

# MLA and AWI Wool and Sheepmeat Survey Report - Sheepmeat

August, 2021

**Prepared by Kynetec** 



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#### Number of breeding ewes on hand

41,661,294 total breeding ewes on hand 30,862,331 Merino breeding ewe flock, 74% of total breeding flock 10,798,964 total non-Merino breeding ewes on hand, 26% of total breeding flock Within the Merino flock, 70% for Purebred Merino lamb production and 30% for other lamb production

#### **Ewe flock intentions for next 12 months**

37% increase55% maintain8% decrease

#### Intended method for achieving ewe flock increase

41% Retain more older ewes than normal 63% Retain more replacement ewes than normal 30% Purchase more additional ewes than normal

#### Number of lambs on hand

19,723,270 total lambs on hand 11,717,911 total Pure bred Merino lambs, 59% of total lamb flock 8,005,359 total non-Merino lambs, 41% of total lamb flock

# Expected lamb sales in the next four months (1 Jul – 31 Oct)

7,186,879 total lamb sales in the next four months
1,254,997 total Pure meat sales (17% of total lamb sales)
2,022,626 total First cross sales (28% of total lamb sales)
2,910,941 total Merino sales (41% of total lamb sales)
998,316 total of all other breeds sales (14% of total lamb sales)

# Number of lambs marked in the past four months (1 Mar – 30 Jun)

6,810,101 total lambs marked in the past four months 3,062,153 total Merino lambs marked (45% of total markings) 3,747,948 total non-Merino lambs marked (55% of total markings)

### Number of ewes joined to produce those lambs

6,751,464 total number of ewes joined to produce those lambs 3,245,018 total Merino lambs joined (48%) 3,506,445 total non-Merino lambs joined (52%)

### Marking rates

94% National Merino marking rate 107% National non-Merino marking rate



## Background and Purpose



#### **Survey Background**

The Wool and Sheepmeat survey has been running in various formats for the past 18 years. The survey has been running in its current format since June 2010, following discussions with MLA's Lamb Forecasting Advisory Committee (LFAC), where MLA decided that they needed to use a more vigorous methodology going forward.

Due to the success of the survey, a management agreement between MLA and AWI was negotiated and AWI signed on for the next wave in October 2010.

Since October 2010, MLA, AWI and the LFAC have worked closely to further develop the model, sample and breed code frame for the now combined Wool and Sheepmeat survey.

Kynetec took over from Axiom in October 2016 and have been working closely with MLA and AWI to increase the number of respondents and the amount of data collected by streamlining the online

and mail-out surveys.

#### Purpose of the research

The project provides MLA and AWI with an accurate representation of flock population, demographics, sheep meat and wool supply information and producer production intentions during key production periods throughout the year.

The survey enables MLA and AWI to provide the Lamb Forecasting Advisory Committee (LFAC) and the Australian Wool Production Forecasting Committee (AWPFC), with solid forward looking information to assist industry projections.

Although information gathered has been extremely useful in flock and production forecasts, MLA and AWI are continuing looking to add further value to the study by better aligning the sample collected with industry production structure and making better use of the results in various internal and external publications.



### Methodology [1/3]



#### **Sampling**

The MLA and AWI Wool and Sheepmeat survey for June 2021 was built around the collection of an industry representative sample of sheep producers across all sheep growing regions of Australia. In order to achieve a representative sample, sheep producers were sampled with strong representation within each MLA defined sheep production region. A total number of 1,720 survey responses were achieved in June 2021, below the response levels achieved from February 2021 at 1,848 surveys but up from 1,697 surveys achieved in June 2020. Mail response rates continue to be lower than achieved in previous years such as the 701 in June 2019 compared to the 312 in June 2020 and 367 in June 2021. Australia Post continued to experience delays in their letters and parcel deliveries over the June / July survey period due to Covid-19 with less domestic flights, increased deliveries for online orders and staff safety procedures. In future surveys, consideration should be given to replacing the mail survey with a telephone survey to achieve more surveys with no change in budget. This was done in October 2020 with nearly 500 surveys being completed by telephone.

Given many large producers have multiple properties in different regions and states and their possible impact on weighting, we reported the results based on number of properties rather than respondents. As a result, 2,688 properties were included in the survey.

#### **Data Collection**

Three survey methodologies were adopted in order to collect the target sample:

- 1. Online web based survey: This methodology was presented to potential respondents using two different communication tools (email survey links and website survey links).
  - I. <u>Website survey links:</u> Two survey links were given to MLA and AWI to place on their website and to include in selected external communications with producer stakeholders e.g. Friday Feedback and Feedback magazine. Copies of these links were also sent to members of the Lamb Forecasting Advisory Committee (LFAC) to include in their email signatures and place on their websites during June. A total of 123 respondents completed the survey via this method (7% of the total sample).
  - II. <u>Email survey links:</u> A link to the survey was created for email purposes so Kynetec could track the number of completes and partial completes throughout the survey period (1 to 30 June 2021) and send reminder emails accordingly. A total of 17,013 emails were sent to MLA and AWI members via the email addresses provided by MLA and AWI databases. Of those, 3,200 emails bounced, giving a total emails delivered of 13,813. A total of seven reminder emails were sent to non-respondents with a significant number of completes achieved after each reminder. The email survey link returned a total of 1,230 completed responses (72% of the sample).
- 2. <u>Mail-out survey:</u> A hard copy questionnaire and a reply paid envelope was sent to a random sample of 5,000 producers from the FARM database (Fairfax Agricultural Research and Marketing). This methodology was supported by CATI reminder calls to producers in specific regions (Tasmania, Murrumbidgee and western NSW) in order to boost response rates. A total of 367 producers responded by this methodology (21% of total sample).



## Methodology [2/3]



#### Weighting

Breeding ewe and lamb estimates were developed by weighting the number of respondents by both state and flock size to the number of farm businesses with breeding ewes. Wether estimates were developed by weighting the number of respondents by state to the number of total farm businesses with sheep and lambs.

As with all Wool and Sheepmeat surveys since February 2018, the ABS population of producers used for weighting the survey data is regularly adjusted to account for the significant number of smaller producers (flock sizes of less than 250 head) that were excluded from the ABS census and surveys due to the \$40,000 EVAO cutoff. A comparison of the adjusted producer populations used for breeding ewe and lamb estimates for the last five Wool and Sheepmeat surveys is below. Note that although ABS has released new producer population numbers for 2019/2020, these were not used for weighting the June 2021 survey results as the ABS data was already 12 months old and indicated a decline in the producer population in 2020. Weighting 2021 results to the lower producer population of 2020 was not considered appropriate so ABS's higher 2018/2019 producer populations were used instead.

The producer populations will be reviewed again when the 2020/2021 ABS data becomes available in May 2022.

State	Breeding Ewe	Breeding Ewe	Breeding Ewe	Breeding Ewe
	Producers used	Producers used	Producers used	Producers used
	for	for	for	for
	Feb, June & Oct	Feb, June & Oct	Feb & June 2020	Oct 2020 , Feb &
	2018	2019		June 2021
Australia	35,947	37,238	37,668	37,121
New South	13,725	14,075	14,088	13,800
Wales/ACT				
Victoria	9,173	9,473	10,010	9,815
Queensland	1,410	1,497	1,523	1,625
South Australia	5,414	5,827	6,073	5,724
Western Australia	4,906	5,000	4,710	4,807
Tasmania	1,318	1,387	1,264	1,349



### Methodology [3/3]



#### **Statistical significance**

The total research sample of 1,720 will give the results of this study a margin of error of ± 1.6% at a 95% confidence level based on 37,121 breeding ewe producers in Australia (ABS 2018-19 Survey adjusted for \$40,000 EVOA cutoff). This is basically saying that if you conducted the same survey 100 times, 95 out of the 100 sheep producers should yield results within ± 1.6% of the published number or percentage. However, the % of error increases as the sample size decreases (e.g. at the state and regional level).

