

# final report

Project code: VBSCH.002  
Prepared by: Bruce Hancock and Elke  
Stephens  
Primary Industries and  
Resources SA  
Date published: September 2002  
ISBN: 1 74036 954 8

PUBLISHED BY  
Meat & Livestock Australia Limited  
Locked Bag 991  
NORTH SYDNEY NSW 2059

## **Improving Consistency of Lamb Supply – South Australia**

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

This publication is published by Meat & Livestock Australia Limited ABN 39 081 678 364 (MLA). Care is taken to ensure the accuracy of the information contained in this publication. However MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. You should make your own enquiries before making decisions concerning your interests. Reproduction in whole or in part of this publication is prohibited without prior written consent of MLA.

---

## **CONTENTS**

- 1. Executive Summary**
- 2. Criteria (Appendix A for detail)**
  - 2.1 Criteria 1 - Abattoir data monitoring**
  - 2.2 Criteria 2 – One new commercial alliance**
  - 2.3 Criteria 3 - Elite lambs**
  - 2.4 Criteria 4 - VBM lambs**
  - 2.5 Criteria 5 - Branded lambs**
  - 2.6 Criteria 6 - Producer groups & business plans**
  - 2.7 Criteria 7- Measures of health of alliances**
  - 2.8 Criteria 8 - Other; "SA Lamb" milestones**
  - 2.9 Criteria 9 - Actual vs budget expenditure**
  - 2.10 Criteria 10 - Report availability - this is it!**

## **APPENDIX**

- A. MLA milestones**
- B. Project Objectives - SA Lamb (MLA, SALDT & PIRSA)**

## 1. Executive Summary

The South Australian Lamb Industry is continuing to share in the national buoyancy of the lamb industry, with many participants beginning to talk of the quantum leap the industry has taken. Industry analysis supports this discussion and indicates that some benchmarks have been lifted. The drought in some states and extended dry spells in others along with an increasing \$A have tempered some enthusiasm over the past six months.

The lamb skin market has returned to long time average demand & price.

Specific milestones (July 2001 to June 2002) have been achieved with:

- 1,124,940 lambs purchased OTH (target was 1,090,537) (✓)
- 1,218,498 lambs greater than 22 kgs (target was 925,750)(✓)
- 2 new commercial lamb alliances established (target was one), but combined throughput of 18-20K per year less than target (40K). (=)
- average carcase weight of SA processed lambs was 21.8 kgs, compared to 20 kgs nationally, some 1.8 kgs higher.
- The rate of increase in carcase weight in SA has increased from 200 grams per year in the five year period 1992-1997 up to 360 grams per year for the last five years, 1998 – 2002.
- rate of genetic gain in SA terminal sires is high at 4% per annum (✓)

These milestones have been achieved through the major efforts & focus of the members and partners of the SA Lamb Development Team and its active Lamb Product Development Officers over the past five years, 1997 to 2002.

Many of the rates of gain (carcase weight, genetics) are now occurring at a faster rate than prior to the commencement of the Lamb Consistency Program in SA in 1997.

The “SA Lamb” focus has been on:

### **Value Based Marketing (VBM) of lamb**

- Alliances throughout all sectors of the industry
- Over-the-hooks (OTH) trading and feedback mechanisms by exporters & supermarkets
- Empowering producers with the value of feedback
- Introduction of some genetic description (placards) for the Naracoorte First Cross Ewe Sale.

### **Meat Quality**

- Supporting the introduction of new technologies such as VIAscan & TGRM
- Meat quality, in particular, grass seeds has remained high in priority with evidence of a decrease in the level of carcass and skin damage occurring in SA lambs.

## On Farm R&D

- Assisting new and established groups with their annual workplans.
- A continual focus on the importance of lamb finishing systems, both irrigation and feedlotting to ensure we increase carcass weight.
- Terminal Sire Selection Workshops (LAMBPLAN) proved popular for over 200 participants from lamb and seedstock producers, agents and rural media alike in late 2001.
- Support the promotion and development of EDGE network modules such as Lean Meat Yield, Marketing, Bizcheck for Meat, Enterprise Health Check, that are of great benefit to the Lamb Industry.

## Communication & capacity building

- An increase in quality of communication between lamb groups through:
  - The Australian Prime Lamb Group Compendium (3<sup>rd</sup> Edition)
  - Quarterly SA Lamb Newsletters
  - SA lamb Industry Updates – 1999, 2000, 2001.
  - More contact with lamb group coordinators
- An increase in communication throughout the industry through:
  - Monthly SA Lamb Column in the Stock Journal
  - More frequent use of ABC Rural Radio
- Development of an SA Lamb Communication Strategy & Manual
- The 2001 Australian Lamb Industry Convention.

Meat & Livestock Australia commissioned a **final project review** of their lamb program in February 2002 by Alliance Consulting, QLD.

This involved independent review of milestones and outcomes of the Product Development Officers and the state work teams, in SA's case, the SA Lamb Development Team and PIRSA.

There was also extensive consultation with key stakeholders and recipients of the service and initiatives of the PDO's.

