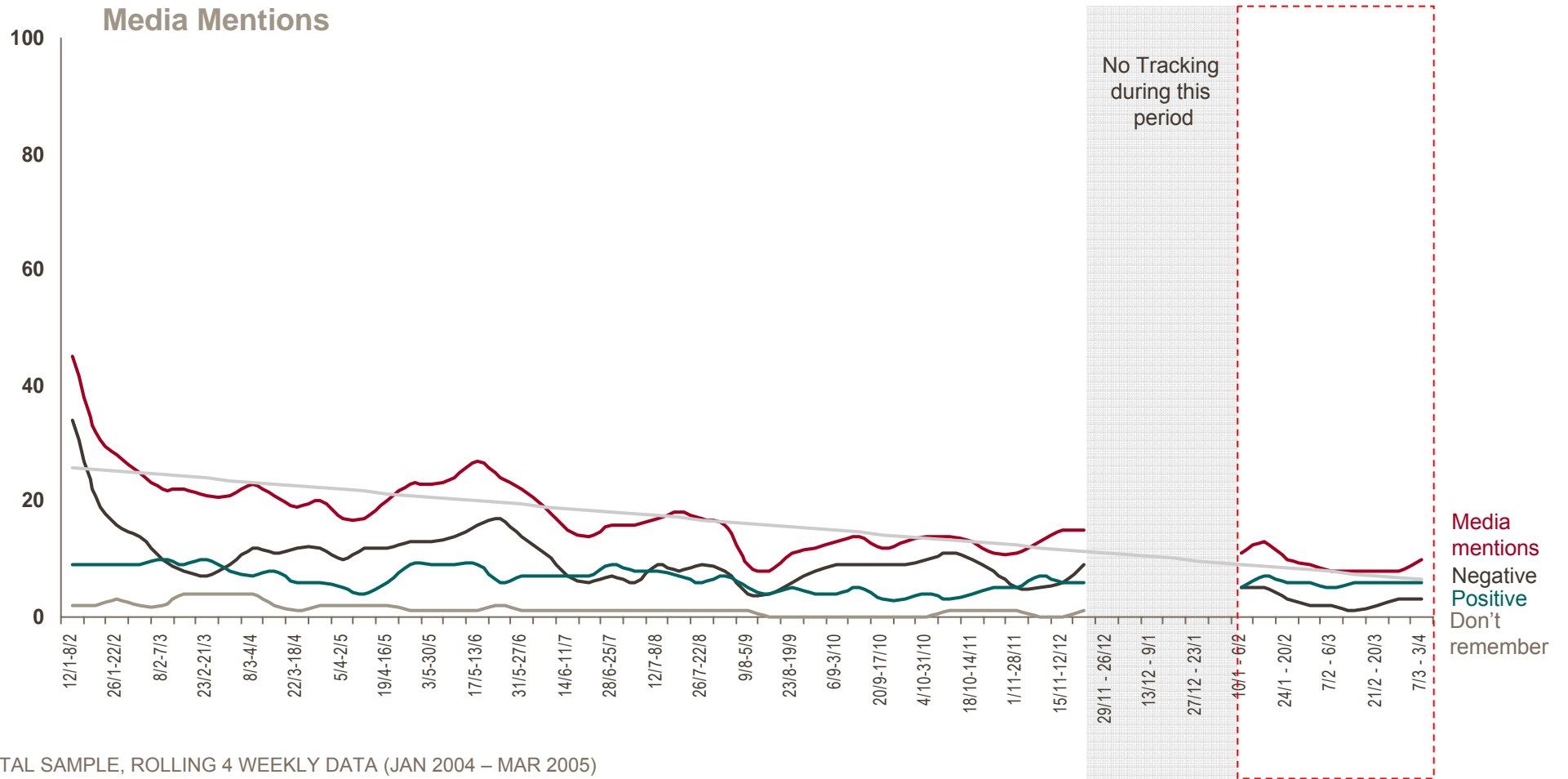
Media and Industry Integrity Summary

Where is Pork at?