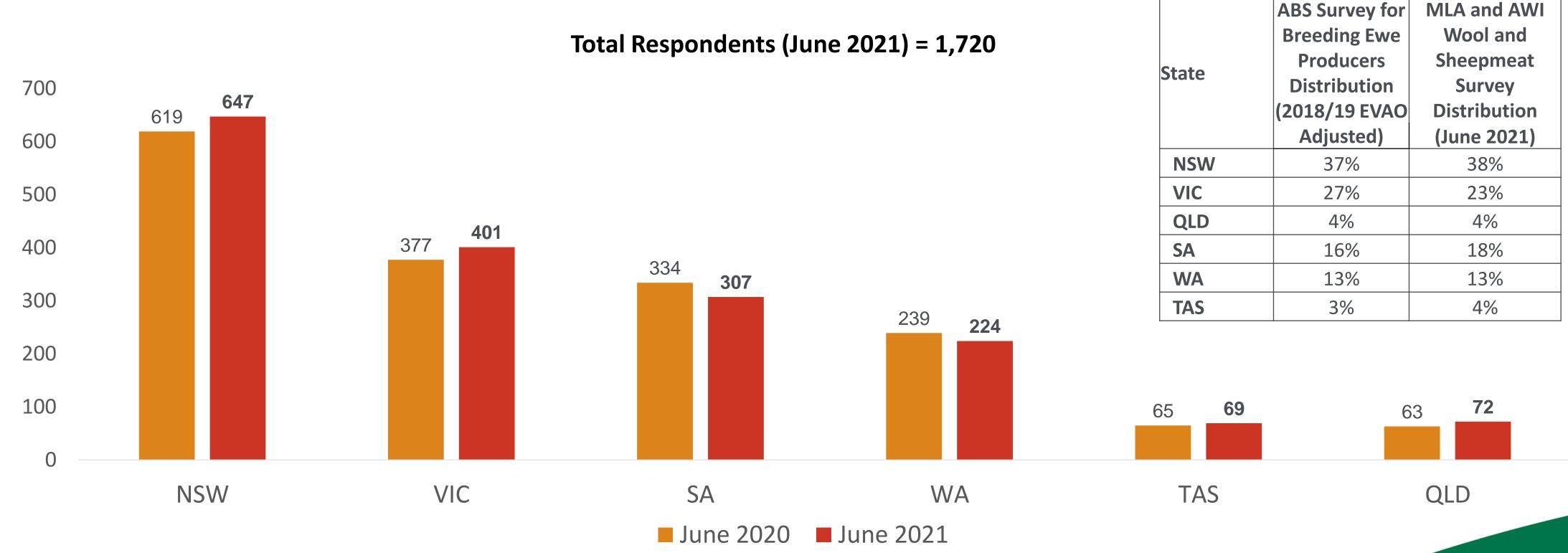
•	New South Wales	± 2.60%
•	Victoria	± 3.30%
•	Queensland	± 7.80%
•	South Australia	± 3.70%
•	Western Australia	± 4.40%
•	Tasmania	± 7.90%



# Survey Respondents [1/4]: By State



The proportion of the total number of respondents (n=1,720) surveyed in each state was closely aligned with the ABS Survey producer distribution by state (see table below). The ABS perform a substantial yearly survey of 35,000 agricultural businesses between Census years in order to continually track agricultural production and producer population. Although it is a survey, it is still indicative of the industry structure and sheep producer distribution and will be used to update state sampling structures in future surveys.



