

Jim's Jerky

Research and development project

P.PSH.1411 – Jimmie's For Kids beef bites

Process

Red meat dehydration.

Summary

The increasing snacking occasion in children currently makes up around 27% of their daily calorie intake with children consuming snacks that are calorie rich and nutrient poor. We also know that the predominant meat protein offerings for kids' lunchboxes is limited to ham sandwiches.

For the first time, this project looks at a healthy, high protein, convenient and delicious snack designed for busy families and active kids on the go.

Additionally, the product will attempt to attract the lifelong and sustainable relationship with red meat from an early age via this different occasion in kids' lunchboxes.

This project seeks to identify and support the opportunity spaces for Australian red meat in the kids and toddler food category by establishing the optimum adoption pathways for this segment that has traditionally had low red meat penetration.



Outcomes

Popular lunchbox proteins (sandwich ham) represents 20% of the overall packaged cooked meats or \$320M in sales in 2020.

MLA initially presented to industry in 2019 the snacking mega trend opportunity and continues to support innovators addressing growing red meat demand for this emerging occasion.

This new beef product may capture between 2–5% of this national expenditure, transforming \$6/kg beef trim into \$80/kg kids beef snack representing 13X value.

Pending the domestic success of this project, the value proposition lends itself to distribution opportunities in international markets given the long ambient shelf life (12 months) of the product.



**Scan or click
the QR code**

Contact

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