Attitudinal Segments

Headlines and Implications

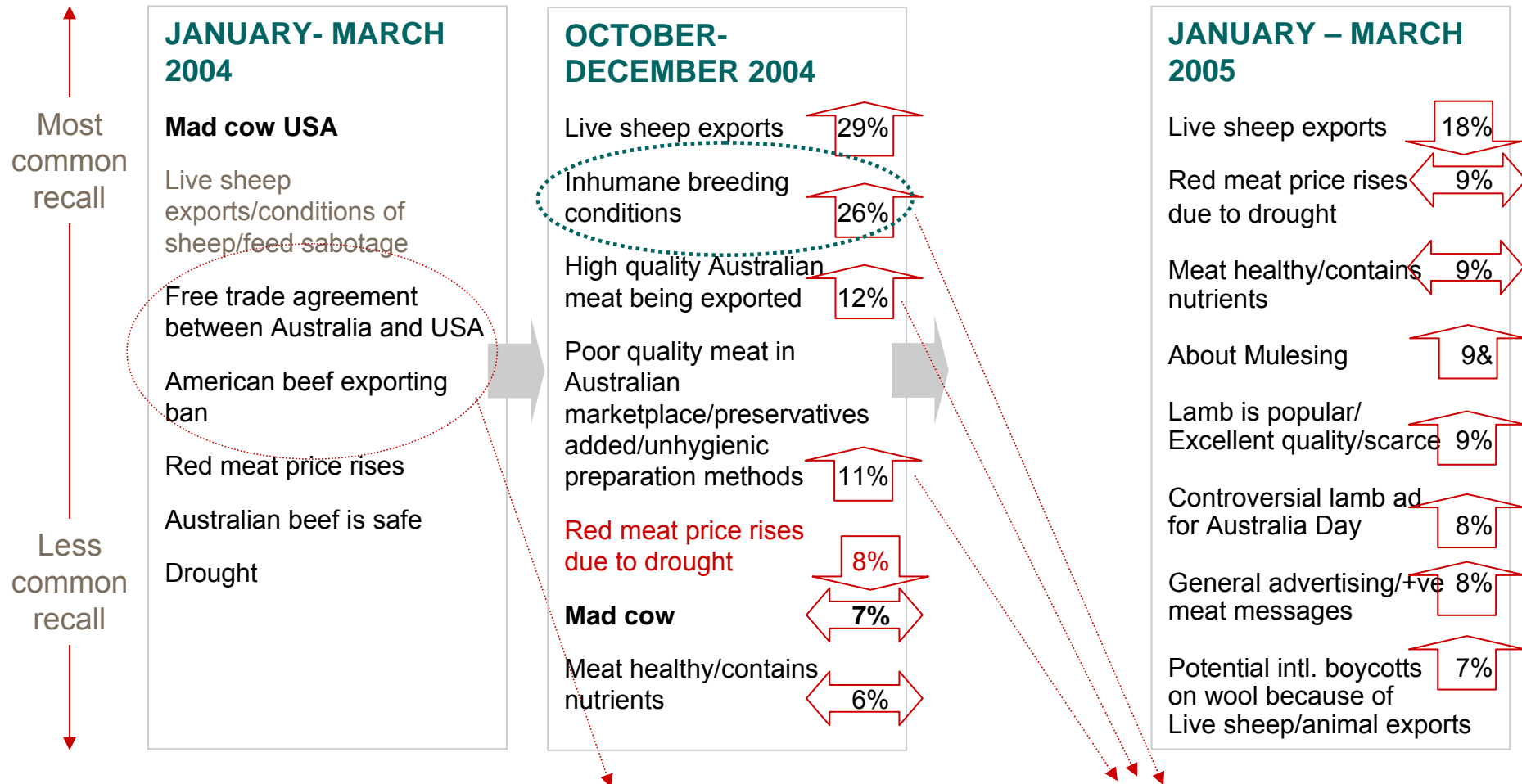
Changing levels of red meat industry media recall



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JAN 2004 – MAR 2005)

NOISE IN MARKET LOW

Consumer recall of media headlines



LIVE EXPORTS CONTINUE TO DOMINATE MEDIA RECALL. HOWEVER THERE IS A DISTRIBUTION BETWEEN A NUMBER OF DIFFERENT TOPICS MENTIONED BY CONSUMERS.

Media Recall Messages – What had the greatest impact?

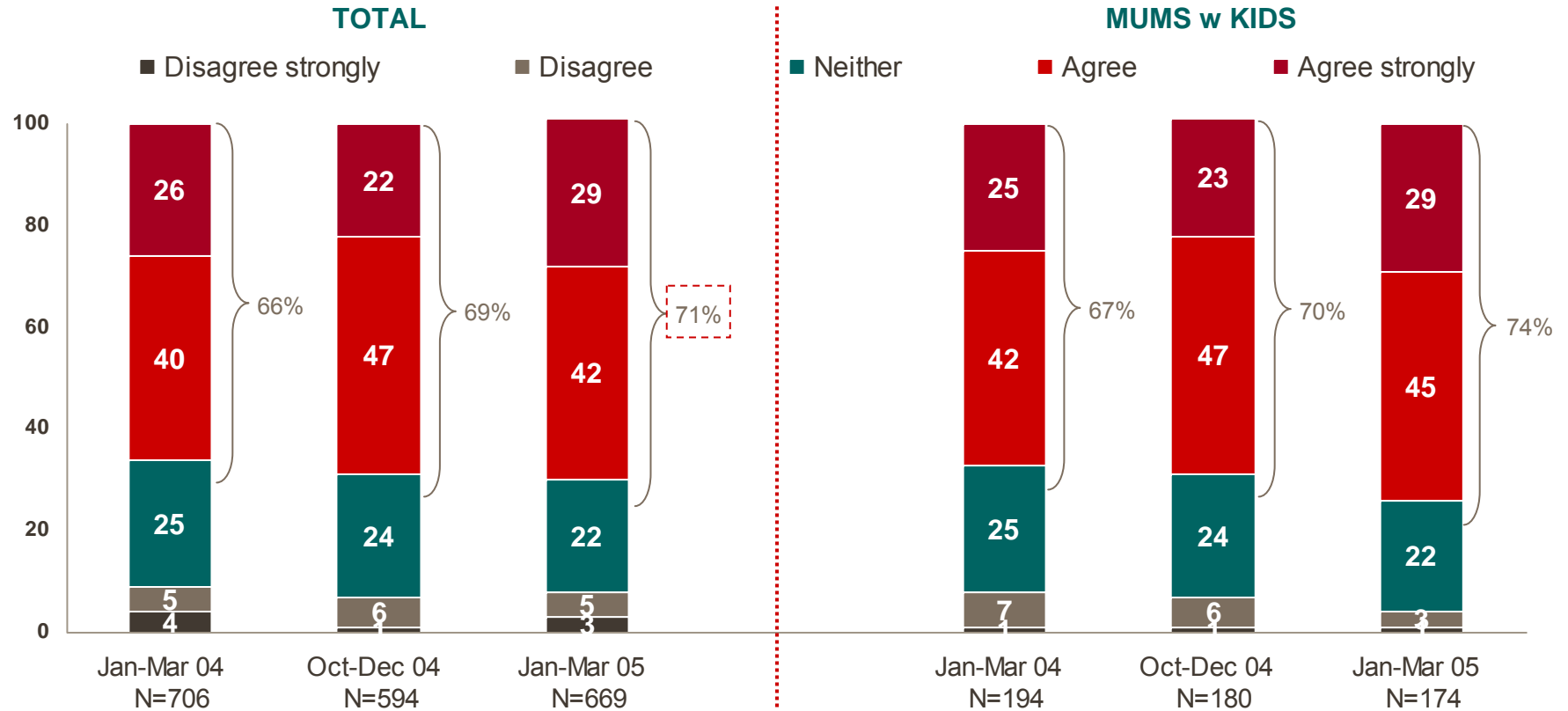
	Jan-Mar 2004 n=212 %	Oct-Dec 2004 n=79 %	Jan-Mar 2005 n=67 %
NETT LIVE SHEEP EXPORTS	36	29	18
Live sheep export crisis/to Middle East/sheep contaminated	12	29	13
Sheep stranded at sea	11	4	9
Red meat price rise (overseas demand, drought)	10	8	9
Red meat is healthy/contains nutrients	4	6	9
About Mulesing	-	-	9
Lamb is popular/excellent quality/scarce	-	-	9
Controversial lamb advert for Australia Day	-	-	8
General advertising/positive meat messages through ads	-	3	8
Potential international boycotts on wool because of live sheep/animal exporting	-	-	7
(Nett) Mad Cow Disease	54	7	6
Production of Wagyu beef/organic beef in Australia	-	-	5
Increased inspection in slaughter houses	-	-	5
Inhumane breeding conditions	0	26	2
Poor quality meat in Aust markets/preservatives added/unhygienic prep. methods	0	11	2