# Survey Respondents [2/4]: Total Flock Counts (Merino & Non-Merino)



Merino and non merino flock count by Postcode



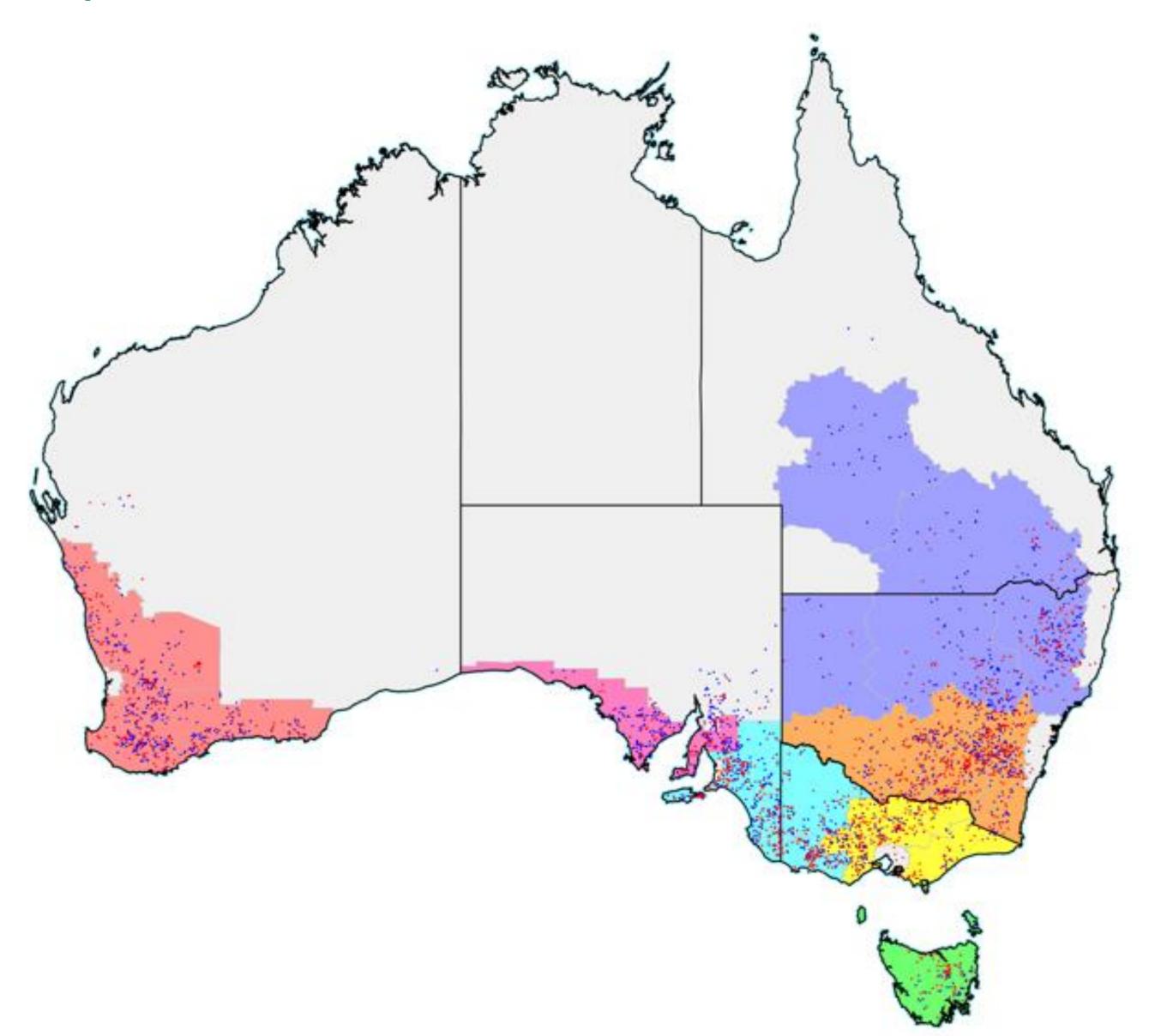
#### Merino flock count

1 Dot = 1

Non merino flock count

by Postcode

1 Dot = 1



Total properties: n = 2,688

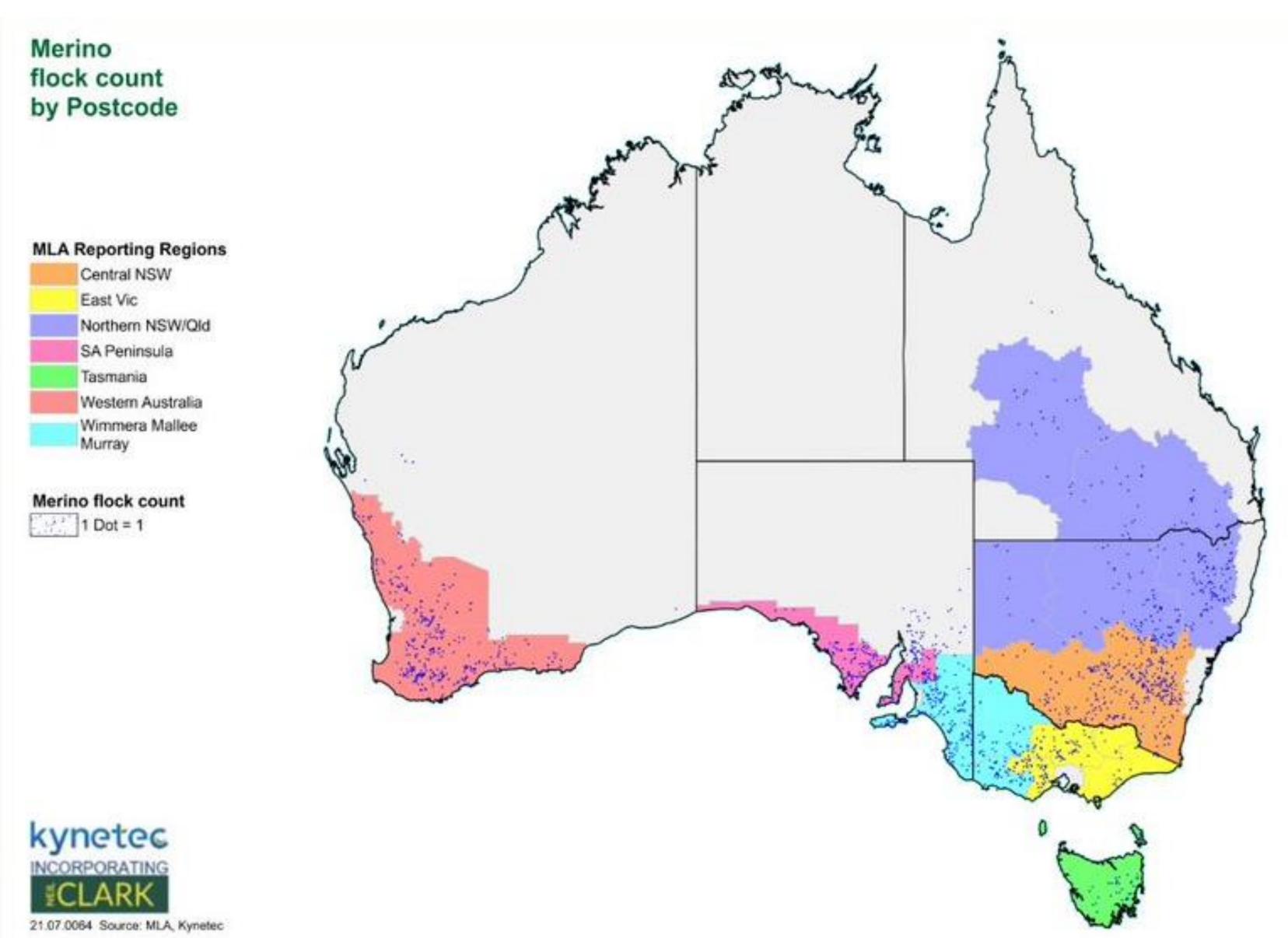
Merino: n = 1,964All other: n = 724





# Survey Respondents [3/4]: Merino Flock Counts



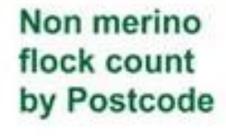


Merino properties: n = 1,964



# Survey Respondents [4/4]: Non-Merino Flock Counts

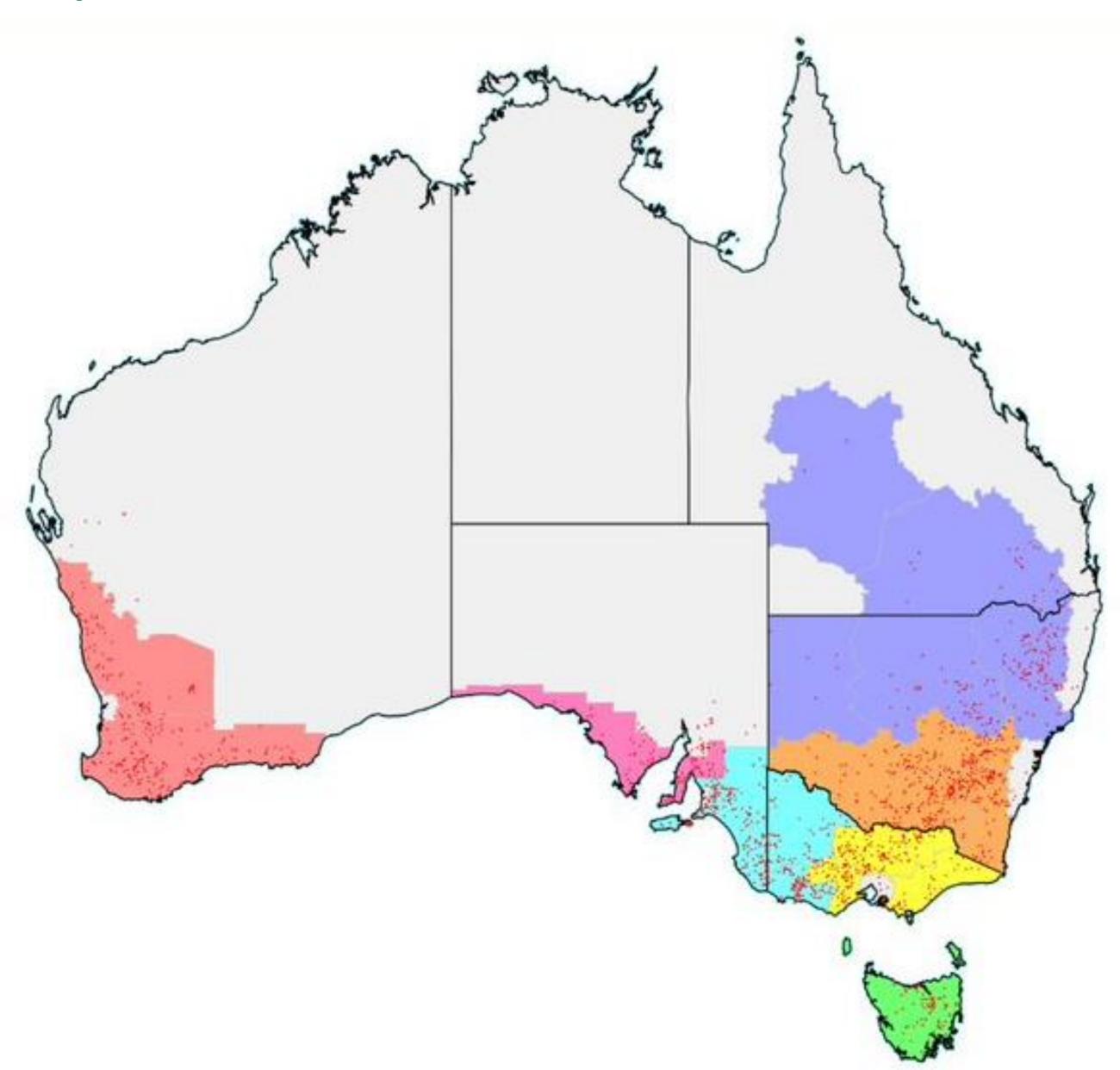






by Postcode

1 Dot = 1



All other properties: n = 724



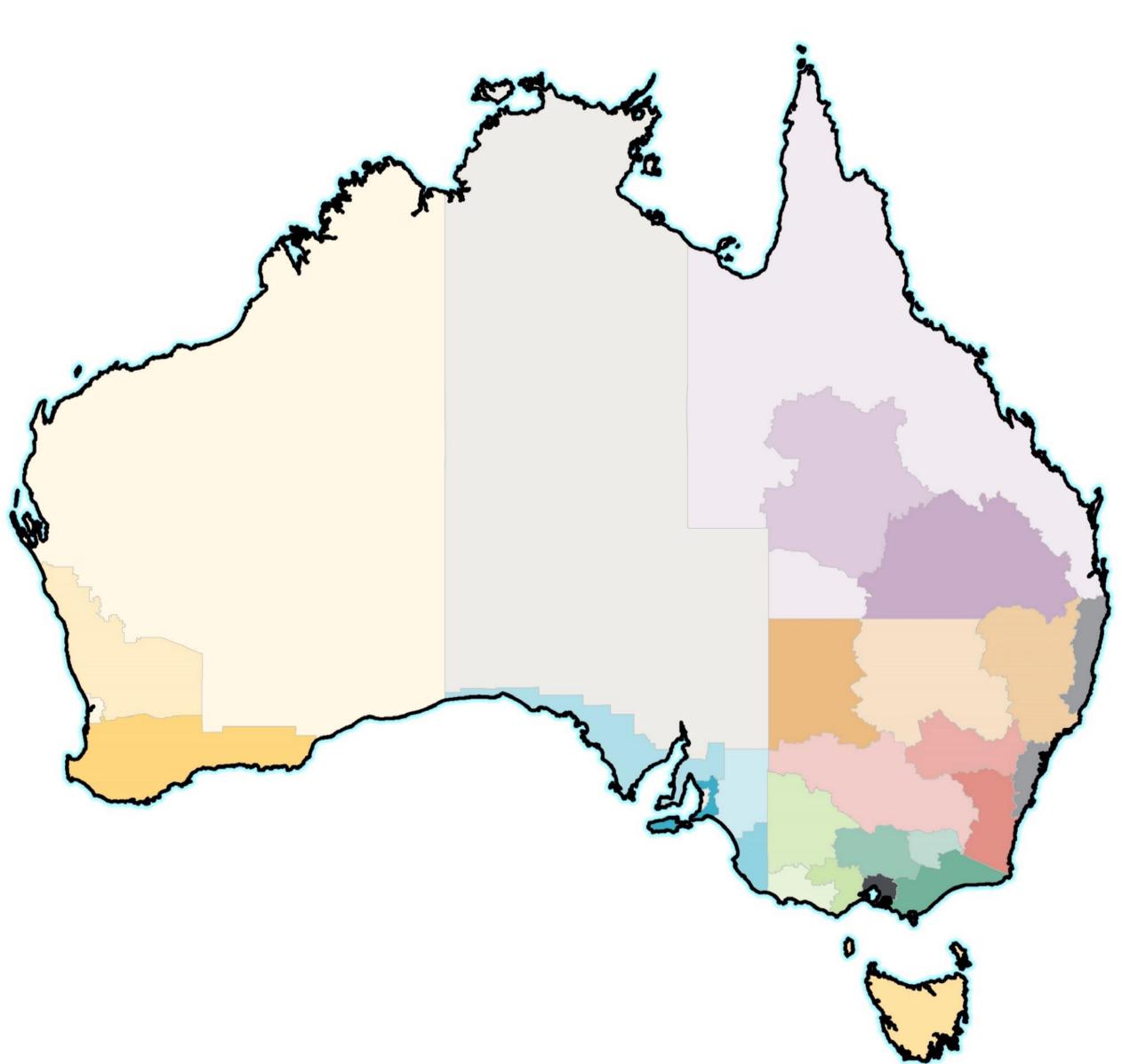


## MLA Sheep Producing Regions

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#### **MLA Regions**





Due to seasonal and growing condition variability throughout Australia and even within states, Australia was divided into 26 sheep producing regions so that sheep numbers and flock demographics could be reported at a regional level.

Of the 26 sheep producing regions, 7 are located in NSW, 7 in Victoria, 5 in SA, 3 in WA, 3 in Queensland and 1 in Tasmania. These producing regions are likely to change as the flock distribution changes.