SA's PDO's were reported to have performed admirably amongst their peers

## 2.1 Criteria 1

### ***Institute and maintain mechanisms for the collection and reporting of industry performance statistics for lambs slaughtered in SA.***

A data monitoring process was developed and implemented with all SA processors and retailers with supply chain management programs in 1997. This was enhanced and modified during 1998 and 1999.

During 2000, this process was further enhanced by seeking participant's commitment to collect lamb processing and weight statistics monthly and provide them on a six monthly basis.

Export processors(3), domestic service kill works (3) and retailers with supply chains (2) continue to provide data.

This data is collated into an annual SA Lamb Industry Update Flyer.

## 2.2 Criteria 2

### ***Ascertain and report the number of lambs(carass) marketed through formal lamb supply alliances***

#### ***One new commercial branded lamb supply alliance established (from criteria 2)***

#### **Vertical Alliances (with a brand)**

##### **Alliances**

Alliance	Lamb supply per week
Southern Australian Meat Alliance (7 months)	70
Kangaroo Island Prime lamb (7 months)	200
Limestone Coast Lamb (7 months)	150

The **Southern Australian Meat Alliance** ceased in May 2002.

The **Kangaroo Island Prime Lamb Producers Group** continues to operate with key players developing their role.

Bill Roper, Supply Coordinator, KI

Bruce Wedd, processor, Normanville Meatworks,

Robbie Robinson, Haven Meat, wholesaler

The **“Limestone Coast Lamb”** supply chain has moved to more producers and has appointed a supply coordinator. They have hosted an “value adding lamb session” at Regency TAFE with Barry McDonald, NSW Ag. for independent retailers.

Mark Telfour, Supply Coordinator, Classified Marketing

Andrew Downward, Processor, Cave Valley Meats, Struan

6 independent retailers and food service wholesalers

**In summary, if trading for 12 months (July 2001 to June 2002)**

Alliances (with some PDO support)	Lamb supply per week	Lamb supply per year
Southern Australian Meat Alliance	70	2450
Kangaroo Island Prime lamb (40 weeks)	200	6000
Limestone Coast Lamb	50	4500
<b>Supply Chains (with dedicated suppliers, OTH / feedback, brand, no/little PDO.)</b>		
	5,300	275000

