

FINAL REPORT TO THE MEAT RESEARCH CORPORATION

Project DAV104

Improving Consistency of Lamb Supply

Victoria, Tasmania and South Australia

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**AGRICULTURE
VICTORIA**

A business of the
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and Environment

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IMPROVING CONSISTENCY OF LAMB SUPPLY

Project Number: DAV104

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1. ABSTRACT

The Lamb Industry Strategic Plan (LISP) was initiated to address the critical success factors relevant to a "plate to paddock" approach from the lamb industry.

LISP has a target of a lamb industry worth \$2 billion by the year 2000. This Meat Research Corporation (MRC) supported project was one initiative to help achieve this target.

The objectives of DAV104, by December 1996, were to:

- (i) Have at least 5,000 lamb carcasses marketed per week through alliances.
- (ii) Transfer responsibility for group facilitation to group members.

There were two major alliances operating in Victoria and, by December 1996, an average of 8,700 lamb carcasses were marketed per week over the hooks to them. Through LIDS monitoring the monthly percentages of Trim lamb ranged from 42% to 73% of throughput.

The number of lamb groups established in Victoria grew from 10 to 13 with the total lamb turnoff from these groups rising from 390,000 to over 450,000 lambs each year. All groups have a producer president but the Department of Natural Resources and Environment (DNRE) has continued to facilitate most groups. The South West lamb group facilitates it's own group activities and is seen as a model for other groups around the State.

2. EXECUTIVE SUMMARY

2.1 The main emphasis of this project was to develop strategies and actions to overcome problems in supply and quality of lambs. The two main strategies were:

- ★ Concentrate on groups of lamb producers and their agents rather than servicing individual producers.
- ★ Focus on producers whose lambs were traded through quality focussed alliances seeking to market under company brands with value based marketing systems for procurement.

2.2 Supply management plans were developed with nine (9) Lamb Marksman groups with a total of 106 responses. This is about one third of Marksman group members. This information was sent back to all group members and AMLC to assist with lamb forecasting. Lambs were divided into three main carcass weight categories:

light < 17kgs

trade 17-20kgs

heavy 21-35kgs

Individual results were provided on a confidential basis and regular updates were not requested. We have encouraged all Lamb groups to develop their own supply management plans so they share trucking for over the hooks marketing. The plan could regularly be updated at each lamb group meeting but the members must see individual benefits for them to do it.

2.3 Meetings were held with three lamb alliances. Two of these alliances operated in Victoria in 1997.

Our staff assisted in butcher and producer evenings across Victoria for the TABLERITE program. 200 producers (beef and lamb) paid the \$100 TABLERITE joining fee.

A code of practice was developed for Texel lamb and draft proposals for price setting mechanisms and forward contracts were developed. Only small numbers of lambs were traded through this alliance.

Several meetings were held with CASMARK management but no direct assistance from Agriculture Victoria was requested. Many CASMARK producer members were in existing Lamb Marksman groups.

2.4 Agriculture Victoria was willing to assist alliances in SA and Tasmania during this project but as there were no established alliances, support was focussed in Victoria.

2.5 The project objective, by December 1996, was to have at least 5,000 lamb carcass equivalents marketed per week through Product Development Officer (PDO) assisted alliances. The achievement was actually 8,700 carcasses per week by December 1996.

Actual recording of LIDS information occurred in two abattoirs, one domestic and one export. The domestic plant trades largely in lambs 16-20kg carcass weight and the exporter prefers lambs 20kg+. Both prefer lambs to be Fat Score 2 + 3. For 1996 at the domestic plant the monthly percentage of Trim lamb ranged from 52.9% to 72.6% and Elite lambs from 1.3% to 9.3%. For the exporter, in the months from March to November, monthly percentage of Trim lamb ranged from 42.6% to 57.4% and the Elite lambs ranged from 7.2% to 20.3%.

- 2.6 In December 1996 there were 13 Lamb Marksman groups operating across the State. The number of groups increased from 10 to 13 and the projected number of lambs marketed from these groups increased from 390,000 to 450,000. All of the lamb groups met to share ideas at the Victorian Lamb Development Team (VLDT) launch at the MCG in November 1996. They have now formed an overarching body called Victorian Lamb Producers which is working with VLDT to initiate and deliver industry driven programs.
- 2.7 Training and facilitation programs were offered to the major agencies in Victoria. WESFARMERS took up this offer and met with key clients. Their staff then ran several regional workshops to build on this program and promote the services they offered. WESFARMER staff also attended producer group meetings across the State.
- 2.8 One of the other major objectives of this project was to transfer the responsibility of group facilitation and management to private agencies or group members in at least 80% of producer groups assisted by Agriculture Victoria. We did not achieve this goal and in fact, we believe it is unrealistic and may be undesirable for this to occur.

The South West prime lamb group produces approximately 100,000 lambs and is facilitated by a local lamb producer, Kate Joseph. This group have a business plan funded through a PIRD grant and have clear directions for the future. They serve as a model for a self driven independent group.

- 2.9 DAV104, funded as part of MRC's interim R&D program has continued to provide the building blocks for a quality assured customer driven lamb industry. It was an important link between the Prime Lamb key program and the new Lamb Consistency program.

3. RECOMMENDATIONS

- 3.1 Producers in lamb groups must be provided with training opportunities to become "self sufficient". WIGS and other personal development opportunities such as the Marcus Oldham leadership course are essential to equip the lamb groups' future leaders with the necessary groups.
- 3.2 Whilst some information collected in alliances may be confidential, it is important that "best practice testimonials" be widely circulated to encourage a critical mass of industry participation in these programs.
- 3.3 A concerted marketing effort is required to demonstrate to processors that monitoring throughput of lambs for various specifications, purchased by different methods, is important to their business.
- 3.4 With strong export demand and the current shortage of heavy lambs, it is difficult to gain processor support for price grids as they are currently formatted. Long term quality assured relationships between producers, processors and retailers, with flexibility in pricing, is probably more relevant than detailed price grids.
- 3.5 The position of Product Development Officer (PDO) and Market Development Officer (MDO) will assist the "New Trim Lamb" trial with AMLC to be successful.

4. PROJECT OBJECTIVES

4.1 The objectives of project DAV104 were two fold:

- (i) By December 1996, to have at least 5,000 lamb carcass equivalents marketed per week through PDO assisted supply alliances in Victoria, Tasmania and South Australia that aim to provide a consistent product to fulfil customer requirements. These include alliances already running and those in which Agriculture Victoria may only have a minor role in the future, but which can be monitored for performance.
- (ii) By December 1996, to successfully transfer the responsibility for group facilitation and management to private agencies or designated group members in at least 80% of producer groups assisted by Agriculture Victoria in 1995/96 and 1996/97.

5. RESULTS & DISCUSSION

Barry Warren was appointed as the Product Development Officer to this project in February 1996. His role was to build on the networks of producer groups, cooperating processors, wholesalers, retailers and Agriculture Victoria staff developed under the previous Prime Lamb Program. The existing network of departmental lamb staff, the Market Development Officer (MDO) employed on AMLC funding and local AMLC staff all assisted in working towards the objectives of this program.