# National Results



### Ewes on hand and Lambs on hand - Australia



Merinos accounted for 74% of the total breeding ewe flock at 41.7 million head. Merino breeding ewes were further divided into Merino ewes for pure bred Merino production and Merino ewes for crossbred production and 'other' Merinos, accounting for 70%, 27% and 3% of the merino flock, respectively.

There were 19.7 million lambs on hand at 30 June 2021. Merinos made up 59% of the total lamb flock, at 11.7 million head, followed by First cross and Pure meat lambs (accounting for 17% and 14% of the national lamb flock respectively).

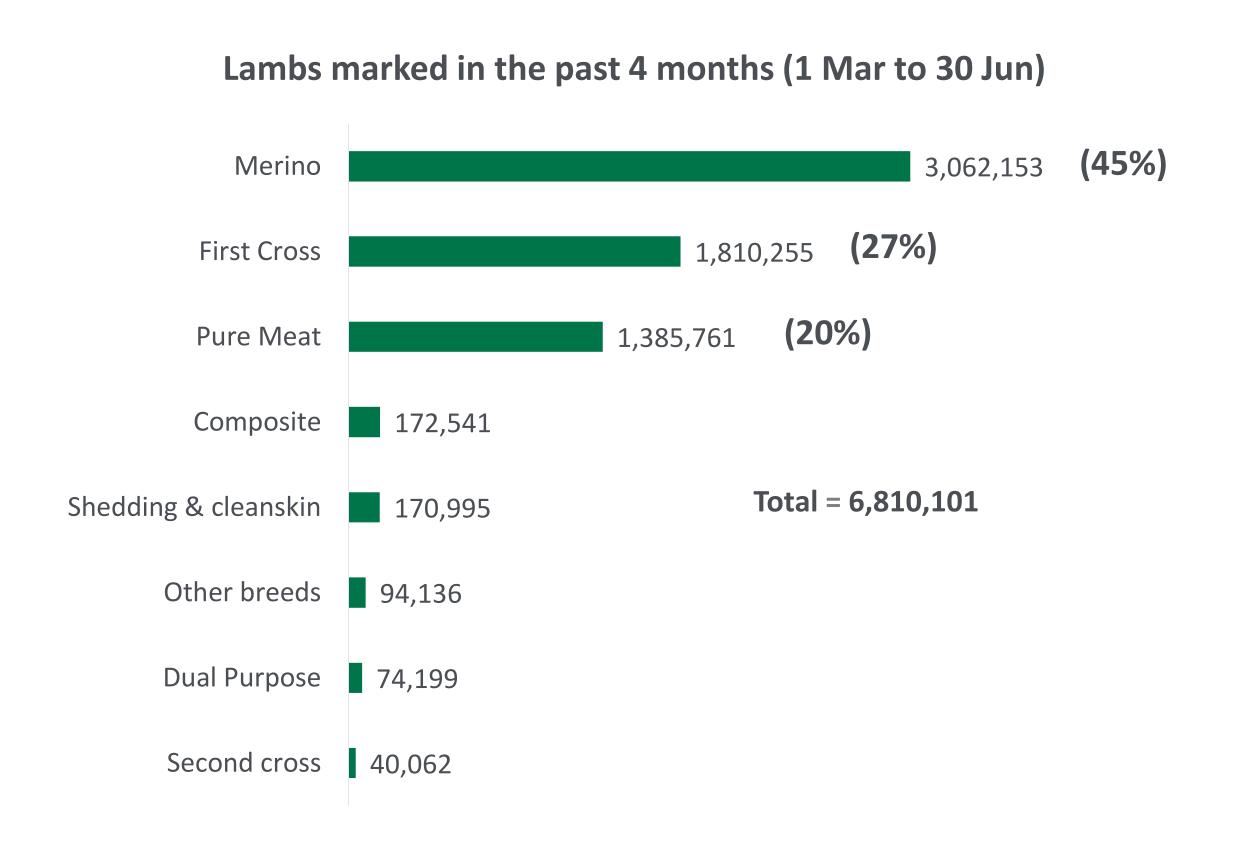
#### Number of lambs on hand Number of ewes on hand Merino for pure breed lamb (59%) 21,568,127 11,717,911 Merino production Merino for crossbred lamb 8,344,383 production **(17%)** 3,333,956 First Cross Merino other 949,820 (14%) Pure Meat 2,784,352 Composite 4,346,486 Composite Breeds 694,310 First cross 3,769,721 Double purpose 799,625 Shedding & cleanskin 462,430 Total = 41,661,294Total = 19,723,270Shedding & cleanskin 704,302 Other Breeds 388,112 Pure meat **682,179** Dual Purpose 279,095 Other breeds 469,002 Second Cross 63,104 Second cross 27,650