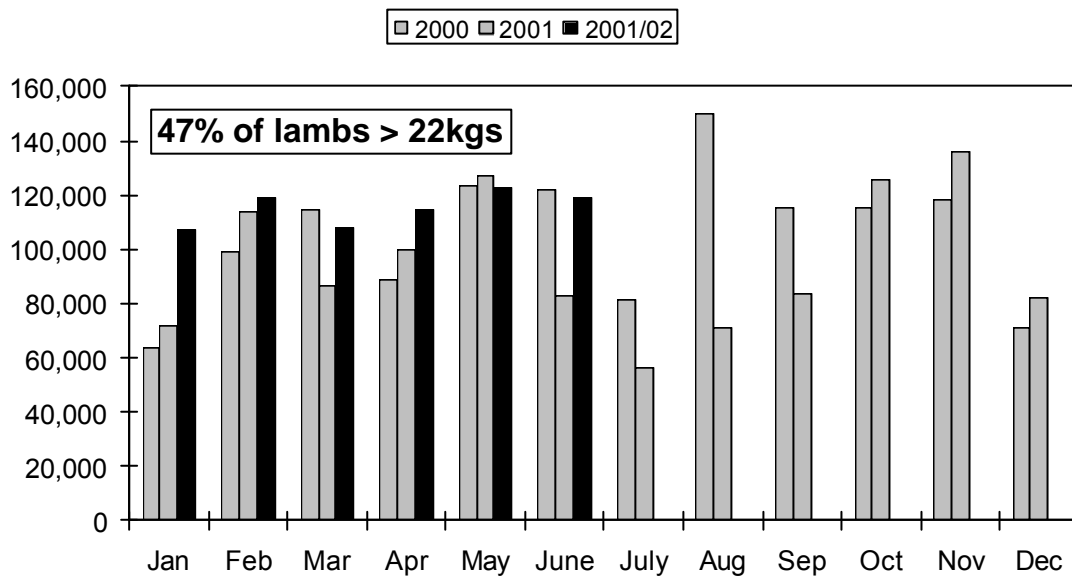
## 2.3 Criteria 3

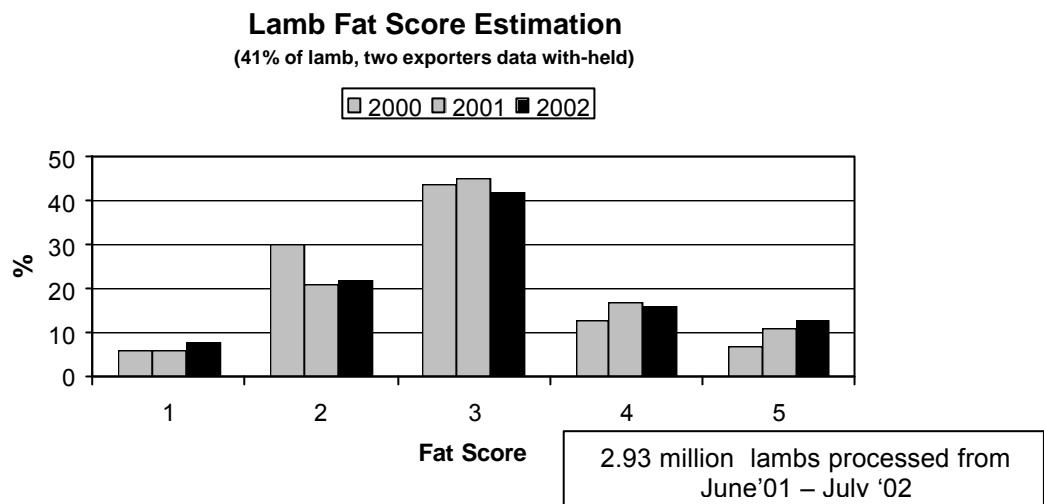
***Increase the percentage of lambs meeting elite lamb specifications in SA (>22kg, GR6-15mm) from 805,00 in the year December 1999 to 1,000,000 in the year to June 2002.***

### **Activity**

In June 2002, the SA Meat Processor and Retailer Survey indicates that 47% of lambs meet the Elite category for weight (ie. 1,218,498 lambs)

### **Large Lamb Supply**





Analysis by fat has been recorded separately as a calculated estimation by processors.

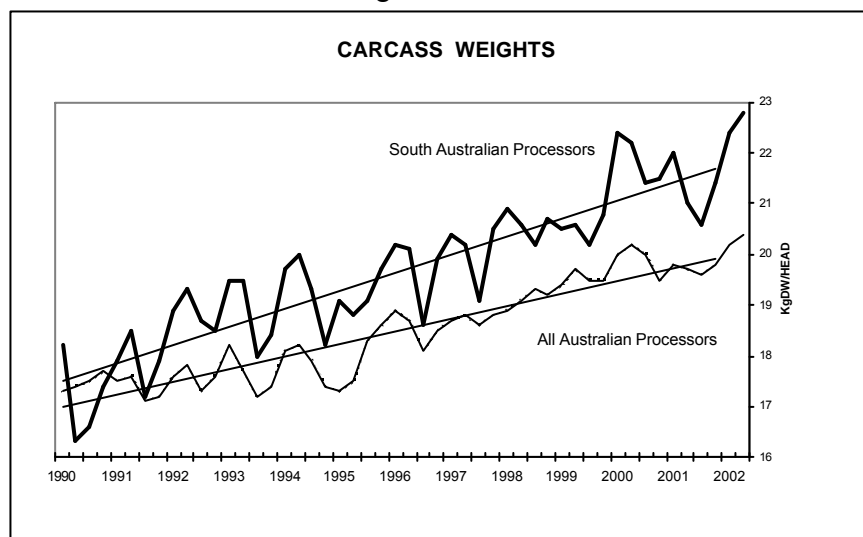
Monthly supply of large lamb, greater than 22kgs has ranged from 110,000 up to 120,000 per month, and around 47% of the total monthly kill from January to June.

The numbers are far more consistent during the first six months of any year.

Lamb carcass weight of lambs processed in SA (not necessarily grown in SA) have increase by 360 grams per head per year in SA over the past 5 years, 1997 - 2002. In the previous five years to that, 1992 – 1997 the carcase weight increased at 200 grams per year.

These gains are primarily driven by two lamb export processors, one the largest in Australia. They both aim to increase carcass weight to provide diversity in product innovation and maximise processing efficiencies and returns.

Carcass weights eased in the first three quarters of 2001, but rose in the last quarter as a result of a good season, new season lamb availability and price incentive to grow heavier lambs. Carcase weight continued to increase in 2002.