5.1 ALLIANCES

The initial project brief was to improve the consistency of lamb supply in Victoria, Tasmania and South Australia. No alliances were established in Tasmania or South Australia in 1996. The MRC project co-ordinator, Laurie Thatcher, was involved in all branded lamb alliances and he agreed we concentrate in Victoria until he informed us of any assistance required in the other two States.

A considerable amount of effort was involved in liaison with new and existing alliances.

Casmark - Castricum Brothers. Dandenong

The Casmark Alliance was operational and had over 70 producers selling lambs to the alliance, before this project commenced.

Figures collected by Casmark up to the end of January 1996 show trends between lambs delivered from alliance members and other Over The Hook (OTH) sales. They indicated both skin prices and export lamb carcass prices were higher for alliance members.

A meeting on 26 March with Stuart Castricum and Scott Jaques from Castricums brought us up to date on Casmark's progress, their future aims and where Agriculture Victoria may be able to assist.

To obtain weekly information on lamb carcass weights, fat scores and skin values, Castricums agreed to supply Cheryl Plant (Ag Vic) with discs on daily production data. A computer program was formatted at ILAD to extract information on individual data for Alliance and Non Alliance OTH sales and Castricums purchases from saleyards. With this information, monthly benchmarking was monitored.

From the data available on purchasing methods for 1996, the trends were very encouraging.

	<u>% Trim</u>	<u>% Elite</u>
CASMARK Purchases	60%	28%
OTH Purchases	45%	16%
Saleyards	45%	17%

Kaye Coates (Ag Vic) advised on the microbiology services she could provide to Castricums. They included estimated shelf life of boxed and lamb carcasses and assistance in setting up HACCP programs and assessing the effect of a full belly blow on lamb skin values and carcass contamination.

Ag Vic offered to assist Castricums with the alliance CASMARK, with training for producers, retailers and plant staff. The PDO who had auditing skills offered to assist with the on-farm QA. These offers were not taken up specifically for CASMARK, but many CASMARK suppliers were lamb group members.

Festival Alliance

This alliance consisted of 4 processors and over 72 Festival stores. The processors were:

- ★ Prom Meats, Foster
- ★ Vodusek Abattoirs, Cobram
- ★ Penney and Lang, Carisbrook
- ★ MC Herd, Geelong

The alliance required approximately 2,100 lambs and 250 cattle per week. The lambs were sourced from existing OTH sales, CALM, paddock sales and saleyards.

Ag Vic held regular meetings with Phil Davies (Prom), Gary Briggs (Festival) and the 4 processors in the alliance.

Over The Hooks grids were completed for the four processors. On reflection they were too detailed for three of the four processors and most producers. Basic over the hooks trading with inspection by works buyers would be a better step to establish trust and rapport. Not all processors and their staff were committed to value based marketing.

Festival distributed a newsletter to members to keep them informed of progress. DNRE mailed the first newsletter to all producers on the Lamb Marksman mailing list. Over 400 producers and agents returned an expression of interest enclosed in the newsletter to join the Tablerite program. A total of 9 information meetings were conducted throughout Victoria in August to advise them on the Festival alliance and answer questions on the Producer Package and their nearest processor.

Jon Harpley has been the DNRE/MRC client manager for the Festival alliance and he has provided more detailed reports to the MRC lamb program coordinator.

Texel Alliance

Ron Harris was the DNRE/MRC client manager for the Texel alliance. He attended all the planning meetings and developed a Code of Practice for Texel alliance suppliers (see Appendix 7). Draft proposals for price setting mechanisms and forward contracts were also prepared. Whilst the company structure and business plan for the Texel alliance appeared good, the alliance never clearly established the merit of their new product over their competitors. DNRE offered to do detailed yield and meat quality analysis but this option was not taken up. Limited numbers of lambs were traded through the Texel alliance.

General Alliance Discussion

Whilst DNRE staff believe price grids offer the clearest price signals they appear too complex for many industry participants. This, combined with strong export demand for heavy lambs, meant most exporters went "back" to over the hooks prices with some penalties if over 20% of the lambs were fat score 5.

Given the limited confidence producers and NRE have in some abattoir fat measurements and monitoring, this may be a more realistic option. The additional benefits of suppliers following agreed quality assurance procedures may be more critical than if 5% more lambs meet ideal specifications.

MRC and NRE have placed a lot of resources into branded lamb alliances. For these projects to benefit motivated industry participants, the "best practice testimonials" need to be widely circulated to encourage involvement from other players.

5.2 PRODUCER NETWORKS

The Lamb Marksman group networks across the State have been the focus of the producer networks. More detail on this network is provided in the DAV069 report.

5.2.1 Lamb Supply Forecasts for Marksman Groups

A survey was sent to all Marksman group members in March 1996 to help develop lamb supply forecasts. Each member was asked to provide expected turn off over the next 12 months on a monthly basis. This also included estimated carcass weights in three main categories:

H	Heavy	21-35kg	HSCW	Fat Score 2 + 3
T	Trade	17-20kg	HSCW	Fat Score 2 + 3
L	Light	< 17kg	HSCW	Fat Score 2 + 3

The questionnaire is included as Appendix 1 and the group results are reported in Appendix 2.

Nine Lamb Marksman groups provided 106 responses to the Lamb Supply Management Plans. This is about one third of all Marksman group members.

For the 1996 calendar year, the summary covered 99,000 lambs expected to be sold. The expectations were:

30%	Heavy	21-35 kg carcass weight
66%	Trade	17-20kg carcass weight
4%	Light	<17kg carcass weight

The monthly totals for 1996 fluctuated from 5,355 (June) to 20,460 (December). The December figures were dominated by the South West Lamb Group which estimated 13,230 lambs would be sold in this month. Apart from December, the estimated turnoffs fluctuated from 5,355 (June) to 9,140 (August). The summary results were sent to AMLC to compare with their forecasting but no direct comparison has been received by DNRE.

Details of the summary were returned to each group for their information. Due to the embryonic development of a lot of groups, group marketing had not occurred and some producers did not appreciate the relevance of the Supply Management Plan for co-ordinating loads of lambs from a particular district.

5.2.2 Lamb Marksman Workshop - Report of Group Activities

On 20 November 1996 group presidents from all the lamb groups met and discussed activities their groups were involved with. This meeting was inspirational and formed the basis for the over arching Victorian Lamb Producers (VLP) which was formed in 1997. This group meets regularly and is working with the VLDT to develop industry driven programs. Appendix 3 lists the group reports from this day.

5.2.3 Transferring Responsibility of Group Facilitation

One of the major project objectives was to transfer responsibility of group facilitation and management to private agencies or group members in at least 80% of producer groups assisted by Ag Vic. We did not achieve this goal and in fact, we believe it is unrealistic for this to occur.