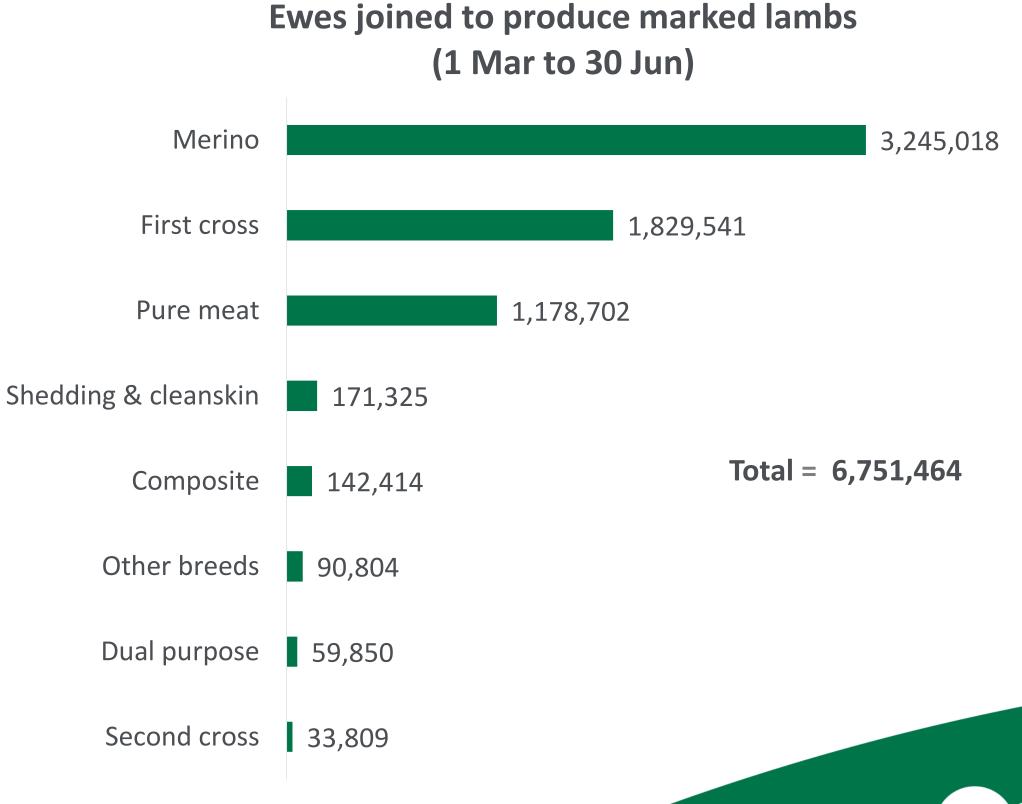
# Lambs marked in the past four months (1 Mar - 30 Jun 2021) and Ewes joined to produce those lambs - Australia



There were a total of 6.8 million lambs marked in the four months (from 1 March to 30 June 2021). Merinos accounted for the largest proportion of lambs marked in the past four months at 45% with First cross and Pure meat breeds accounting for 27% and 20%, respectively.

A total number of 6.8million ewes were joined to produce the lambs that were marked in the past four months. National Merino marking rates were well below that of non-merino breeds at 94% and 107% respectively.



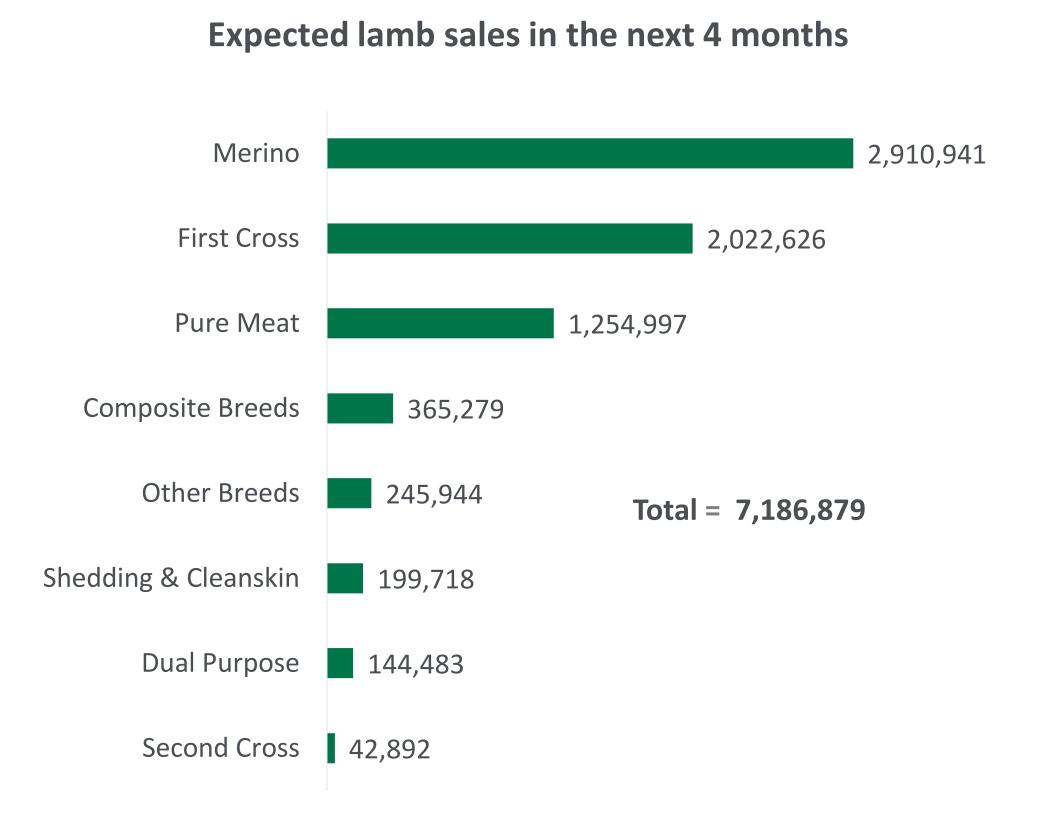


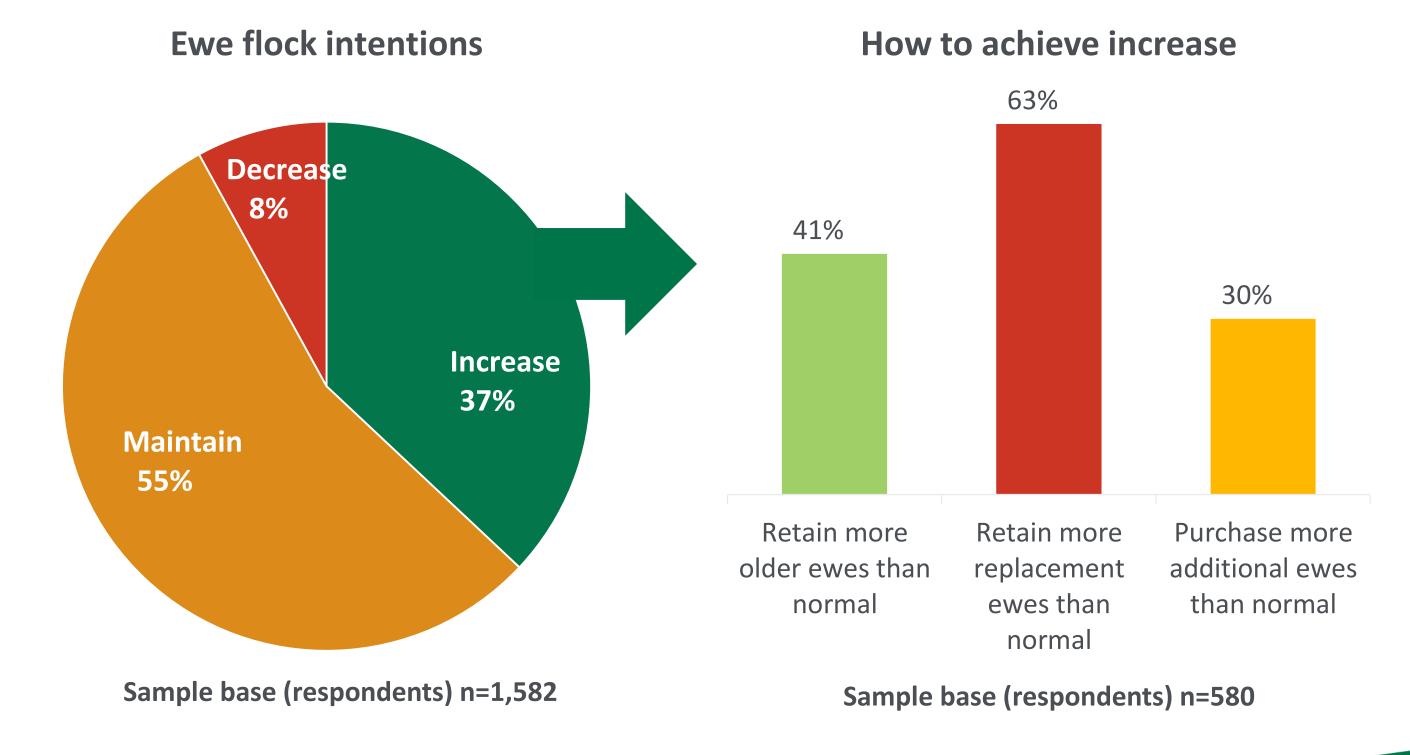
## Expected lamb sales in the next 4 months - Australia