## 2.4 Criteria 4

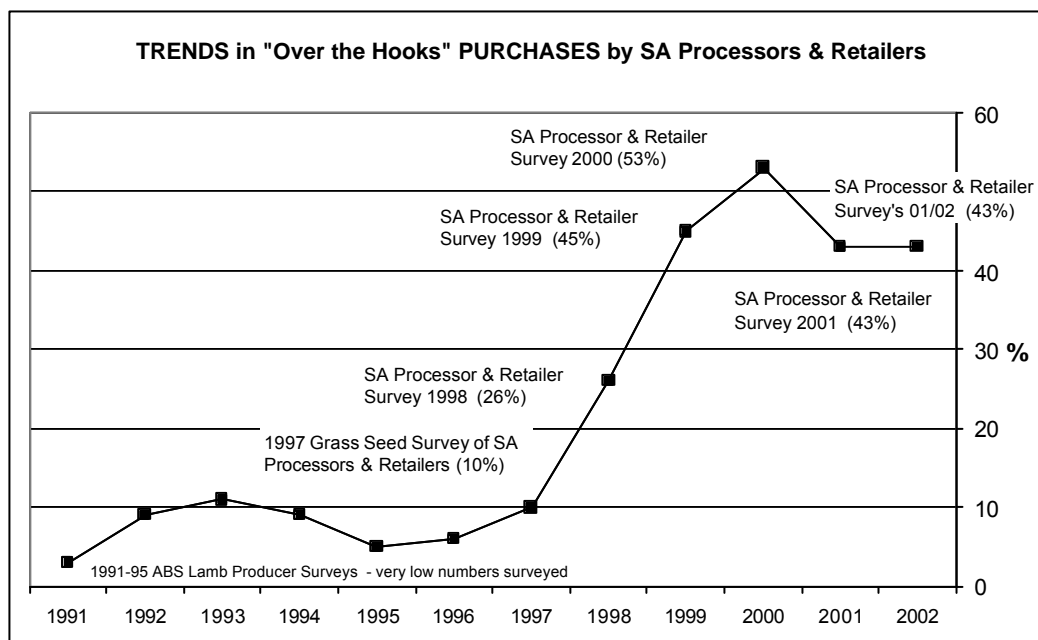
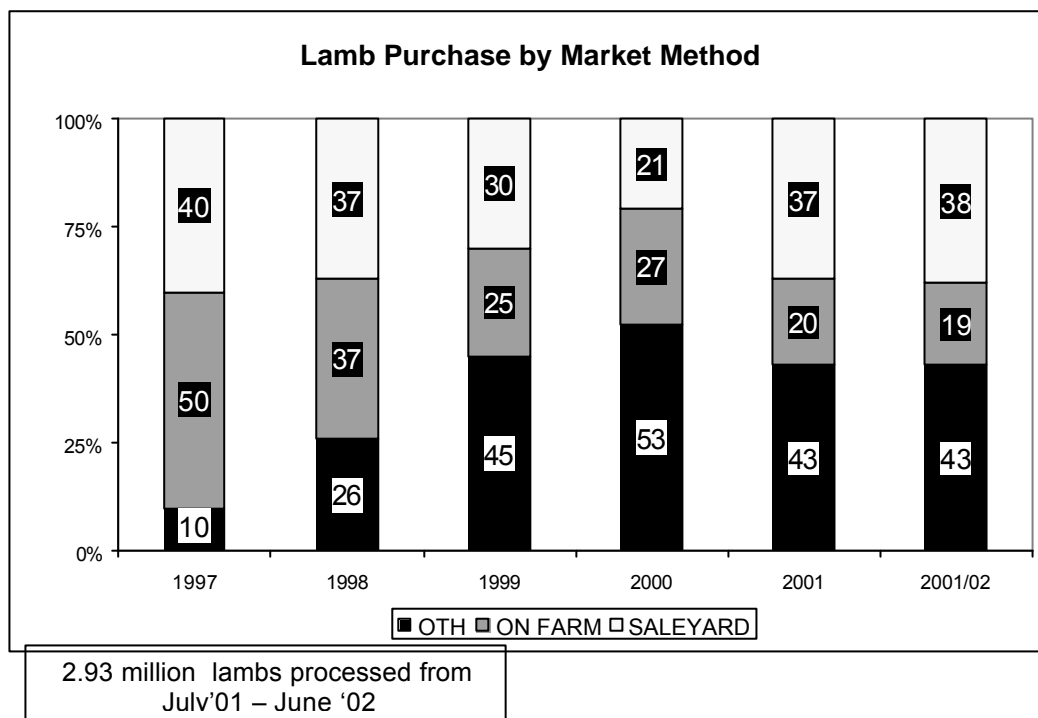
***Increase the percentage of SA lambs marketed through value based marketing channels from 1,000,000 in the year to December 1999 to 1,300,000 in the year to June 2002. (1,124,900 in 2001/02).***

During July'01 to June'02, 2.93 million lambs were slaughtered in SA of which 43% were sourced OTH, ie. 1,124,940.

The major reason for this slightly lower rate was the reduced supply, which increased competition which drove up saleyard prices on a regular basis and renewed producer interest in saleyard marketing.

Forward contracts did return many producers to OTH.

OTH prices remained competitive as processors used this buying method to ensure some consistency in supply.





## 2.5 Criteria 5

***Report on the number of carcasses marketed per week through all branded lamb supply alliances. (if they operate on a 12 monthly basis)***

Alliances (with some PDO support)	Lamb supply per week	Lamb supply per year
Southern Australian Meat Alliance	70	3500
Kangaroo Island Prime lamb (40 weeks)	200	8000
Limestone Coast Lamb	150	7800
<b>Supply Chains (with dedicated suppliers, OTH / feedback, brand, no/little PDO.)</b>		
	5300	275000

## 2.6 Criteria 6

***Report on the number of SA lamb producer groups and their progress in developing business plans.***

### **Lamb Groups**

SA Lamb Groups continue to organise local meetings and field days and remain focused on specific projects.