EXPORTS CONTINUE TO DOMINATE MEDIA MESSAGES ALTHOUGH LESS COMMENT OVERALL

Media Verbatim – Jan-Mar 05



Is the Australian red meat industry ethical and trustworthy?



BASE: TOTAL SAMPLE (JANUARY 2004 – MARCH 2005)

Q13. How strongly do you agree or disagree with the following statement about the Australian Red Meat Industry?
 "I believe the Australian red meat industry is ethical and trustworthy industry"

ETHICALNESS OF RED MEAT INDUSTRY CONTINUES TO BUILD YoY. SIGNIFICANT INCREASE IN AGREEMENT OF INDUSTRY ETHICALNESS AND TRUSTWORTHINESS YoY.

■ Awareness of media for Red meat continues to decline

Nowhere near levels of media recall achieved in same period in 2004 following from Corno, BSE and foreign trade discussions

■ Live sheep exports still resonate in consumers minds, although not to the same degree as early 2004

■ Despite this, industry integrity of Red Meat is significantly higher

■ Secondary messages in media this quarter tend to be around

Drought impact on prices

Popularity/scarcity of lamb

Mulesing

International boycotts of wool because of live sheep exports

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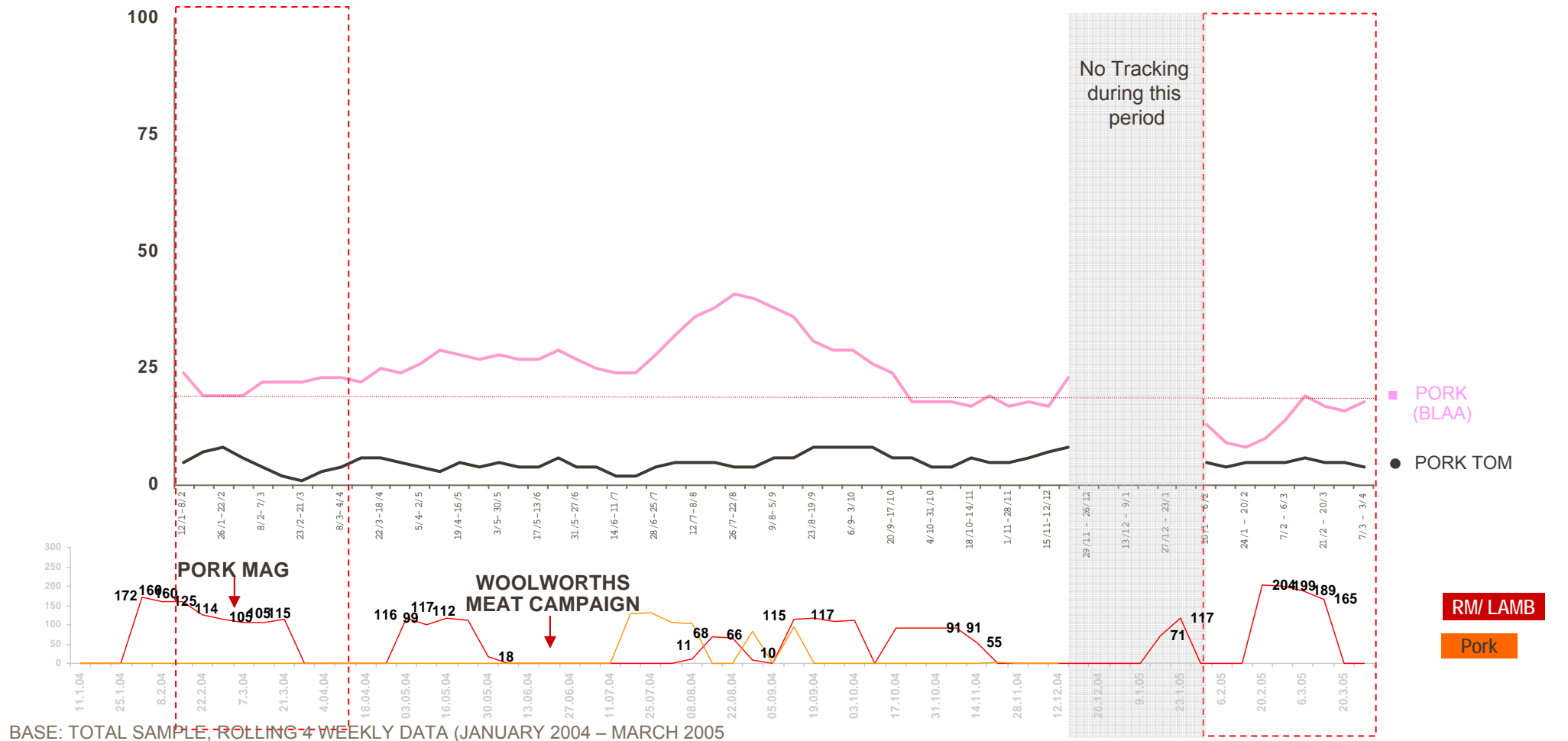
Media and Industry Integrity Summary