A total number of 7.2 million lambs are expected to be sold in the next four months (1 July 2021 to 31 October 2021), approximately 37% of the total number of lambs on hand (19.7 million). Of these: Merino, First Cross and Pure Meat breeds are expected to account for 40%, 28% and 17% of lamb sales respectively.

These results are consistent with producer ewe flock intentions for the next 12 months and method of achievement, with 37% of producers are looking to increase their ewe flocks, largely through retaining more replacement ewes than normal (63%) or retaining more older ewes (41%).





Sample base (properties) n=2,689



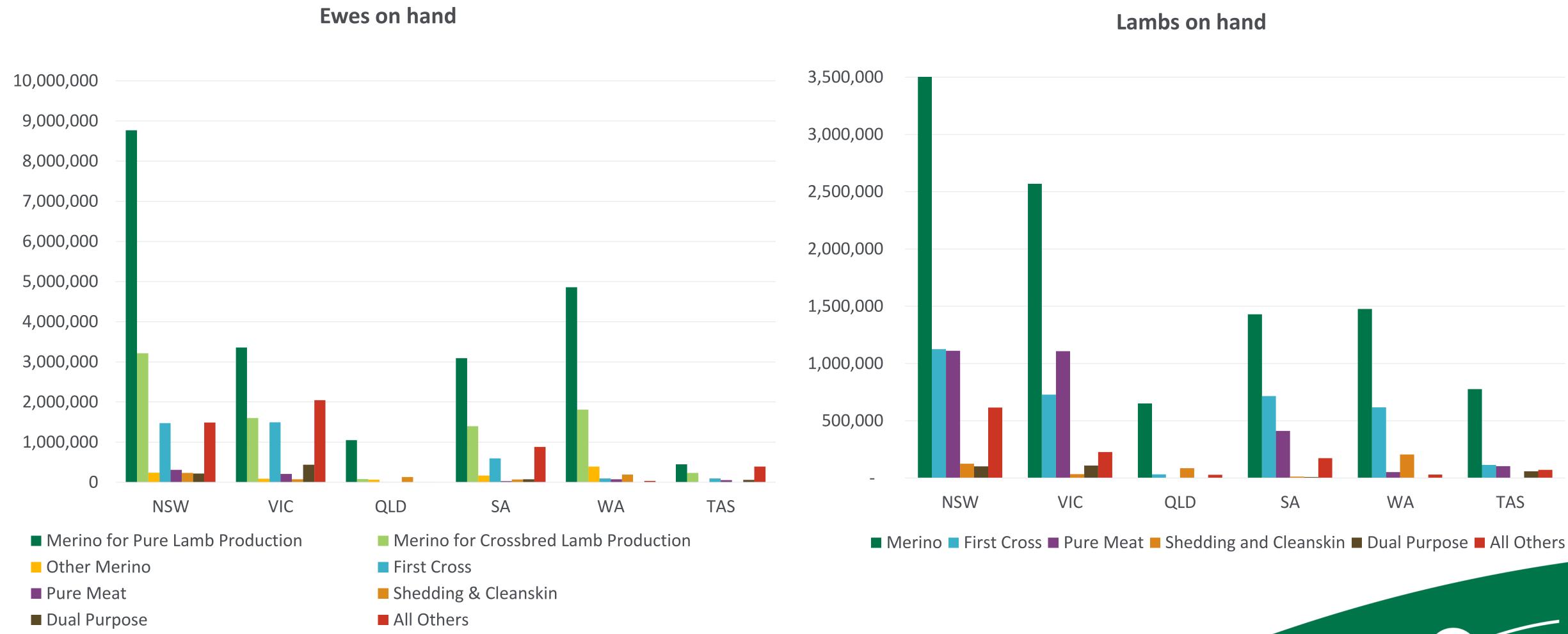


# Results by State



### Ewes on hand and Lambs on hand - State





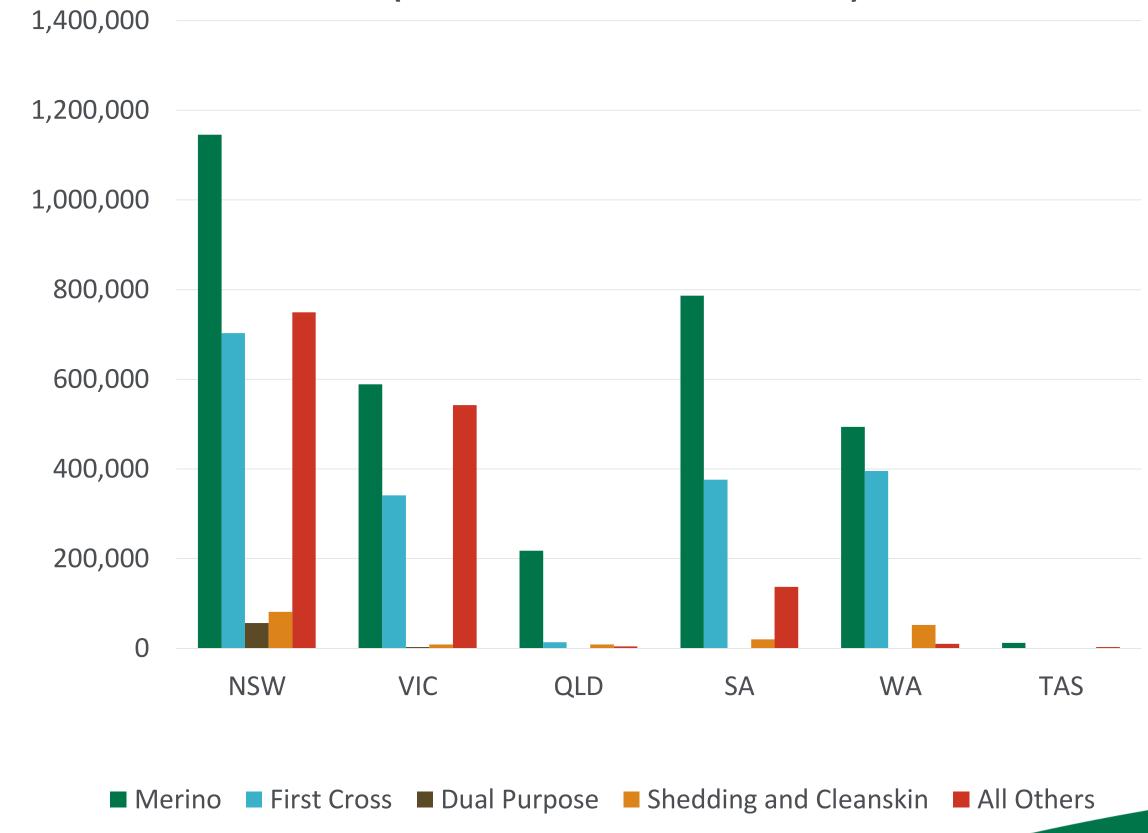
# Lambs marked in the past four months and ewes joined to produce those lambs - State