Groups with:

1. Current action plans include:

Frances  
Coomandook  
Tatiara  
Greenways  
Fleurieu  
Kangaroo Island

2. Business and Marketing Plans

Kangaroo Island Prime Lamb Producers Group.  
Green Triangle Producer Marketing Alliance  
Barossa Milk-fed Lamb  
Elliston Community Feedlot Group (Feasibility Study completed, looking to move to Business Plan).  
Southern Australian Meat Alliance

More detail is contained in the performance indicators report.

## 2.7 Criteria 7

***Develop measures for health of formal lamb supply alliances.***

***Document the processes and Critical Success factors in the development of formal lamb supply alliances.***

***Report on the health of formal supply alliances against measures described.***

### ***Activity***

At the March 2000 PDO Workshop at Rutherglen, it was decided by the team that this document would serve no purpose and hence should not proceed. In addition, the Beefnet program had attempted a similar document which was now available through MLA.

## 2.8 Criteria 8

***Other information relating to the project goals as relevant***

***Below will follow a report on the other additional criteria (objectives) of "SA Lamb", the SA Lamb Industries major focus on lamb in conjunction with MLA.***

SA Lamb involves the human resources of the SA Lamb Development Team along with PIRSA resources of 2.4 FTE's – Hancock, Stephens, Manson, Ashton, Singh, Bryson, Schuster & Curtis.

### **1. Marketing Lamb**

**Increase the objectivity of maternal genetics selection through the use of ewe breeding alliances and placarding at key ewe sales.**

Wesfarmers Landmark have over 15 formal individual alliances between two parties.

Placarding of the 2001 Naracoorte First Cross ewe sale was deemed to be most successful by the many who responded to an exit survey. The agents are still trying to determine what value it adds to "their" business" rather than acknowledging the value it adds to the Australian Lamb Industry and their clients business.

Support continues for the **\$SuperBorder\$** and its activities.

**Increase availability of quality feeder lambs through alliances**

Livestock agents have a growing business in sourcing feeder lambs, to the extent that there are inadequate numbers of large lines of well bred lambs available.

**Two groups (feedlot & irrigation) working on profitable lamb finishing systems**

The **Frances Lamb Group** is fully operational and focused on improving productivity within feedlots. They have also gained PIRD funding, are working in conjunction with commercial feed and animal health companies and are having continual discussions with processors on forward contracts.

The **Elliston Community Sheep Group** has also obtained a PIRD grant to explore the production issues that will reduce performance and profitability of their lambs

should they enter the Elliston Community Feedlot for which they have completed a Feasibility study in 2001.

Given the increase in returns in finishing lambs there is definitely an increased interest from the irrigators, although it must be remembered that increases in fuel and electricity have significantly increased cost of production.

A **Lamb Irrigation Benchmark Study Group** has commenced in 2001 with a core group of participants from the Greenways Reedy Creek Lamb Group.

### **Define the benefits and critical success factors of carcass competitions**

Carcass Competitions were held at Karoonda, Mt. Barker, and Strathalbyn in 2001/02.

Survey of participants of competitions completed and delivered to PIRSA.

### **Lamb Group members database of lambs developed to enhance the development of feeder lamb and ewe alliances.**

To date this project has lacked the time and personnel to drive this process. Effort has been focused in other areas.

## **2. Meat Quality**

### **Assist when required in the implementation of new technology in the lamb industry such as VIAscan and eating quality assurance**

The SA lamb industry has been primed ready for new technologies through:

VIAscan and eating quality were a major focus of the SA Prime Lamb EXPO in April at Mt Gambier. Breeding, feeding and marketing around this new system was covered in detail.

VIAscan was a major focus at a number of field days and seminars in 2001.

VIAscan and eating quality are continually featured in the SA lamb Newsletter.

VIAscan has been installed in Tatiara Meat Company and Castricum Brothers and producers have now receiving LMY feedback on over 300,000 lambs.

Support was given to the TMC handbook – “Partnerships for the Future”

Support has been given to the development stage of the EDGE Network, Lean Meat Yield module.

Support was given in conducting a VQA/ VIAscan trail to predict and validate the measurement of fat at the GR site by VIAscan.

TMC ceased operation of VIAscan in June pending a review of operations, Casmark remain very happy with the technology.

The second pilot for EDGE Lean Meat Yield workshop was delivered by Elke Stephens at Penola in August 2002.

### **Grass seed action plan developed and implemented**

A Grass seed action plan was developed by the SA Lamb Grass Seed Working Group.

Implementation continues.

The SA Grass Seeds Working Group ran a review & planning session in July 2002 and implemented:

- A 3 week feature on grass seeds in Sept 2002 in the Stock Journal to assist producers early in their planning.
- It plans to approach MLA's Supply Chain Management Program to seek support for a exploring a 'national focus' on grass seeds, a updated resource booklet, a CD / video to create awareness. Additional funding will be sought for the development of guidelines (with processors) for "grass seed trial kills" to ensure producers receive consistent feedback.

### **The impact and cost of fat to industry defined across sectors and action plan developed and implemented**

This receiving a lower priority with the introduction of VIAscan which will drive the management of fat in the export sector. The development of Lamb Eating Quality guidelines will also have some effect in this area.