All Lamb Marksman groups have producer presidents. DNRE/Ag Vic provide secretarial and technical support to the groups. The groups have been operating from three years to less than 6 months. Each group vary in their advancement as a group. All DNRE staff assisted groups have attended facilitation and Working In Groups (WIGS) training. We have strongly promoted the WIGS course to all lamb groups and are looking at options for leadership training amongst group members. By promoting the acquisition of these skills, we believe groups will be better equipped to be self sufficient.

Skilled facilitation is essential for groups to develop and it is risky to withdraw this service to the groups, but ultimately they will need to improve their goal setting and achievement of joint goals (Group - DNRE/MRC) to continue receiving support.

The South West prime lamb group produces approximately 100,000 lambs and is facilitated by a local lamb producer, Kate Joseph. This group have a business plan funded through a PIRD grant and have clear directions for the future. They serve as a model for a self driven independent group.

5.3. AGENCY/MAJOR SUPERMARKET INVOLVEMENT

DNRE continually reinforced the important role a pro-active agent could play with lamb groups. Lindsay Maddison, Victorian manager of Wesfarmers-Dalgety, accepted our invitation to develop a program for their staff across the State. At this workshop; buyers from Coles and Safeway spoke about specifications and the role they saw for agents. Seamus O'Connor from Coles clearly outlined their future requirements for heavier lambs. This message appeared new to most agents who interacted with the Coles lamb buyers. Coles specifications were as follows.

TABLE 1 Coles Lamb Specifications 1996

	<u>Weight</u> <u>Range</u>	<u>Preferred</u> <u>Fat Score</u>	<u>%</u> <u>Required</u>
Side Lamb	12 - 16kg	2	15%
Trade Lamb	16.1 - 20kg	2 + 3	70%
Heavy Lamb boneless cuts	20.1 - 25kg	2, 3 + 4	15%

Stephen Rennie, Woolworths, stated their ideal specifications were 17-25kg carcass weight, fat score 2 + 3.

The whole strategy of involving the two major Victorian supermarkets with the agents was to achieve larger numbers of lambs sold over the hooks meeting the purchasers requirements. Whilst branded lamb alliances are the preferred option for value based marketing with full feedback up and down the chain, we still need to help producers and agents get some feedback by over the hooks marketing as the first step. The major supermarkets must be actively promoting this concept to achieve the "critical mass" needed for changing the producers' and agents' culture.

Appendix 4 details the program for the day. Regional staff from this company organised several follow up activities in their own areas. Lindsay Maddison wrote to all producer group presidents seeking involvement with the groups. The majority of lamb groups invited the local Wesfarmers agent to a meeting.

At the request of Woolworths senior management. Ag Vic developed a computer program to provide a modified lamb feedback sheet. This sheet shown in Appendix 5 was designed to provide a simple summary for Woolworths lamb buyers. The program end print outs were provided to Mr Peter Keppel at Safeway.

5.4. LIDS MONITORING OF WORKS THROUGHPUT (CONFIDENTIAL)

Monitoring of progress is essential to demonstrate any change. DNRE staff approached all processors involved in alliances to be part of the monitoring program but only two processors established programs using LIDS information. There was one domestic and one export abattoir.

Whilst Ag Vic supplied regular reports back to the two abattoirs supplying LIDS data, it was sometimes difficult to get the discs from the export abattoir. Ideally we would like at least five co-operating processors supplying data to gain a more accurate picture of changes taking place in the industry. This will only occur if we can demonstrate to the processors that this monitoring or benchmarking is a valuable management tool for them.

The domestic plant trades largely in lambs 16-20kg carcass weight and the exporter prefers lambs 20kg+. Both prefer lambs to be Fat Score 2 + 3. For 1996 at the domestic plant the monthly percentage of Trim lamb ranged from 52.9% to 72.6% and Elite lambs from 1.3% to 9.3%. The total lamb kill per month in this plant varied from approximately 5,000 to over 10,000 per month. We do not have a complete monthly data set for the exporter due to server difficulties but in the months from March to November, monthly percentage of Trim lamb ranged from 42.6% to 57.4% and the Elite lambs ranged from 7.2% to 20.3% whilst the exporter had more Elite lambs it had a lower percentage of Trim lambs. This is due to more of the lambs over 20kg carcass weight being fat score 4.

It is particularly pleasing to note that the domestic plant, with skilled buyers and a strong commitment to value based trading, were able to achieve a 60% average throughput of Trim lambs for the 1996 calendar year. The data collected from these works provided confidence to AMLC that the correct raw material would be available for the New Trim Lamb launch which was due to commence in Melbourne in early 1997. The percentage of lambs meeting Trim and Elite specifications tend to peak in the autumn of most years.

5.4.1 Works Estimations of Numbers Meeting Preferred Specifications
(CONFIDENTIAL)

One of the project objectives was:

By December 1996, to have at least 5,000 lamb carcass equivalents marketed per week through PDO assisted supply alliances.

As only two processors had LIDS monitoring in place or available, the only way we could determine our success was through interviewing key staff at co-operating plants.

TABLE 2 OTH trading in Lamb Alliances - December 1996

<u>Plant</u>	<u>Lambs Traded</u> <u>OTH/Week</u>	<u>Meeting</u> <u>Specification</u>
Castricums	1,500	70%
Vic Farms	500	60%
Prom	2,160	80%
Vodusek	2,500	60%
Penney & Lang	250	70%
Herds	<u>1,875</u>	<u>65%</u>
	8,785	67%

It is difficult to gain accurate data on the number of lambs meeting specifications from LIDS information. Lambs may appear out of specifications but there may be a special order, e.g. side lambs. Abattoir management often reply "we have a market for all lambs". This attitude is slowly changing but certainly most wholesalers don't want to be tied into tight specifications from retailers for lambs.

6. ACTIVITY LIST SUMMARY

The following activity list summarises the training and networking that helped achieve DAV104 objectives.

ACTIVITY REPORT FOR DAV104, 1996

MONTH	DATE	LOCATION	GROUP	DISCUSSION	ATTENDANCE	
March	18	IIAD Rutherglen	Festival alliance	Alliance progress	6	
	21	Yarrawonga	Processor, Ag Vic, & Festival Reps	Producers involvement	9	
	22	Cobram Abattoirs	Processor & Ag Vic	Processors involvement	6	
	26	Castrium Abattoirs	Processor & Ag Vic	Ag Vic involvement	6	
April	1	Picola	Producers	Starting a Marksman Group	10	
	2,3 & 4	Echuca	WIG Workshop		7	
	9	Bridgewater	Marksman Group	Festival Alliance	10	
	11	Elmore	Marksman Group	Festival Alliance	15	
	15	Melbourne	Aust Texel Corp Producers, Ag Vic	Texel Alliance	19	
	16	Pyramid Hill	Marksman Group	Festival Alliance	10	
	16	Swan Hill	Murray Mallee Marksman Group	Festival Alliance	24	
	18	Bunnaloo	Rich River Marksman Group	Workshop	17	
	19	Cowra	Sheep Extension officers NSW AG	Workshop	12	
	23	Horsham	Marksman Group	Festival Alliance	16	
	26	Echuca	Producers	WIG Workshop	7	
	May	8	Geelong	MC Herd Representatives	Processor Involvement	4
		9	Creswick	Penny & Lang Reps & Ag Vic	Processor Involvement	4
13		Shepparton	Festival Store Representatives	Festival Alliance Workshop	60	
15		Foster	Prom Meats Reps & Ag Vic	Processor Involvement	6	
16		Kyneton	Producers & Ag Vic	Lamb Assessment	4	
21		Cowra	Marketing Groups	Annual Meeting	40	
July	3	Cobram Abattoirs	Processor Reps & Ag Vic	Grids & forward contracts	4	
	12	Birchip	Field day	Lamb & Animal health exhibit	100	
	24-25	Attwood	Meat conference			
	26	Kerang	Marksman group	Workshop	30	
	30	Nathalia	Producers & Stock agents	Initiate a Lamb Marksman Group	10	