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Headlines and Implications

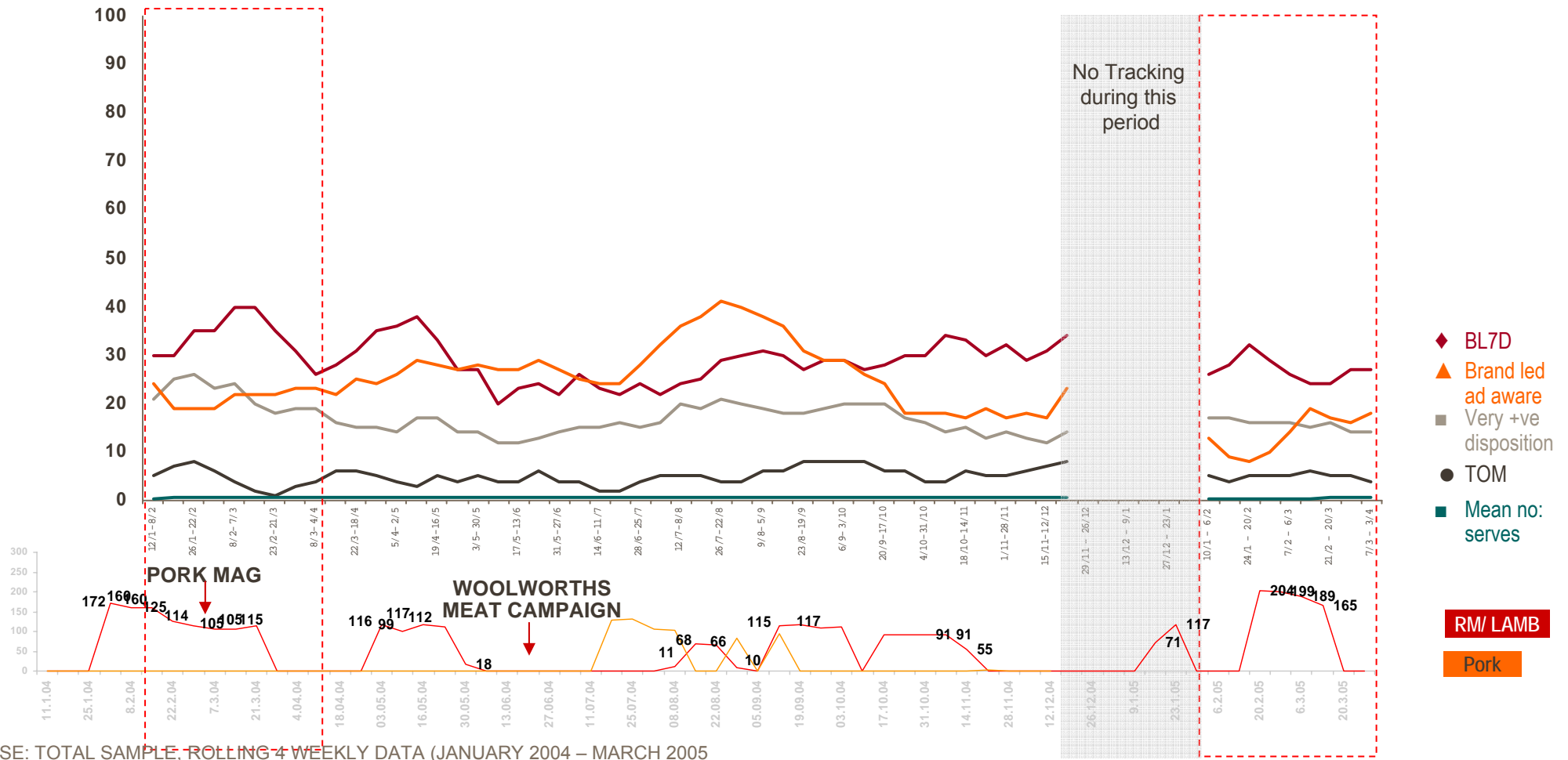
Pork: Advertising awareness and top of mind awareness