## **3. Development and Training**

### **Support the development of quality Producer Initiated Research & Development (PIRD) trials based on Lamb Group business plans.**

**Frances Prime Lamb Group's** PIRD, Maximising the profitability of on property lamb finishing systems continues with several small trails being run by producers in 2002 after the more detailed trials run in 2001.

**Elliston Community Sheep Group** PIRD, commenced on "Growing better lambs on the calcareous soils of the West Coast of Eyre Peninsula".

The **Tatiara Prime Lamb Group** have a lamb finishing trial of known genetics on bean stubbles this season 2001/02. They found that lambs of higher genetic merit produced larger and leaner carcasses.

A group of **Pastoral producers** of alternate sheep have been key drivers in the setting up of the "Lamb Finishing of alternate sheep breeds on dryland lucerne at Meningie." This trail identified the opportunity to explore the potential for lambs to return to silvergrass country in late autumn to be finished on lucerne in early winter. They have gained some funds from the Central North East farm assistance Program (CENAFAP) to explore quality "caracase" lamb production from Damara crosses in the Pastoral zone.

### **Support the establishment and promotion of EDGE Network**

#### **Administration**

Ken Solly of Naracoorte, the SA Coordinator and Ausgrow as the RTO are developing the delivery network and increasing the interest and participation in workshops. In 2002/3 restructuring of Farmbis with the reduction in financial support from 75% down to 50% and a policy to only support level 5 & 6 training courses may slow this development.

### ***Deliverer and Coordinator Training***

Tim Prance is assisting in the accreditation of Albert Singh, Elke Stephens & Ian Bryson for the delivery of Prograze.

EDGE Network Training and accreditation has commenced and is on-going by Stephens in Marketing, Lean Meat Yield and group coordination & facilitation.

A promotional plan was developed for “Effective Breeding” through the network of seedstock producers who wished to provide training opportunities for their clients and was well received. Hancock & Stephens are accredited for Effective Breeding and will train Singh & Ashton during September.

Level 4 Workplace Assessor accreditation will be achieved by these deliverers.

As part of the SA Lamb project Stephens & Hancock have spent 10 days assisting in the development of the EDGE Network Lean Meat Yield Workshop.

### ***Advertising & Promotion***

EDGE Network is mentioned or highlighted in all editions of quarterly SA Lamb Newsletter.

EDGE Network is outlined at most producer meetings attended by the Product Development Officers, with interest in Effective Breeding Workshops being hosted by seedstock producers having the highest interest.

PIRSA officers have participated on promotional stands at Lucindale,, Karoonda and Cleve Field Days.

## **4. Industry Coordination, communication and network**

**Develop a communication strategy for the SA Lamb project in conjunction with the SA Lamb Development Team**

The SA Lamb Development Team has produced both the:

***“SA Lamb Communication Strategy”***  
***“SA Lamb Communication Manual”***

And will be an on-going guidance and tool for SA’s Lamb Industry.

**Publish a quarterly SA Lamb newsletter which promotes industry development and communication in South Australia.**

Editions were produced in July, September, and December, 2001 and May 2002.. Enthusiastic contribution from authors continues to grow, generating larger than desired volumes. Good feedback continues on each publication. There are now over 1100 readers of this quality publication.

The SA lamb Industry Update – 2001 was released in April 2002.

### **Contribute a monthly SA Lamb Column in the "Stock Journal"**

The SA lamb Column is now consolidated as a monthly feature in the Stock Journal for 2001.

Additional support was given to the planning (pre June) and editorial contribution (Aug) of both the Rural Press's flagship publications:

#### **"Livestock Annual" (Aug) and the "Prime Lamb Feature"(Sept)**

### **With others, develop a program and stage an annual SA Lamb Forum**

Planning sessions with Tatiara Meat Company and the Stock Journal decided that SA was "conferenced – out" in 2002 and it would best to leave on "as-needs" basis.

The Fleurieu Lamb Group have surveyed all SA and Western Victoria lamb groups seeking an interest to participate in a sharing & motivational forum and received enthusiastic support. Planning is commencing for March 2003.

### **Contribute to a successful Meat For Profit Day**

PDO's(Lamb) in conjunction with SALDT planned the SA Lamb stand for this event and participated on the day.

The SA Lamb Newsletter in December was used as an advertising medium.

### **Significant involvement in the development and staging of the 2001 Australian Lamb Industry Convention.**

SA had a very active committee to shelter the PDO's from mundane operational issues, but the PDO's supplied valuable support in:

- Marketing & advertising strategy
- Advertising opportunities
- Identifying networks
- Organising a pre-convention bus tour
- Promo video
- Profiling in the SA Lamb Newsletters and local media.

### **Develop mechanisms to ensure the continual development of Industry Leadership**

The SA Lamb Development Team hosted a forum at Penola in the South East in August 2002 to explore interest by young lamb producers to identify what needs to happen in the industry to make it exciting and professional for them and their peers.