MONTH	DATE	LOCATION	GROUP	DISCUSSION	ATTENDANCE
August	7	Benalla	Producers & Agents	Festival Producers meeting	30+
	8	Wodonga	Producers etc	Meat Profit day	500
	8	Wodonga	Producers & Agents	Festival Producers meeting	50+
	13	Leongatha	Producers & Agents	Festival Producers meeting	40+
	15	Echuca	Rich River Marksman Group	Workshop	12
	19	Rutherglen	Marksman group	Group marketing	27
	21	Colac	Producers & Agents	Festival Producers meeting	30+
	22	Geelong	MC Herds & Ag Vic	Lamb Supply	2
	22	Carisbrook	Penney & Lang & Ag Vic	Lamb Supply	2
	26	Devenish	Producers	Lamb Marketing Systems	6
	27	Kerang	Producers & Agents	Festival Producers Meeting	50+
	28	Picola	Producers	Lamb Assessment Workshop	12
	September	4	IIAD Rutherglen		Livestock Field Day
10		Longwood	Producer	Lamb Assessment	3
12		Brim	Producers & Agents	Workshop	30+
16		Picola	Producers & Agent	Lamb Plan Workshop	11
24		Rutherglen	Producers	Lamb Plan workshop	8
October	2	Geelong	MC Herds & Ag Vic	Monitoring system	3
	7	Rutherglen	Lamb Marksman group	WIGS, marketing.	26
	14	Swan Hill	WIGS workshop		
	19	Rutherglen	Agric. Society Rutherglen	Assess lamb skins	
	21 & 22	Barnawartha	Agric. Society Rutherglen	Measure and Judge lamb carcasses	12
	28	Melbourne	Festival alliance	General meeting	10
November	20	Melbourne	Producers, processors, agents, retailers	Lamb group meeting and launch VLDT at the MCG	300+

Prime Lamb Producers

The Lamb Industry Strategic Plan recognises the continuing need for change within the lamb industry to bring it into the year 2000, strategies and activities have been identified across seven areas in the industry to do this.

One area is to provide customers with "quality assured" lamb and lamb products. This assurance will extend from the farm to the plate where consistent quality will be guaranteed.

A method to achieve this is through Branded lamb where there are strategic alliances between selected producers, processors and retailers. Producers within an alliance can be confident of attractive prices for lambs that meet Branded lamb specifications and feedback on carcass specifications.

The lamb carcass specifications of two possible alliances are;

- (1) 20 - 35 kg HSCW F/S 2-3
- (2) 17.5 - 21 kg HSCW F/S 2-3

A continuous supply is critical to Branded lamb products and processors are keen to source lambs from producers in existing and new Marksman lamb groups.

Agriculture Victoria is assisting alliances between producers, processors, retailers and end users. Product Development Officers (PDO) have been appointed in N.S.W. and Victoria to help supply management. I have been appointed PDO for Victoria and will be located at the Institute of Integrated Agricultural Development (ex Rutherglen Research Institute). In addition to developing alliances I will provide management training through workshops to enable producers to meet specific targets, help with on farm Quality Assurance and assist communications between producers and processors.

Where possible I will talk to all Marksman lamb groups within their next two or three meetings to provide further details on alliances and services available.

To assist both producers and processors in obtaining regular supply it would greatly assist me if you could fill in the questionnaire so we can obtain details on;

- (1) Number of suppliers in each group
- (2) Number of lambs for each supplier
- (3) Expected turn off over the next 12 months on a month by month bases and estimated carcass weight eg.

H	(Heavy) 21-35 kg HSCW	F/S 2 and 3
T	(Trade) 17-20 kg HSCW	F/S 2 and 3
L	(Light) < 17 kg HSCW	F/S 2

All questionnaires will remain confidential however, group details will be returned back to each Marksman lamb group for their benefit.

A stamped addressed envelope is enclosed for your convenience.



Barry Warren
Product Development Officer

13 March 1996

Prime Lamb Producer Questionnaire
Confidential

Marksman lamb group name _____
 Number of ewes joined _____
 Breed of ewes _____
 Breed of rams used _____

Estimated selling month and number of lambs sold for 1996
 (include 1995 drop lambs sold in 1996 and 1996 drop lambs to be sold in 1997)

1996

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1997

Jan	Feb	Mar	Apr	May	Jun	Jul
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

eg.

Jan	Feb	Mar	Apr	May
<input type="text" value="150 L"/>	<input type="text" value="/"/>	<input type="text" value="/"/>	<input type="text" value="400 T"/>	<input type="text" value="150 H"/>

= Jan 150 Light lambs sold
 Feb Nil
 Mar Nil
 Apr 400 Estimate Trade lambs to be sold
 May 150 Estimate Heavy lambs to be sold