## Lambs marked in the past 4 months (1 March 2021 – 30 June 2021)



### Ewes joined to produce those lambs in the past 4 months (1 March 2021 – 30 June 2021)

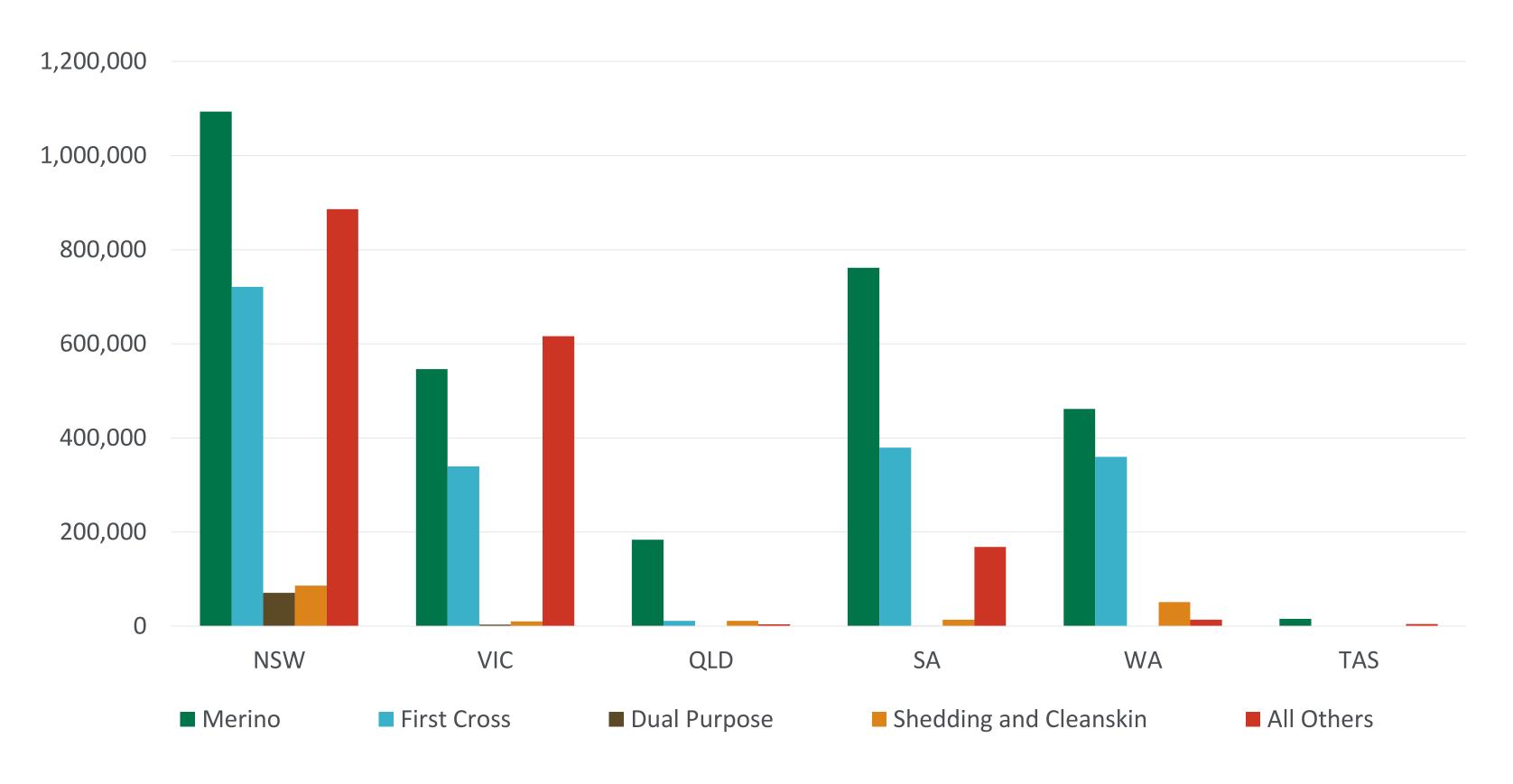




# Expected lamb sales in the next four months – by State



#### Expected lamb sales in the next 4 months (1 July 2021 – 31 October 2021)







# Results by MLA Reporting Region



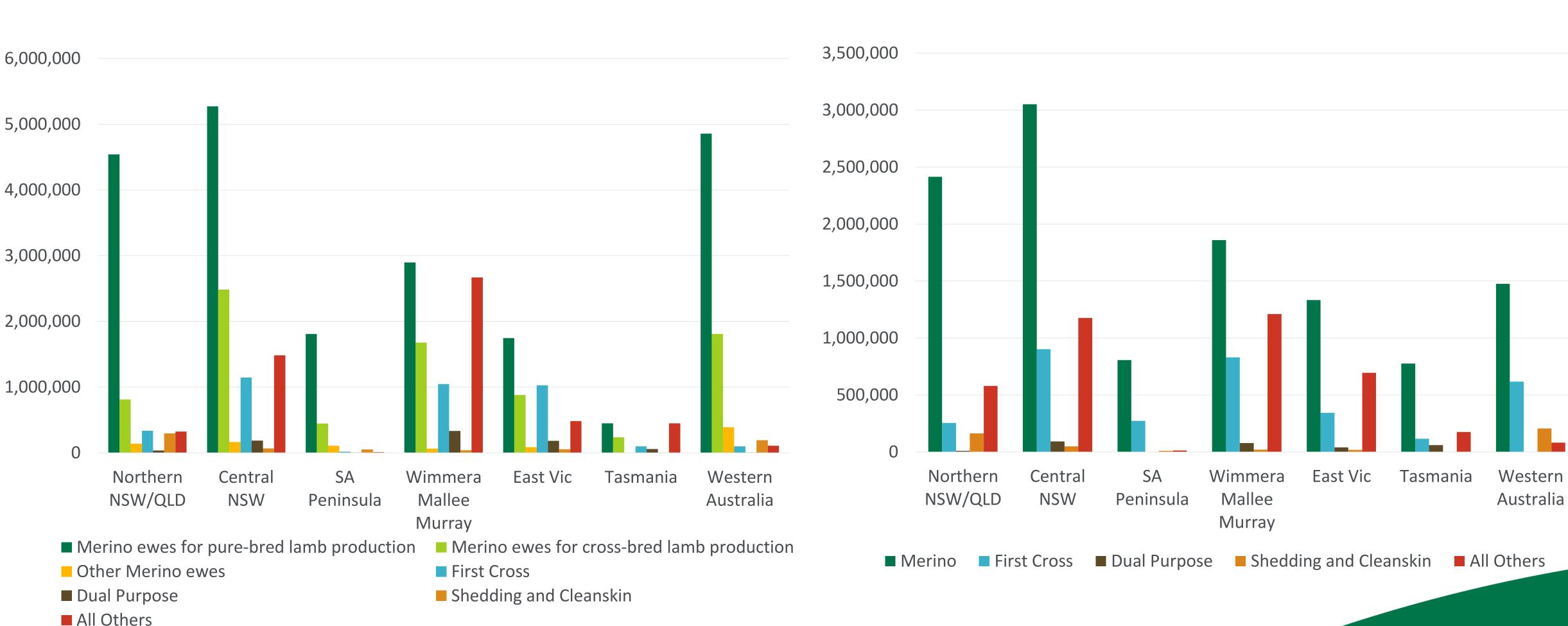
### Ewes on hand and lambs on hand 30 June 2021