## **5. Innovation**

### **Up to 10% of project time is to be used in the development and testing of new innovative mechanisms for industry development**

Considerable time has been spent on the development of a Maternal workshop (Sept 2002) to gather the collective knowledge, explore extension methods and commence a working group to ensure we challenge and in turn capture the rate of gain in maternal genetics, both Merino and British Breed.

## 6. Reporting

### **Activity reports presented to all SA lamb Development Team meetings**

Reports presented on 26 October 2001, 8 March, 11 June and 19 August, 2002.

**Six monthly reports prepared against objectives and milestones and presented within one calendar month of the report period (PIRSA), within 3 calendar months (MLA).**

The July to December 2001 six monthly report was delivered in March, 2002.

The January to June 2002 six monthly and Final Report was delivered in August, 2002.

**Six monthly budget report prepared and submitted within one calendar month of the report period.**

The July to December 2001 and annual summary budget report was delivered in March 2002.

The January to June 2002 six summary budget and Final Report was delivered in August, 2002.

### **Final Project Review**

Meat & Livestock Australia commissioned a final project review of their lamb program in February 2002 by Alliance Consulting, QLD.

This involved independent review of milestones and outcomes of the Product Development Officers and the state work teams, in SA's case, the SA Lamb Development Team and PIRSA.

There was extensive consultation with key stakeholders and recipients of the service and initiatives of the PDO's.

SA's PDO's were reported to have performed admirably amongst their peers

# APPENDIX A

## MLA Milestones

Milestone 9	Final report of progress against milestones
Due Date	30/06/02 (31/08/02)
Criteria	<ol style="list-style-type: none"> <li>1. Monitoring data (abattoirs) reported</li> <li>2. One new commercial branded lamb supply alliance established (<i>refer section 2.2 and 2.5</i>)</li> <li>3. Benchmark 966,00 SA lambs in Elite category</li> <li>4. Benchmark, 1,118,500 SA lambs sold through VBM channels.</li> <li>5. Report on the number of carcasses marketed per week through all branded lamb supply alliances.</li> <li>6. Report the number of SA lamb producer groups and their progress in developing business plans</li> <li>7. Report on the health of formal supply alliances against measures described.</li> <li>8. Other information relating to project goals as relevant, ie. The SA Lamb project milestones.</li> <li>9. Actual expenditure against budget and explanation of variance.</li> <li>10. Report accepted by MLA.</li> </ol>
Milestone No. 10	Budget report accepted by MLA.
Due date	30/06/02 (31/08/02)