Confidential and Optional

Producers name: _____

Postal address: _____

Phone number: _____

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	Jan '96	Feb '96	Mar '96	Apr '96	May '96	Jun '96	Jul '96	Aug '96	Sep '96	Oct '96	Nov '96	Dec '96	Jan '97	Feb '97	Mar '97	Apr '97	May '97	Jun '97	Jul '97	
BRIDGEWATER																				
<i>Number of responses from group:</i>			1																	
HEAVY	0	0	0	0	0	0	0	0	0	0	0	0	0	0	250	0	0	0	0	
TRADE	0	0	80	0	0	0	0	200	200	0	0	0	0	0	0	0	0	0	0	
LIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL	0	0	80	0	0	0	0	200	200	0	0	0	0	0	250	0	0	0	0	
CAMPASPE																				
<i>Number of responses from group:</i>			11																	
HEAVY	11	719	560	230	550	100	0	300	700	350	200	0	800	1,000	950	650	300	100	0	
TRADE	1,130	130	900	690	150	200	300	1,500	1,200	480	700	260	250	100	300	280	150	150	150	
LIGHT	0	0	0	0	0	0	0	0	0	0	200	0	0	0	0	0	0	0	0	
TOTAL	1,141	849	1,460	920	700	300	300	1,800	1,900	830	1,100	260	1,050	1,100	1,250	930	450	250	150	
KYNETON FARM ADV.																				
<i>Number of responses from group:</i>			10																	
HEAVY	0	0	200	400	400	0	0	0	0	150	0	200	100	0	400	400	500	0	100	
TRADE	1,130	130	900	690	150	200	300	1,500	1,200	480	700	260	250	100	300	280	150	150	150	
LIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL	1,020	220	750	740	665	100	200	0	0	150	900	1,330	1,250	750	500	870	700	50	100	
WIMMERA																				
<i>Number of responses from group:</i>			11																	
HEAVY	40	410	400	500	0	0	50	0	0	0	0	0	220	400	1,000	300	0	250	0	
TRADE	0	746	1,493	1,700	200	450	300	400	1,550	800	400	100	0	0	1,800	900	750	850	750	
LIGHT	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	
TOTAL	40	1,156	1,893	2,300	200	450	350	400	1,550	800	400	100	220	400	2,800	1,300	750	1,100	750	
MURRAY MALLEE																				
<i>Number of responses from group:</i>			18																	
HEAVY	221	635	225	330	550	980	920	1,000	1,300	400	0	0	100	1,600	1,250	750	750	650	450	
TRADE	1,061	130	290	500	250	0	1,150	3,000	1,550	550	0	0	350	600	750	1,050	250	0	0	
LIGHT	0	0	0	0	0	200	0	200	100	200	200	0	0	0	0	0	0	0	0	
TOTAL	1,282	765	515	830	800	1,180	2,070	4,200	2,950	1,150	200	0	450	2,200	2,000	1,800	1,000	650	450	
PYRAMID HILL																				
<i>Number of responses from group:</i>			8																	
HEAVY	1,008	895	100	900	800	550	0	150	150	100	0	150	750	800	100	350	850	600	0	
TRADE	200	100	150	100	350	450	1,100	1,600	950	250	100	100	100	200	100	200	100	150	200	
LIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL	1,208	995	250	1,000	1,150	1,000	1,100	1,750	1,100	350	100	250	850	1,000	200	550	950	750	200	

	Jan '96	Feb '96	Mar '96	Apr '96	May '96	Jun '96	Jul '96	Aug '96	Sep '96	Oct '96	Nov '96	Dec '96	Jan '97	Feb '97	Mar '97	Apr '97	May '97	Jun '97	Jul '97
RUTHERGLEN																			
<i>Number of responses from group:</i>			11																
HEAVY	170	250	500	500	480	400	800	0	0	0	0	0	250	500	550	500	400	770	370
TRADE	258	396	200	200	100	200	300	540	1,200	2,350	1,700	100	600	300	100	100	100	0	0
LIGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	428	646	700	700	580	600	1,100	540	1,200	2,350	1,700	100	850	800	650	600	500	770	370
WOOLSTHROPE & DIST.																			
<i>Number of responses from group:</i>			15																
HEAVY	86	850	1,113	300	450	250	700	0	0	0	0	300	1,150	1,100	1,600	200	550	250	200
TRADE	2,224	1,206	1,830	1,200	850	1,125	300	250	0	240	500	4,890	2,700	2,100	800	1,100	1,200	1,550	0
LIGHT	230	282	189	0	800	350	0	0	0	0	0	0	300	250	0	0	0	350	0
TOTAL	2,540	2,338	3,132	1,500	2,100	1,725	1,000	250	0	240	500	5,190	4,150	3,450	2,400	1,300	1,750	2,150	200
SOUTH WEST																			
<i>Number of responses from group:</i>			21																
HEAVY	0	0	0	0	0	0	0	0	0	0	0	4,400	875	3,275	4,050	2,150	1,190	1,410	0
TRADE	0	0	0	0	0	0	0	0	0	0	580	7,400	3,225	2,575	1,070	1,650	1,450	1,300	845
LIGHT	0	0	0	0	0	0	0	0	0	0	100	1,430	1,750	0	130	100	0	600	100
TOTAL	0	0	0	0	0	0	0	0	0	0	680	13,230	5,850	5,850	5,250	3,900	2,640	3,310	945
OVERALL TOTALS																			
<i>Total number of responses:</i>			106																
HEAVY	1,536	3,759	3,098	3,160	3,230	2,280	2,470	1,450	2,150	1,000	200	5,050	4,245	8,675	10,150	5,300	4,540	4,030	1,120
TRADE	5,893	2,928	5,493	4,730	2,165	2,525	3,650	7,490	6,650	4,670	4,880	13,980	8,375	6,625	5,020	5,750	4,100	4,050	1,945
LIGHT	230	282	189	100	800	550	0	200	100	200	500	1,430	2,050	250	130	200	100	950	100
TOTAL	7,659	6,969	8,780	7,990	6,195	5,355	6,120	9,140	8,900	5,870	5,580	20,460	14,670	15,550	15,300	11,250	8,740	9,030	3,165

GRAND TOTAL for Jan '96 to Jul '97

	Number	Perc %
HEAVY	67,443	38.2
TRADE	100,919	57.1
LIGHT	8,361	4.7
TOTAL	176,723	100.0

GRAND TOTAL CALENDAR YEAR for Jan '96 to Dec '96

	Number	Perc %
HEAVY	29,383	29.7
TRADE	65,054	65.7
LIGHT	4,581	4.6
TOTAL	99,018	100.0

GRAND TOTAL FINANCIAL YEAR: July '96 to June '97

	Number	Perc %
HEAVY	49,260	37.7
TRADE	75,240	57.6
LIGHT	6,110	4.7
TOTAL	130,610	100.0

Victorian Lamb Development Team Seminar

20 November, 1996

Lamb Marksman Workshop

Summary

Victorian Lamb Development Team Seminar 20 November, 1996 Lamb Marksman Workshop

Introduction/Background

This is the first gathering of all the lamb groups operating in Victoria under the Lamb Marksman banner. All the groups have producer presidents and the group activities are strongly driven by the membership. DNRE staff provide various levels of technical and secretarial support. The aim of today's meeting is to:

Find out what other lamb groups are doing.

Explore future opportunities for lamb groups to work together.

A representative of each group has been invited to present a five minute address. We would like each group to cover;

Group location and commencement date

Number of members and lambs sold

Objectives of the group

How are you meeting the objectives

What are the future opportunities for the group.



Summary of Lamb Group Activities

Rich River Lamb Group

Based at Echuca, covering Rochester, Torrumbarry, Bunnaloo, Womboota, and any where else in a 50 km radius of Echuca. The group formed in early 1996 and has 25 paid members, turning off 25,000 lambs (80% as suckers for July to October sale) per year.

Activities undertaken:

LAA (Live animal assessment) course (April), Bruce Peat (Echuca Abattoirs, June), LAA at Echuca Abattoirs and LAMBPLAN field day (August), IIAD (Rutherglen) lamb field day (September), Dr Leo Cummins, talk on sheep reproduction (October)

Planned activities:

February-pasture assessment workshop

Contact person: *Dennis Graham (03) 5489 7200*



Bridgewater Lamb Group

Based around Bridgewater on Loddon. The group formed in early 1995 and has 18 members, turning off 8,000 lambs per year.