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

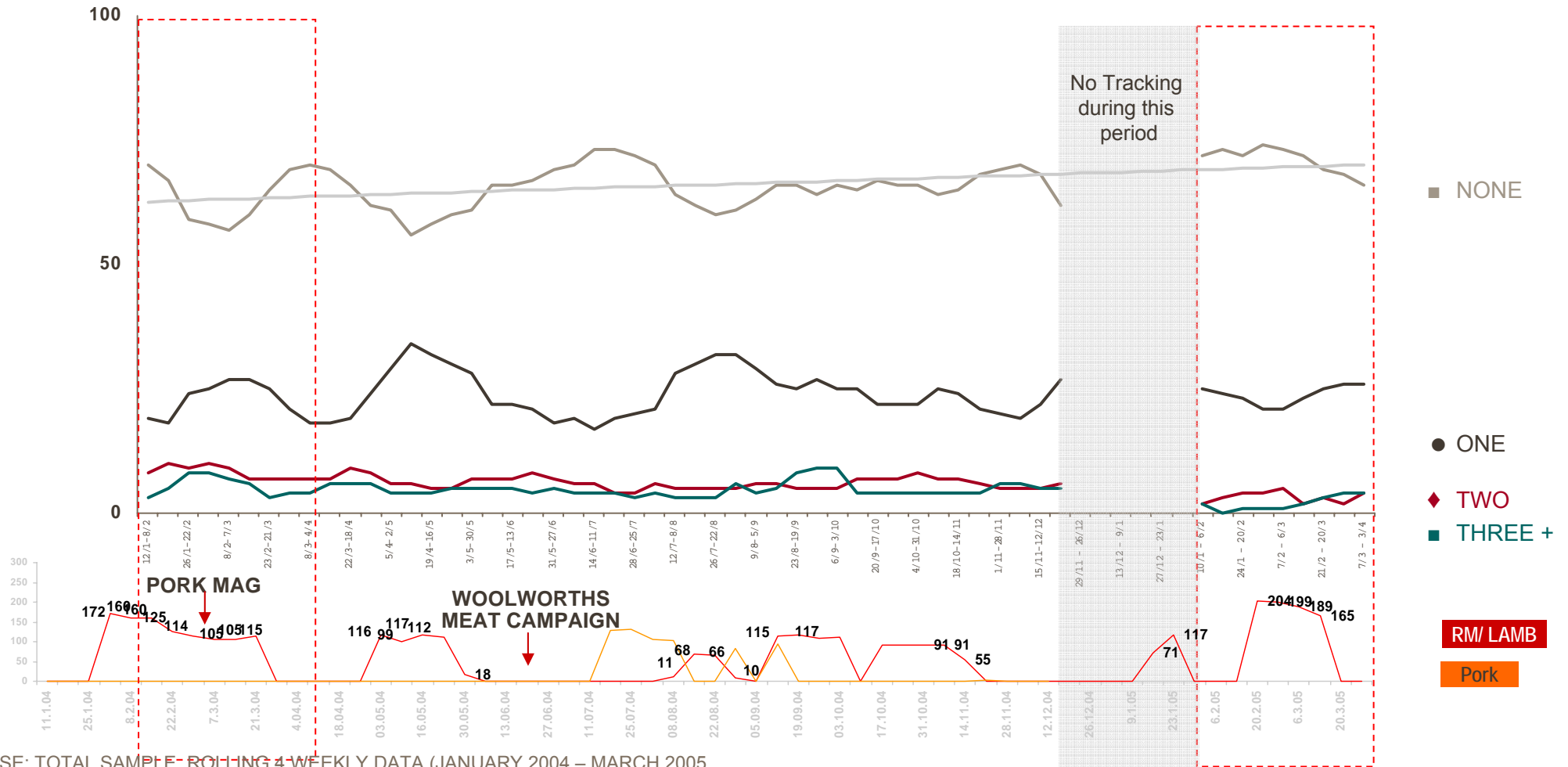
BLAA AND TOM FOR PORK BELOW LEVELS ACHIEVED AT SAME TIME IN 2004... GOOD NEWS!