## **APPENDIX B**

### **SA Lamb PROJECT Objectives Gantt Chart**

**Tabulated on following page.**



SA Lamb Outputs and Milestones, January 2000 to June 2002								
Outcomes	M A I N A I M	Objectives	Jan '00	Jun '00	Dec '00	Jun '01	Dec '01	Jun '02
1. Marketing Lamb Market signal improvement through all sectors of the SA Lamb industry leading to a more efficient and customer focused industry able to assess and take advantage of market opportunities as they present themselves.	*	Increase number of lambs meeting elite lamb specifications in South Australia (>22kg GR 6-15 mm) from 805,000 in the year to December 1999 to 1,000,000 in the year to June 2002.	Benchmark level registered as 805,000 lamb meeting elite specifications	840,000 lamb meeting elite specifications	880,000 lamb meeting elite specifications	920,000 lamb meeting elite specifications	960,000 lamb meeting elite specifications	1,000,000 lamb meeting elite specifications
		Increase the percentage of South Australian lambs marketed through value based marketing channels from 1,000,000 in the year to December 1999 to 1,300,000 in the year to June 2002.	1,006,000 lambs marketed through value based marketing channels	1,050,000 lambs marketed through value based marketing channels	1,100,000 lambs marketed through value based marketing channels	1,175,000 lambs marketed through value based marketing channels	1,250,000 lambs marketed through value based marketing channels	1,300,000 lambs marketed through value based marketing channels
		Monitor price differentials between selling methods for lamb			Define selling methods and report on price differential	Report on price differential	Report on price differential	Report on price differential and trends
		Ascertain and report the number of lambs (carcasses) marketed per week through formal lamb supply alliances		Report on numbers	Report on numbers	Report on numbers	Report on numbers	Report on numbers
		Document the processes and Critical Success Factors in the development of formal lamb supply alliances.			Workshop and document Critical Success Factors	Report on state of formal alliances against CSFs	Report on state of formal alliances against CSFs	Report on state of formal alliances against CSFs
		Support establishment of one new commercial lamb alliance with a through put of 40,000 lambs per annum by June 2002		List existing Alliances and weekly throughput	Report Alliance development activity	List existing alliances and weekly throughput	Report Alliance development activity	List existing alliances and weekly throughput
		Increase the objectivity of maternal genetics selection through use of ewe breeding alliances and placarding at key ewe sales		Define ewe breeding alliance and report on number existing		Report on number of ewe breeding alliances existing	Genetic placards/catalogue at Naracoorte ewe sale	Increase by one the number of ewe breeding alliances
		Increase availability of quality feeder lambs through alliances				One alliance operating		Report on alliances
		Two groups (Feedlot & irrigation) working on profitable lamb finishing systems		Feedlot group established			Irrigation group established	Report on group activities
		Define benefits and critical success factors of carcass competitions.			Carcass competitions held in three locations (MB, Strath, KI)	Benefits and CSFs of carcass competitions quantified		Carcass competition structure refined in light of review.
Lamb group members database of lambs developed				Database developed in South East	Database expanded to two other regions	Database updated and expanded to one other region		
2. Meat Quality Timely adoption of appropriate technology and management strategies to improve industry efficiency and product quality	*	Assist when required in the implementation of new technology in the lamb industry such as VIASCAN and eating quality assurance		Report on recent activity and likely activity in coming 12 months	Report on recent activity and likely activity in coming 12 months	Report on recent activity and likely activity in coming 12 months	Report on recent activity and likely activity in coming six months	Report on implementation of new technology in lamb industry over project life.
		Grass-seed action plan developed and implemented		Action plan developed		Action plan implemented	Action plan reviewed	Action plan implemented
		The impact and cost of fat to industry defined across sectors and action plan developed and implemented			Impact and cost of fat researched and defined	Action plan developed		Action plan implemented
3. Development & Training Primary producers aware of opportunities for personal training and development.	*	Support the development of quality Producer Initiated Research & Development trials based on lamb group Business plans				Development of two PIRD's supported		Development of two additional PIRD's supported
		Support the establishment and promotion of EDGE Network			Program supported	Program supported	Program supported	Program supported
4. Industry Coordination, communication & network Robust communication channels developed to allow communication, networking and coordination across all sectors of the SA and National Lamb Industries	*	Increase the number of Lamb Producer Groups in South Australia with business plans and a commitment to either become or join a lamb marketing group.			Report on lamb group activity and progress on Business Plan development At least 2 groups with Business plans	Report on lamb group activity and progress on Business Plan development. One additional group with a business plan.	Report on lamb group activity and progress on Business Plan development. One additional group with a business plan.	Report on lamb group activity and progress on Business Plan development. One additional group with a business plan.
		Institute and maintain mechanisms for the collection and reporting of industry performance statistics for lambs slaughtered in South Australia.		Data collected and reported.	Data collected and reported. SA Lamb Industry Update produced for 2000	Data collected and reported.	Data collected and reported. SA Lamb Industry Update produced for 2000	Data collected and reported. Industry progress over the previous four years analysed.
		Develop a communication strategy for the SA Lamb project in conjunction with the SA Lamb Development Team.			Strategy developed and printed following consultation			Strategy review in light of changing resource availability.
		Publish a quarterly SA Lamb newsletter which promotes industry development and communication in South Australia		Two newsletters published	Two newsletters published	Two newsletters published	Two newsletters published	Two newsletters published
		Contribute a monthly SA Lamb column in "The Stock Journal"			Five columns contributed	Six columns contributed	Six columns contributed	Six columns contributed
		With others, develop a program and stage a annual SA Lamb Forum		Report on activity	Report on activity and observations	Report on activity	Report on activity and observations	Report on activity and observations over three years.
		Contribute to a successful Meat for Profit Day			Report on activity	Report on activity and observations		
		Significant involvement in the development and staging of the 2001 Lamb Industry Convention			Report on activity	Report on activity	Report on activity and observations	
		Develop mechanisms to ensure the continual development of Industry leadership.			Report on Activity	Process defined for leadership development in Lamb Groups	At least one lamb producer enrolled in Rural Leadership course	Report on status on industry leadership and overall progress toward objective
		5. Innovation New and innovative mechanisms for industry development are formulated and trialed	*	Up to ten percent of project time is to be used in the development and testing of new and innovative mechanisms for industry development		Report on processes and outcomes	Report on new processes trialed, results achieved and process potential	Report on new processes trialed or further developed, results achieved and process potential
6. Reporting Timely and accurate activity and financial reports are prepared and presented	*	Activity report presented to all South Australian Lamb Development Team meetings		Consolidated project report presented to SALDT meetings	Consolidated project report presented to SALDT meetings	Consolidated project report presented to SALDT meetings	Consolidated project report presented to SALDT meetings	Consolidated project report presented to SALDT meetings
		Six monthly reports prepared against objectives and milestones and presented within one calendar month of the report period		Two reports prepared and accepted by funders: • One addressing all objectives • One containing only marked objectives (Column 2)	Two reports prepared and accepted by funders: • One addressing all objectives • One containing only marked objectives (Column 2)	Two reports prepared and accepted by funders: • One addressing all objectives • One containing only marked objectives (Column 2)	Two reports prepared and accepted by funders: • One addressing all objectives • One containing only marked objectives (Column 2)	Two reports prepared and accepted by funders: • One addressing all objectives • One containing only marked objectives (Column 2)
		Six monthly budget report prepared and submitted within one calendar month of the report period		Report prepared and accepted by funders	Report prepared and accepted by funders	Report prepared and accepted by funders	Report prepared and accepted by funders	Report prepared and accepted by funders