Group Objectives:

'To better educate producers and grow lambs for market..., learning to make best use of government agencies..., alliances, QA, producing to meet specs and marketing...'

Activities undertaken:

LAA including chiller assessment (July 95), LAMBPLAN field day (August 95), Retailers Night at Bendigo (used PIRD to fund this, September 95), Wormplan focus group, visits to local butchers to promote lamb

Planned activities:

Feel as though they are lacking a leader, also want to 'work with' other lamb groups to make the most of everybody's skills and experience.

Contact person: *Colin Hokin (03) 5437 5228*

Penny Wall (03) 5448 8201



Picola Lamb Group

Based around the Picola, Nathalia area from Strathmerton to Rich River. The group has not officially formed yet (expected to have official start date after Christmas). Most members have irrigation and are aiming for the 'early sucker' market.

Group Objectives:

Most members are aiming for consistent product and lambs

Activities undertaken:

LAA day, LAMBPLAN field day (September)

Contact person: *Neville Holland (03) 5869 1275*



Heywood Advance Breeders

Based around the Heywood and Cashmore areas. The group formed in 1991 and has 8 members. The group consists of 6 flocks with 1000 ewes, looking to produce lambs at 18-30 kg weights and is currently producing 20,00 lambs/yr (up to 30,000 if include clients lambs)

Group Objectives:

To breed sheep with genetics for high eye muscle, low fat and high growth rate. Use an 'open breeding policy' ie not concerned with breed just the best genetics available.

Activities undertaken:

PIRD for the formation of the group and co-ordination to get them started. 'Super PIRD' for looking at the carcass characteristics of sheep carrying the 'Rose' gene for double muscling. Using CALM assessments and kill sheets to look at progeny performance

Planned activities:

New project to look at understanding the Feed Conversion Efficiency of young rams with the view of selecting 70/yr for a breeding program.

Starting to focus on maternal genetics to improve this side of the prime lamb production system.

Contact person: *Trevor Troeth (03) 5527 1877*

John Keiller (03).5526 5248

Pyramid Hill Prime Lamb Group

Based around the Pyramid Hill area. The group formed in 1992 and has 25 members, turning off 40,000 lambs per year (half as suckers, the rest as export or stores for finishers)

Group Objectives:

'To increase producers knowledge of the lamb industry and provide an increasing number of options for the marketing of lambs'

Activities undertaken:

One goal was to get \$100 for a lamb, achieved a maximum of \$107/hd for top run with the average of \$96/hd (\$2.80 per kg). Group has hosted guest speakers, run workshops and a PIRDS finishing trial, looked at cryptorchids, increasing marketing options for lambs, improved its knowledge of the lamb industry and really increased in strength over the last 5 years. Group has had the strong support and involvement of local stock agent, Darryl Holt (VPC).

Planned activities:

To increase marketing skills/opportunities
Improve the consistency of supply
Increase agency involvement

Contact person: Charlie Parkinson (03) 5455 1231

Loddon and Murray Prime Lamb Group

Based around Kerang. The group formed in 1996 and has 40 members, turning off 40,000 to 50,000 lambs per year.

Group Objectives:

Utilise all year round potential

Activities undertaken:

June - goal setting exercise, July - LAA, market specifications and LAMBPLAN field day, September - Bob Walker (Woolworths)

Planned activities:

FLOCKCARE seminar

Contact person: Geoff Davey (03) 5452 2438

Murray Mallee Prime Lamb Producer Group (Swan Hill to Ouyen)

Based around Swan Hill, Ouyen and into NSW. The group formed in 1994 and has 55 members, turning off 100,000 lambs per year.

Group Objectives:

Main aim is to 'Reduce the risk and increase the profit of prime lamb production and marketing in the Murray Mallee area'

Activities undertaken:

Into 2nd year of PIRDs finishing trial looking at 3 different finishing systems. Has participated in at least 2 study tours and has made contact with a number of other groups. They have also had numerous guest speakers, run a LAMBPLAN ram demonstration, a Butchers and Chefs night, LAA and LAMBPLAN field days. Local stock agents have also been involved.

Planned activities:

Need to develop a more professional image and need to be more profitable

Contact person: Frank Fogarty (03) 54573257
Graeme Ritchie (03) 50376516

South West Prime Lamb Group

Based around Heywood. The group formed in 1994 and has 45 members, turning off 100,000 lambs per year, mostly self breed. Some producers turning off 5,000 to 9,000 lambs per year

Group Objectives:

Group is quite focused and is self driven
'Know produce and market our product'
20 kg lambs as 'suckers'

Activities undertaken:

Have a production focus on activities and has organised trips/meetings with other groups, seminars, LAA and LAMBPLAN field days

Planned activities:

Want to do a paddock to plate demo for new members
See future in marketing as a group and in alliances (maybe with other lamb groups)
Benchmarking (financial)
FLOCKCARE (are piloting the system)
Store sale on CALM

Contact person: Andy Satchell (03) 5578 2252
Kate Joseph (03) 5529 329

Wimmera Prime Lamb Group

Based around Horsham. The group formed in early 1995 and has 18 financial members, turning off 10,000 lambs per year.

Activities undertaken:

1996/97 objectives are production orientated
Group wants to explore feeding options for finishing lambs to specification, FLOCKCARE (understand enough to make an informed decision) and CALM (understand mechanics).

Planned activities:

Christmas dinner as a prime lamb cuts promotion

Contact person: Alan Nixon (03) 5384 6215
Richard Steere (03) 53874236

Campaspe Prime Lamb Group

Based around Elmore, Rochester, Axedale and Goornong. The group formed in 1995 and has 21 members, turning off 12,000 lambs per year.

Group Objectives:

Communication, stock health, feedback, marketing, education of self and others, dryland lucerne

Activities undertaken:

Activities undertaken so far included MC Herd visit, Worm Focus farm, skins workshop, PROGRAZE, visiting other members farms, sheep health with Dr Doug Harris, visit to the Animal Health Laboratory (Geelong)

Planned activities:

Expanding membership
Decreasing maternal fat score
Get agents active in the group
Special feature at next years Elmore Field days on the prime lamb industry

Contact person: Stan Trewick (03) 5432 6238



Kyneton Elite Lamb Group

Based around Kyneton and Woodend. The group formed in 1991 and has 25 members, turning off 15,000 lambs per year (with 50% sold by description)

Group Objectives:

Customer needs and requirements
Marketing options

Activities undertaken:

AUS-MEAT, CALM, PROGRAZE, AgVic workshops, pasture ready reckoner, trial shipment of lambs to Italy, 2 seminars hosted by producers, 2 PIRDs (\$17,00 total)

Planned activities:

Closer links to rest of lamb industry
reduce the them and us mentality
Quality with assurance

Contact person: Tom Walsh (03) 54241820

Arthur Hooppell (03) 5422 2152



Woolsthorpe and District Prime Lamb Group

Based NW of Warrnambool including Caramut, Hawkesdale, Yambuk, and South of Mortlake and Woolsthorpe. The group formed in 1993 and has 28 members, turning off 35,000 - 40,000 lambs per year (500 - 3000 lambs per producer per year).