ROADMAP: Pork brand health



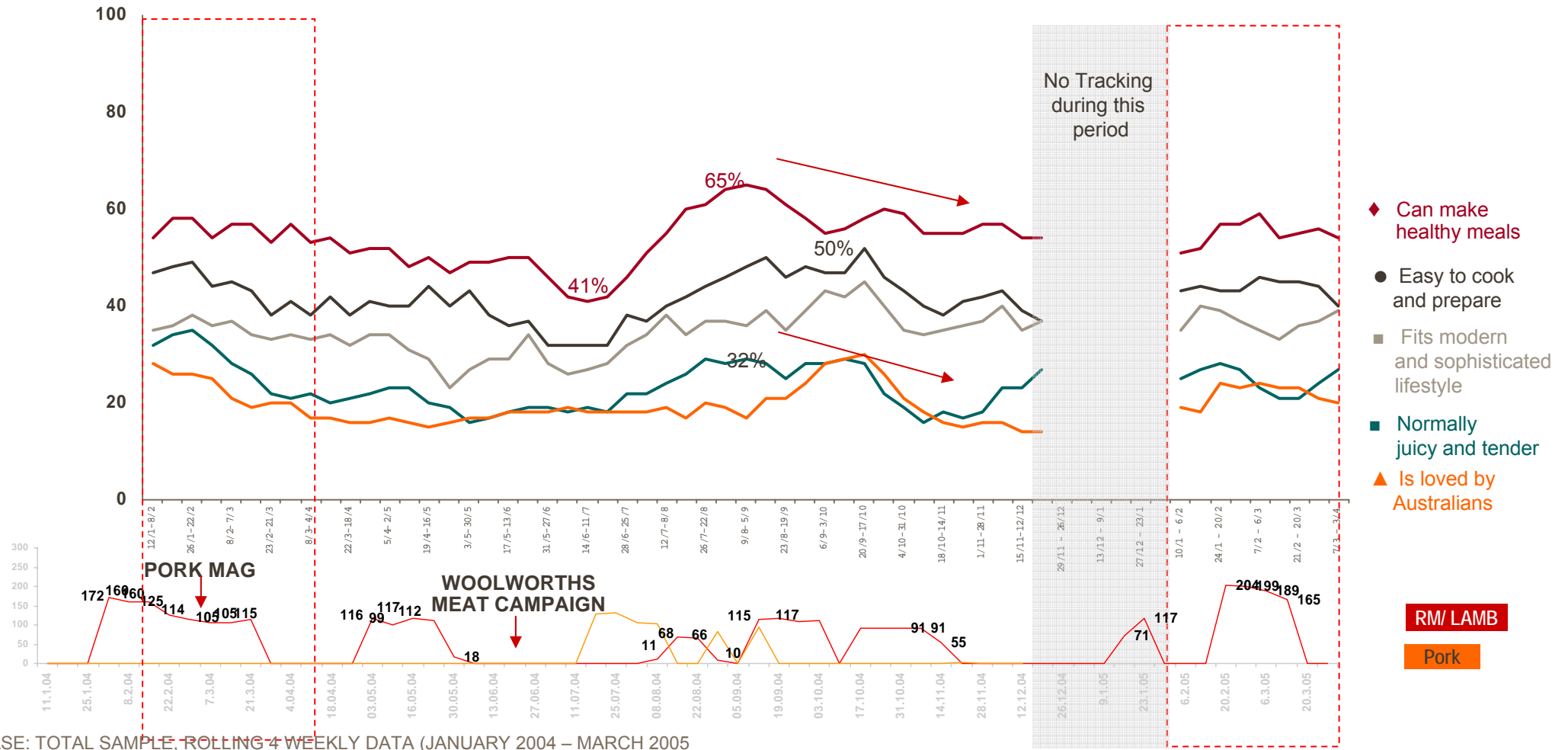
**FOR OTHER BRAND MEASURES PORK NOWHERE NEAR LEVELS OBTAINED IN JAN-MAR 04...
HAVE WE BEEN ABLE TO SUSTAIN PORKS SERGE?**

Serving Frequency of Pork



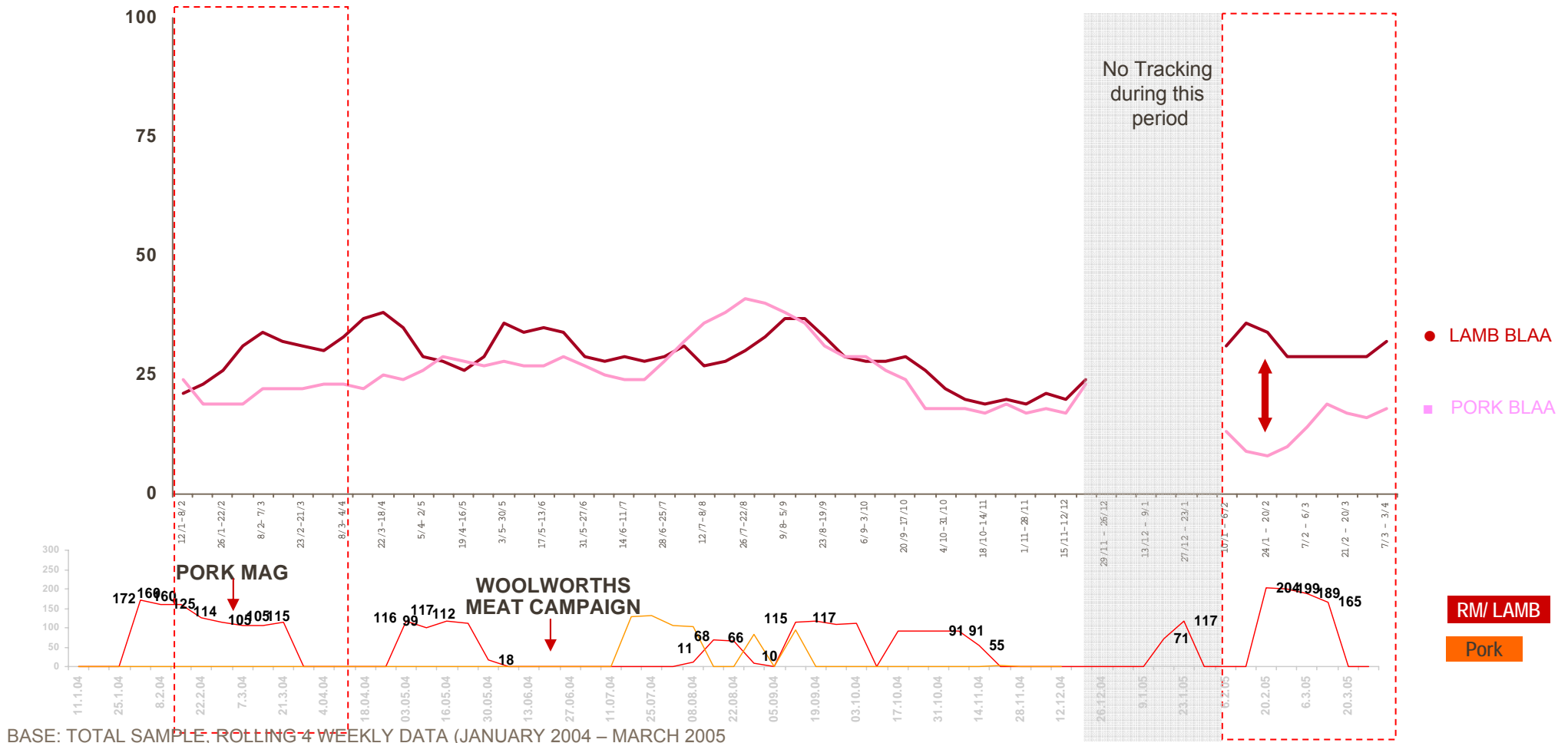
CONSUMERS NOT SERVING PORK IS INCREASING