Group Objectives:

Pasture assessment

Activities undertaken:

PROGRAZE, LAA, meat processor feedback, cryptorchids, marketing options, finishing systems

Planned activities:

Re-visit skills learnt to fine tune them

Contact person: Tony Leslie (03) 5560 6220

Frank Tobin (03) 55692204

Rutherglen Quality Lamb Group Inc.

Based around Rutherglen area including into NSW. The group formed in 1995 and has 40 members, turning off 30,000 to 40,000 lambs per year.

Group Objectives:

Aim to producer high quality lambs, make more money per ha, produce large, lean lambs as suckers and export lambs

Activities undertaken:

Group activities include; PROGRAZE, LAA, LAMBPLAN, guest speakers, tour of processors and trialing FLOCKCARE

Planned activities:

Trip to Heritage seeds at Howlong

Contact person: Andrew Vile (060) 357 245

WESFARMERS DALGETY TOUR
LAMB - VALUE ADDING

DATE: Wednesday 21 August, 1996

TIME: 9:30 am - 4:40 pm

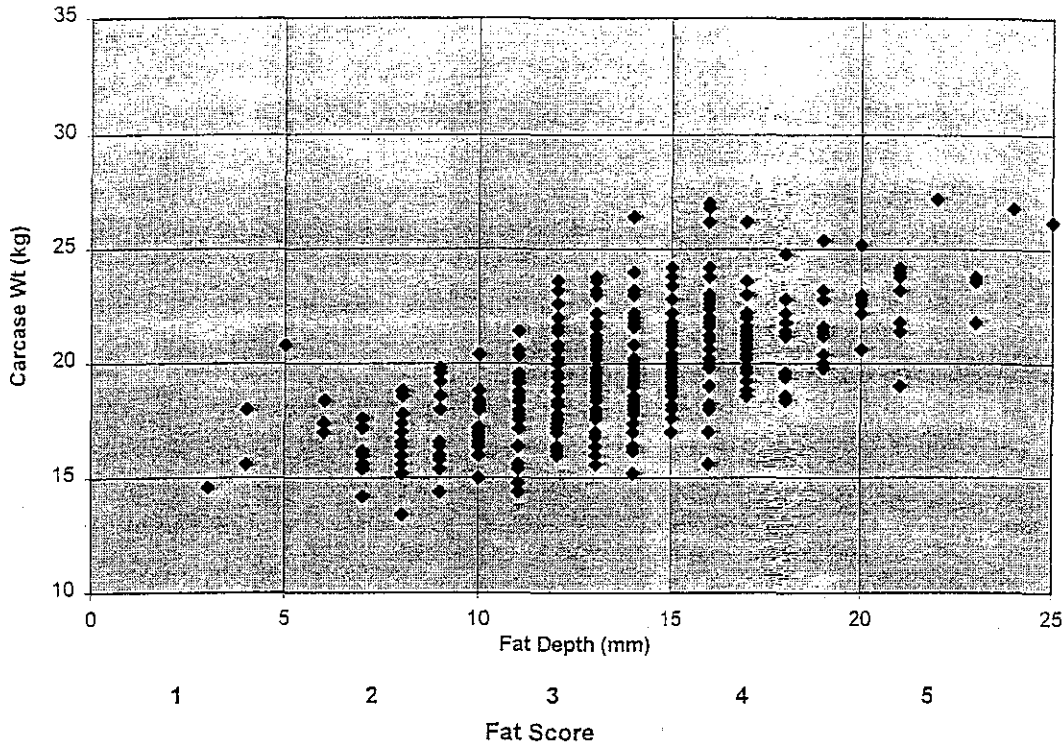
STARTING LOCATION: Board Room, Victorian Institute of Animal Science,
 475/485 Mickleham Road, Attwood
 (Melways Ref:Map 5,K2)

PROGRAM:

- 9:30 Arrive - tea and coffee
- 9:45 Introduction and Tour objectives - *Lindsay Maddison*
- 10:00 Agriculture Victoria's Lamb Program - *Ron Harris*
- 10:15 Coles Supermarkets new buying policy - *Seamus O'Connor*
- 10:55 Travel to Pacific Foods, Airport West - opportunities for agents in supply management and tour of boning room - *Ray Bryson*
- 12:30 - 1:00 Lunch + travel to Topcut
- 1:15 Topcut Foods, Epsom
 Role in the food service industry - *Tony Mandaliti*
(Return to Attwood)
- 2:30 Woolworths/Safeway
 Relationship marketing - *Stephen Rennie*
- 3:10 Sheepskins - The valuable co-product - *Hans Ruemelin, Bowron*
- 3:50 Value Based Marketing - Opportunities for agents at Castricum Brothers
 - *Stuart Castricum*
- 4:30 Take home messages - *Lindsay Maddison*
- 4:40 Close

LAMB FEEDBACK SHEET

A: Scatter Diagram



B: Purchase & Kill Details

Buyer: _____ Date Purchased: _____

Stock Source: _____ Date of Kill: _____

Avg Carc Wt: _____ Avg Fat Score: _____

Total No. Lambs Sold: _____ Skin Price: _____

Downlambs: _____ Condemnations: _____

C: Table of numbers in each Weight and Fat Score range

May 1996	FS 1	FS 2/3	FS 4	FS 5	TOTAL
Less 18.0 Kg	2	79	2	0	83
18.1 to 22.0 Kg	2	136	60	6	204
22.1 plus Kg	0	23	27	9	59
TOTAL	4	238	89	15	346

% Trim & % Elite Lambs for 1996 Calendar Year*Trim Lamb numbers also include lambs classified as Elite Lambs.***Domestic Abattoir:**

Month	Total Killed	% Trim	% Elite
January	7,110	59.2 %	4.6 %
February	5,924	68.8 %	4.8 %
March	7,397	72.6 %	9.3 %
April	8,650	67.5 %	6.8 %
May	9,575	65.3 %	6.4 %
June	7,395	66.8 %	5.5 %
July	5,073	60.2 %	5.0 %
August	7,653	60.8 %	1.3 %
September	9,095	64.6 %	4.7 %
October	10,564	59.5 %	8.6 %
November	9,193	52.9 %	6.0 %
December	12,214	54.9 %	6.1 %
Monthly Avg	8,320	62.8 %	5.8 %

Export Abattoir:

Month	Total Killed	% Trim	% Elite
January (n/a)			
February (n/a)			
March	43,415	50.3 %	20.3 %
April	40,384	46.7 %	17.5 %
May (1-10th only)	20,957	42.6 %	18.2 %
June (n/a)			
July	42,689	45.3 %	15.7 %
August	46,985	51.8 %	7.2 %
September	35,737	57.4 %	7.1 %
October	42,594	56.9 %	8.1 %
November	46,000	48.1 %	10.6 %
December (n/a)			
Monthly Avg	42,727	49.9 %	13.1 %

**TEXEL LAMB PTY LTD
CODE OF PRACTICE**

Prepared by Ron Harris
Agriculture Victoria
September 1996

1. **Why a Code of Practice**

A code of practice assists Texel branded products to be consistently tender twelve months of the year.

2. **The Product:**

Lamb (Milk Teeth)

20 kg HSCWt or heavier, preferably fat score 2 or 3. Fat score 4 may be acceptable for carcasses above 26 kg if deriving denuded primals. Meat from carcasses will be pink, pH < 5.8, with white fat.

Conformation - good. (AUSOP - only allow AUS or top 3 grades in the five point Australian conformation score) - yet to be finalised.

Cryptorchids must be 8 months of age or less at slaughter. (Will be considered but not automatically accepted.)

Carcasses must be aged for 3 days before cuts are presented to consumers if they have not been electrically stimulated.

3. **Production**

- All lambs must be at least 50% Texel.
- All lambs should be sired by Texel rams which have been LAMBPLAN tested and have a positive EBV for eye muscle depth.
- All lambs should be vaccinated twice with 6 in 1 approximately one month apart. Vaccinations should be administered under the skin (not into the muscle), near the head or neck where potential carcass damage is minimal.
- Record all stock health treatments eg. drenches, vaccinations, antibiotics and dips. Observe correct withholding periods for all of these products. Supply these records to the processor if required. No other drugs will be used on these lambs.
- Run cryptorchids separately from ewe lambs at weaning. Sex earmarks at marking can make identification easier.
- Lambs should be gaining weight for at least one month prior to slaughter to ensure good meat quality.
- Avoid single pasture species for 3 weeks before slaughter to avoid taints eg. fodder rape.
- Do not feed more than 20% lupins as part of a full diet.
- If you need to identify lambs for sale or ownership use registered sprays or brands on the wool near the back of the ears to avoid damaging the main areas of the lambskin.
- When selecting lambs for slaughter weigh lambs to ensure they will dress 20 kg or heavier. Fat scoring should also be conducted at this time.

- Handle lambs carefully to avoid bruising and **NEVER** grab a lamb by the wool. Muzzle any dogs that bite when yarding lambs.
- All dirty lambs should be KEYHOLED crutched and wool on the inside of the legs should also be removed. (Note: some processors are now suggesting all lambs should be keyholed crutched).

4. Transport

- Empty lambs out for at least 6 hours before transport.
- Ensure the truck is clean before loading the lambs.
- The owner should ensure the correct lambs are loaded.
- Where possible lambs of different social groups should be kept separate.

5. Marketing Method

- All lambs should be sold over the hooks on a cents per kilogram basis. Feedback from abattoirs is essential for monitoring your product quality ie AUS-MEAT feedback sheets.

6. Pre-Slaughter

- Trucks should be unloaded promptly on arrival at the abattoir.
- In lairage the lambs should be maintained and penned in the groups in which they have been transported.
- Fresh clean water should be available to lambs.
- Lambs should be slaughtered within 1 working day of arrival at the abattoir.

7. Slaughter

- Electric stunning equipment must be capable of delivering the recommended current and must be positioned correctly in relation to the lambs brain.
- Lambs should be stuck without delay.
- Abattoirs should have documented HACCP (Hazard Analysis Critical Control Point) systems.
- Accurate assessment of lambs age ie. no permanent incisors.
- AUS-MEAT standard carcass trim.
- Electrical stimulation (if available) should be applied within 30 minutes of slaughter .

8. Measurement (Recorded on ticket and feedback sheet)

- Hot standard carcass weight
- Accurate GR measurement
- Date of kill
- Lamb cypher
- Ticket attached to hind leg

9. Feedback

- Provide the following feedback to suppliers:
 - lot number
 - delivery date
 - kill date
 - Hot Standard Carcase Weight of all lambs
 - Fat depth of all lambs
 - Feedback on offals eg. Fluke
 - Condemnations listing reasons
 - Skin values and description
 - Number of lambs meeting specifications
 - Payment within 14 working days after slaughter

10. Chilling

- Ideally carcasses not touching in the chiller to ensure good air flow.
- Chilling to reach a deep butt temperature of 8-10⁰C or as otherwise required by state legislation before removal from the chiller.

11. Distribution

- Carcasses transported in hanging position in clean, refrigerated vehicles.
- Deep butt temperature should be maintained at 8-10⁰C or as otherwise required by state legislation.

12. Boning/Cutting

- The temperature of the meat should not rise above 10⁰C during cutting and boning to minimise bacterial growth.
- Between processes primals and retail cuts should be stored between 0 and 4⁰C.
- Primals and retail cuts should be clean, free from bruises and bone dust.
- External fat should be trimmed to a maximum of 4mm.
- Any meat with a pH >5.8 should not be used as Texel branded lamb.
- At all times "Texel" branded lamb should be kept separate from other lamb in the boning room.
- Observe recommended procedures for vacuum packaging.
- All vacuum packed products should be in a "Texel" branded lamb bag.
- All boxes of product should have date of processing and should be traceable to the property of origin.

13. Acknowledgements

This draft has used material from several sources including; A Blueprint for Lean and Tender British lamb.(MLC).Best Practice and Quality Assurance Procedures for Lamb - W. O'Halloran.(NSW Agriculture December 1994.)

GLOSSARY OF TERMS

AMLC	Australian Meat and Livestock Corporation.
AUS-MEAT	Authority for Uniform Specification of Meat.
AV	Agriculture Victoria (also known as Ag Vic) - a business of DNRE.
DNRE	Department of Natural Resources and Environment.
ELITE LAMB	A lamb which has a carcass weight of at least 22kg and a fat score 2 or 3.
FAT SCORES	The five fat scores vary from 1 (leanest) to 5 (fattest). Scores are based on actual tissue depth measurements at "GR" site which is 11cm from the carcass mid-line over the 12th rib.
HSCW	Hot Standard Carcass Weight.
IIAD	Institute for Integrated Agricultural Development based at Rutherglen, Victoria.
LIDS	Lamb identification description scheme. This involves ticketing lamb carcasses and the ticket covers date of kill, hot carcass weight and fatness (either in mm or scores).
LISP	Lamb Industry Strategic Plan.
LLL	Large lean lambs. A lamb which has a carcass weight of at least 18kg and fat score 2 or 3. This can also be called a Trim lamb.
MDO	Market Development Officer - predominantly responsible for working with wholesalers and retailers to develop markets for large lean lamb.
MRC	Meat Research Corporation
OTH	Over the hooks sales, usually on c/kg carcass basis.
PDO	Product Development Officer - predominantly responsible for working with producers, agents and processors in developing improved marketing systems for producers and processors of large lean lamb.
PIRD	Producer Initiated Research and Development grant- an MRC funding initiative.
TRIM LAMB	A lamb carcass weighing at least 18kg and a fat score 2 + 3. Trim lamb cuts can be derived from this carcass.
VLDT	Victorian Lamb Development Team.
VLP	Victorian Lamb Producers - a steering committee representing all Lamb Marksman groups.
VSAA	Victorian Stock Agents Association.
WIGS	Working in Groups - a course offered by MRC.