Imagery perceptions of Pork



YET IMAGERY HAS REMAINED RELATIVELY STABLE POST CAMPAIGN IN MID 2004 (AT LEVELS REACHED IN JAN-MAR 04). SO, IF PORK PLANS ABOVE THE LINE ACTIVITY SOON, THEY HAVE A MUCH HIGHER BASE TO START FROM

Divide between Lamb and Pork widens



**BLAA FOR PORK SIGNIFICANTLY BEHIND LAMB
(AFTER BEING ON PAR FOR SECOND HALF OF 2004)**

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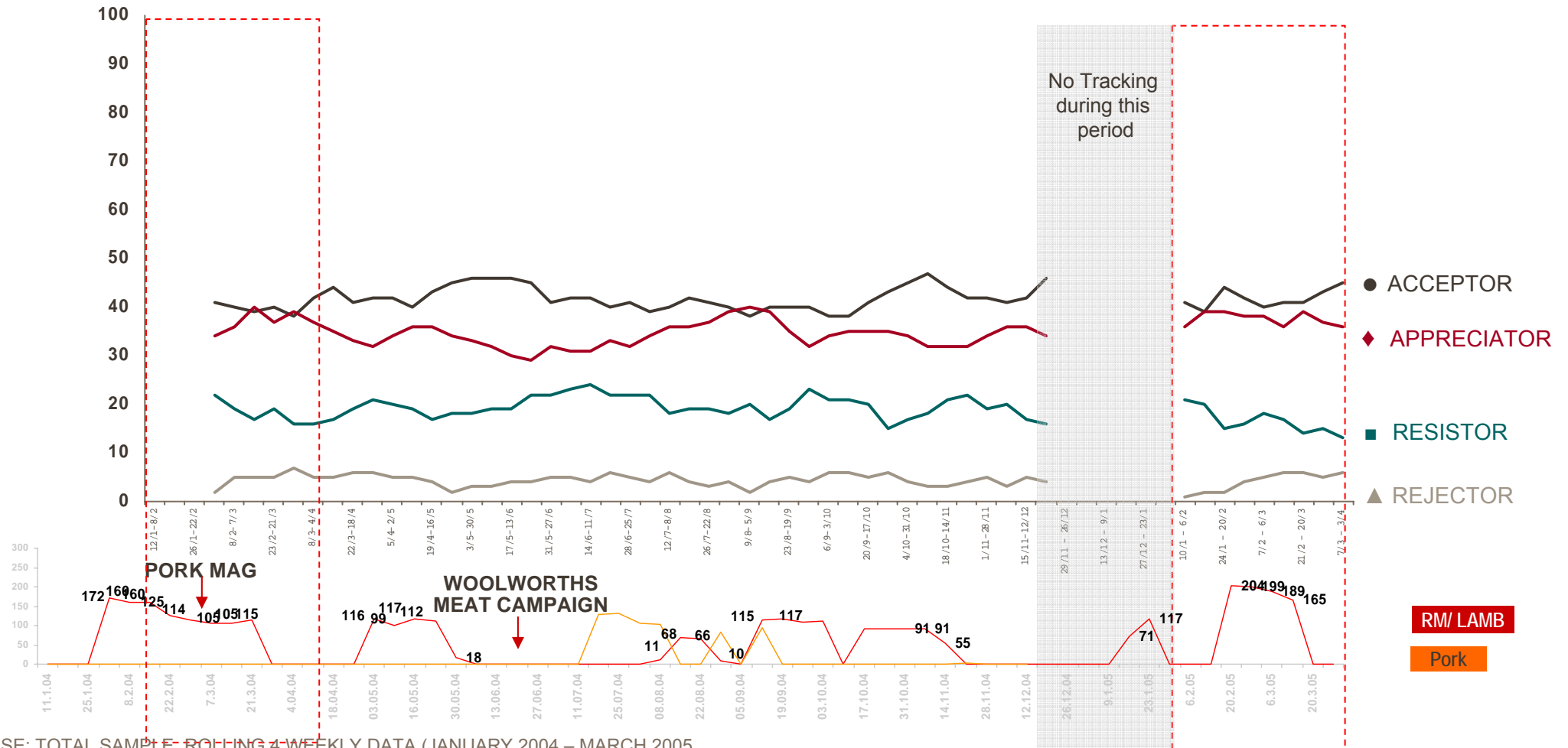
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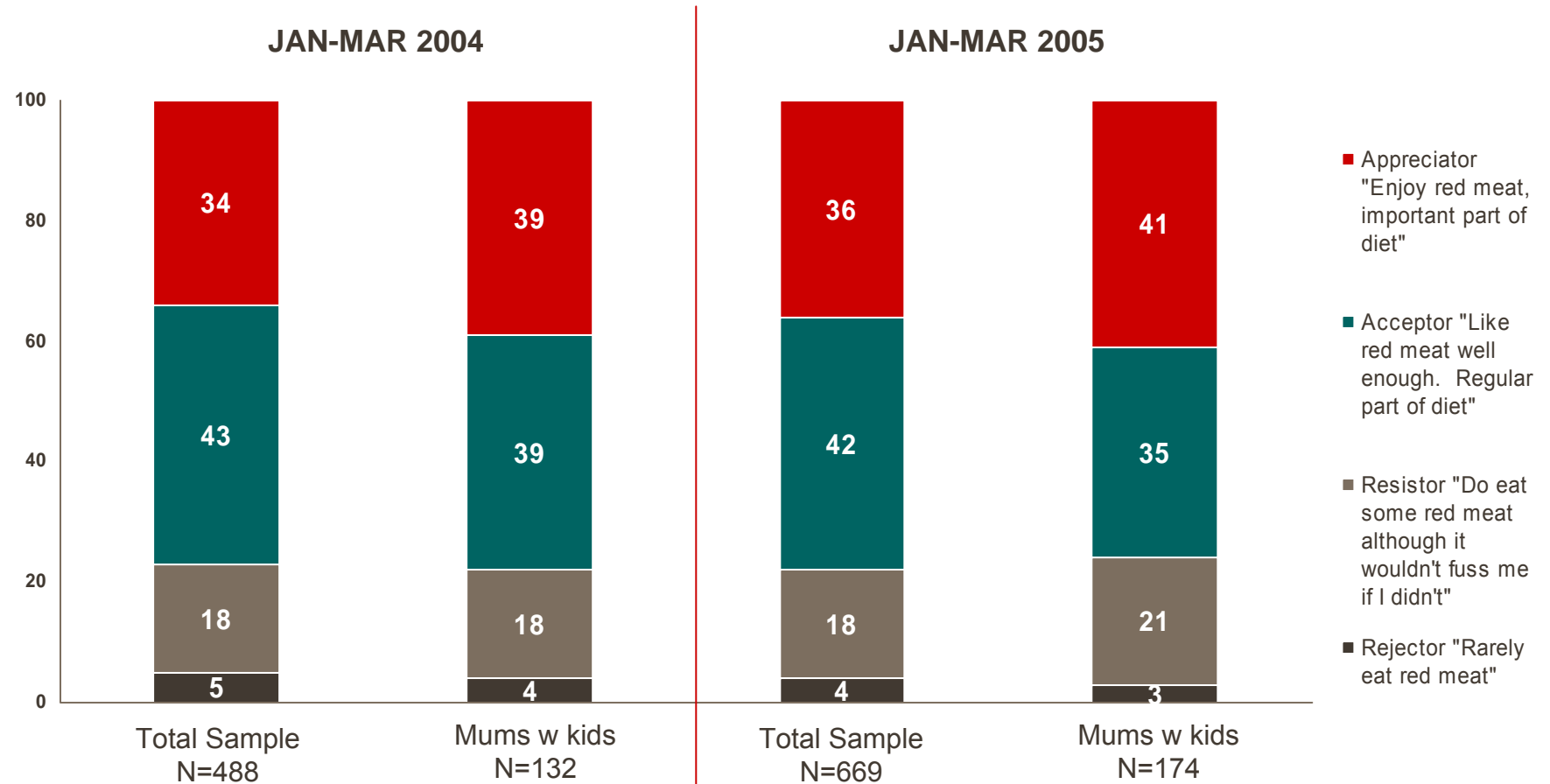
Size of Attitudinal segments over time



BASE: TOTAL SAMPLE, ROLLING 4 WEEKLY DATA (JANUARY 2004 – MARCH 2005)

**APPRECIATOR BASE INCREASING COMPARED TO END OF 2005.
RESISTORS DECREASING, ALTHOUGH A LIKELY MOVE TO REJECTORS.**

Attitudinal segments



BASE: TOTAL SAMPLE (JANUARY-MARCH 2004 (NOTE: QUESTIONS ONLY INCLUDED FOR FEB-MAR)); TOTAL SAMPLE (JANUARY-MARCH 2005)

NO DIFFERENCE BETWEEN OUR CORE TARGET AND TOTAL SAMPLE

Key Issues

1. Lamb needs to reach TOM KPI from 14% to 22%
2. Lamb needs to reach Quality/Taste KPI from 17% to 19%
3. Red Meat needs to reach Health Benefits KPI from 34% to 37%

How are we going to reach lamb TOM KPI?

Already moving towards higher TOM at end of Qtr 1 due to impact from Soccer Path

Again, exemplifying power of back to back lamb/Red meat campaigns

We should be able to ride on the end of this activity

Stuart campaign back on air in May

We know from tracking in 2004, this campaign had a directional impact on TOM

In isolation from Red Meat, Stuart worked well to increase TOM, so now we would expect it to perform strongly following on from Soccer Path

We need to monitor competitor activity closely

Whilst we can do everything possible to ensure we generate campaigns which 'hit' our target to ultimately boost TOM, we need to be prepared for competitive activity (such as Chicken, Fish, Pork) which have the ability of 'stealing' Lamb TOM share

How are we going to reach Taste/Quality KPI imagery for Lamb?

Stuart campaign back on air in May

We know from online evaluation in October 2004, and tracking results that Stuart performed well at driving perceptions of deliciousness

As such, this campaign has the opportunity to increase consumer attitude towards the juiciness/tenderness of lamb and as such has the ability to boost consumer willingness to pay more

This campaign also has the ability to regenerate positive perceptions of lamb in terms of a warm and sharing meat for 'special' meal occasions

How are we going to reach Health Benefits KPI for Red Meat?

All categories (Red Meat, White Meat, Fish/Seafood) are 'maintaining health benefit messages' – there is no new news!

Planned campaign has potential to break through

From a brand variant level, Fish currently has some 'momentum' in terms of being seen as an integral part of a healthy diet and essential for vitality and well-being

Potentially, a counteraction to fish required to boost relative associated health benefits

A message moving forward for 2005/2006 strategy to help differentiate ourselves from Fish

Alternatively, counteracting increases in association with cholesterol may assist growth in belief of health benefits