## - by MLA reporting regions

**Ewes on hand** 

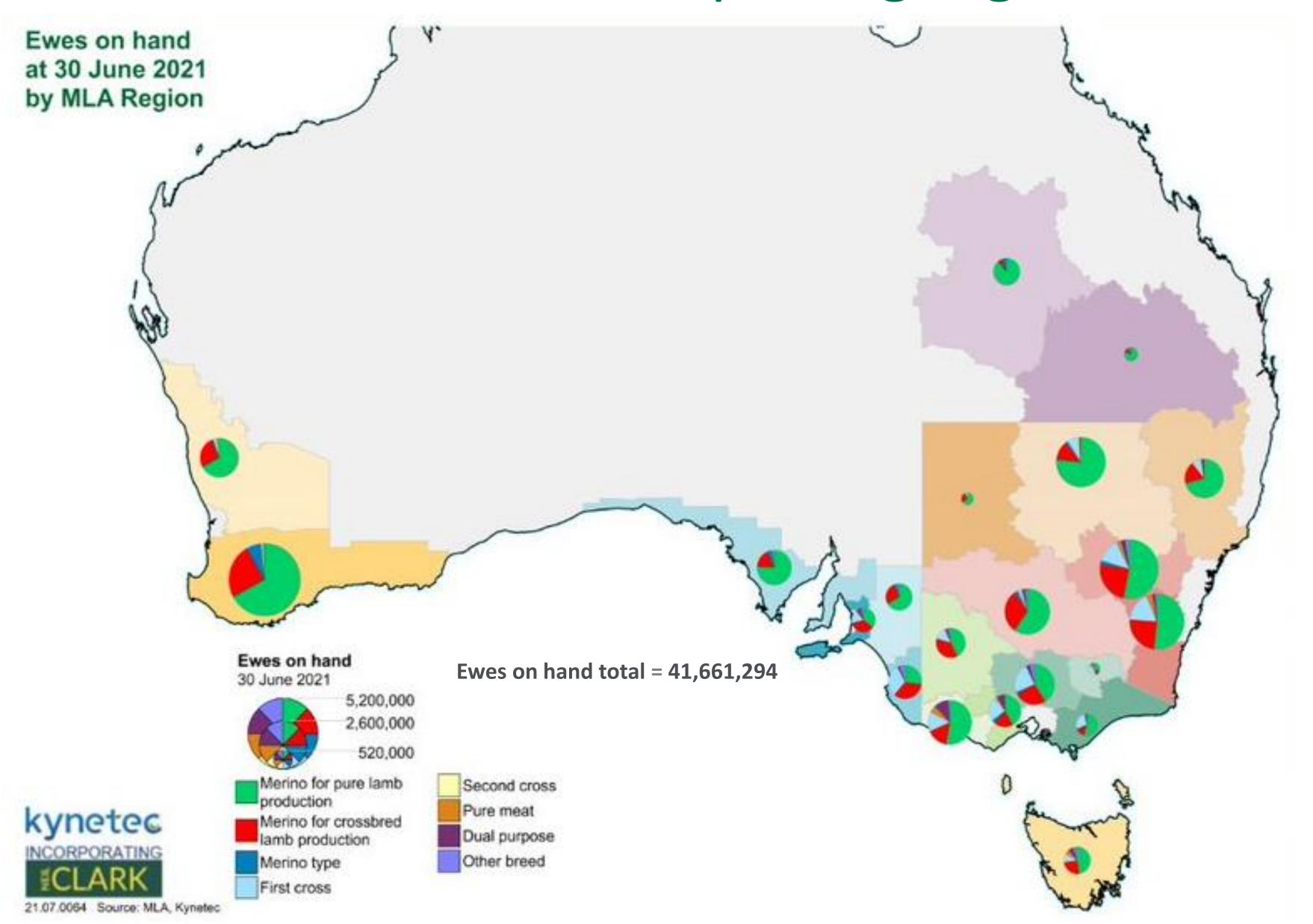


Lambs on hand



### Ewes on hand – MLA reporting regions





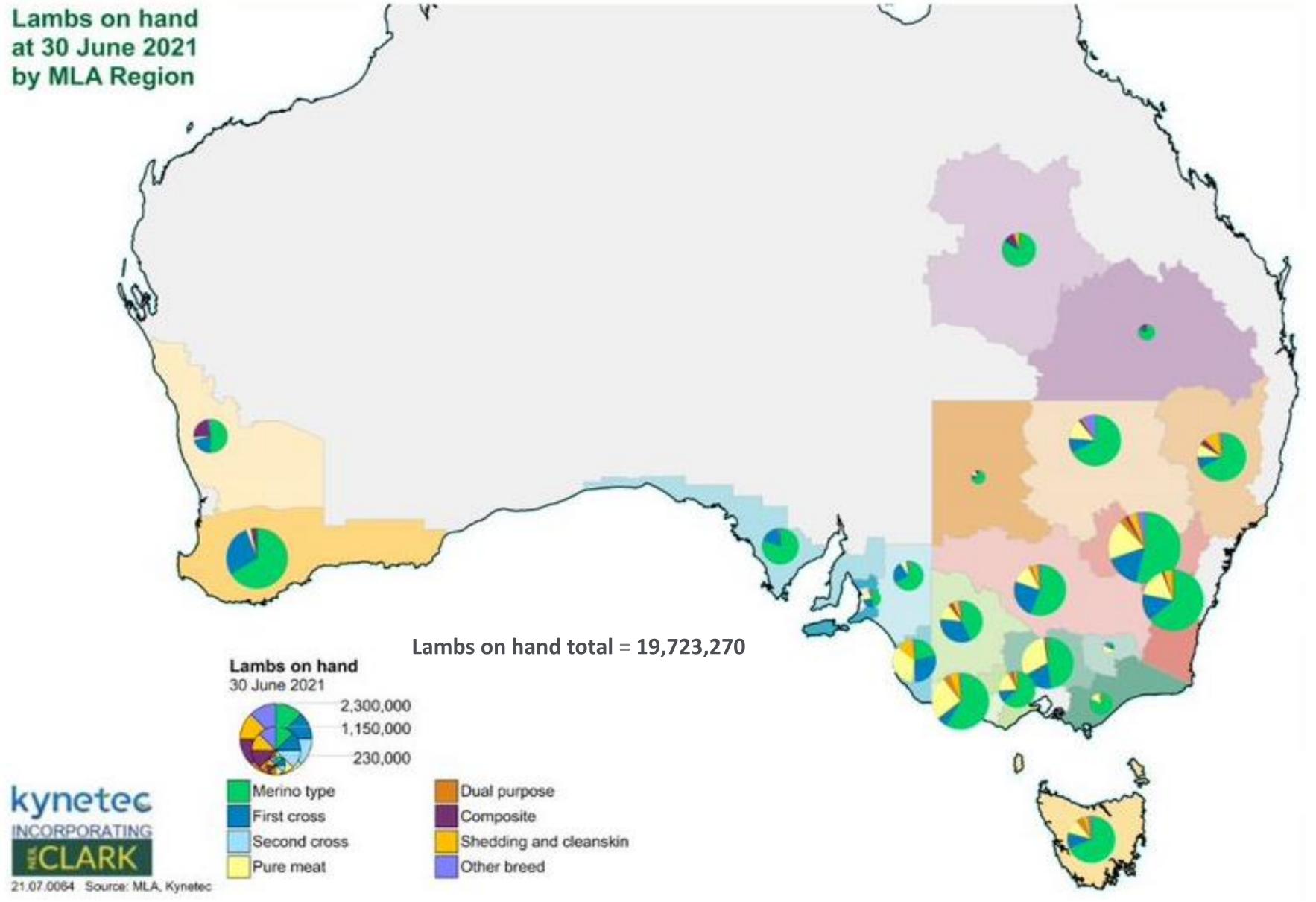
The breeding ewe population was largest in WA South (5.5 m), Central West region NSW (4.2 m) and South Eastern NSW (3.7 m).

Central Midlands Extra (100%) and Eyre Yorke and North (98%) had the highest percentage of merinos in their flock followed by WA South (97%) and Murray Land (96%) (Merino for Pure lamb, Merino for cross lamb production and Merino other).

Conversely, when considering regions with over 40,000 non merinos, the largest percentage of non-merino ewes was in Hunter and Northern (100%), Central Qld Extra (100%), Western District (59%), and Ovens Murray (57%).



## Lambs on hand – by MLA reporting regions





In line with a larger ewe flock population, the number of lambs on hand at 30 June was greatest in Central West NSW at 2.3 million. This was followed by the WA South region, recording around 1.7 million head.

Although Merinos tended to be the most dominant breed of lamb across almost all regions, a large proportion of flocks in some regions were made up of first cross and pure meat breeds. In WA South (15%) and the Central West (11%), First cross lambs comprised a significant portion of the lamb flock while Pure meat in WA South, Loddon and Goulburn and Western District comprised of 12%, 12% an 12% of the total lamb flocks, respectively.

NSW had the largest Merino lamb flock at around 4.8 million head, accounting for 61% of the 7.9 m total NSW lamb flock. In QLD however, Merinos accounted for 82% of the total lamb flock (650 thousand of 798 thousand head).



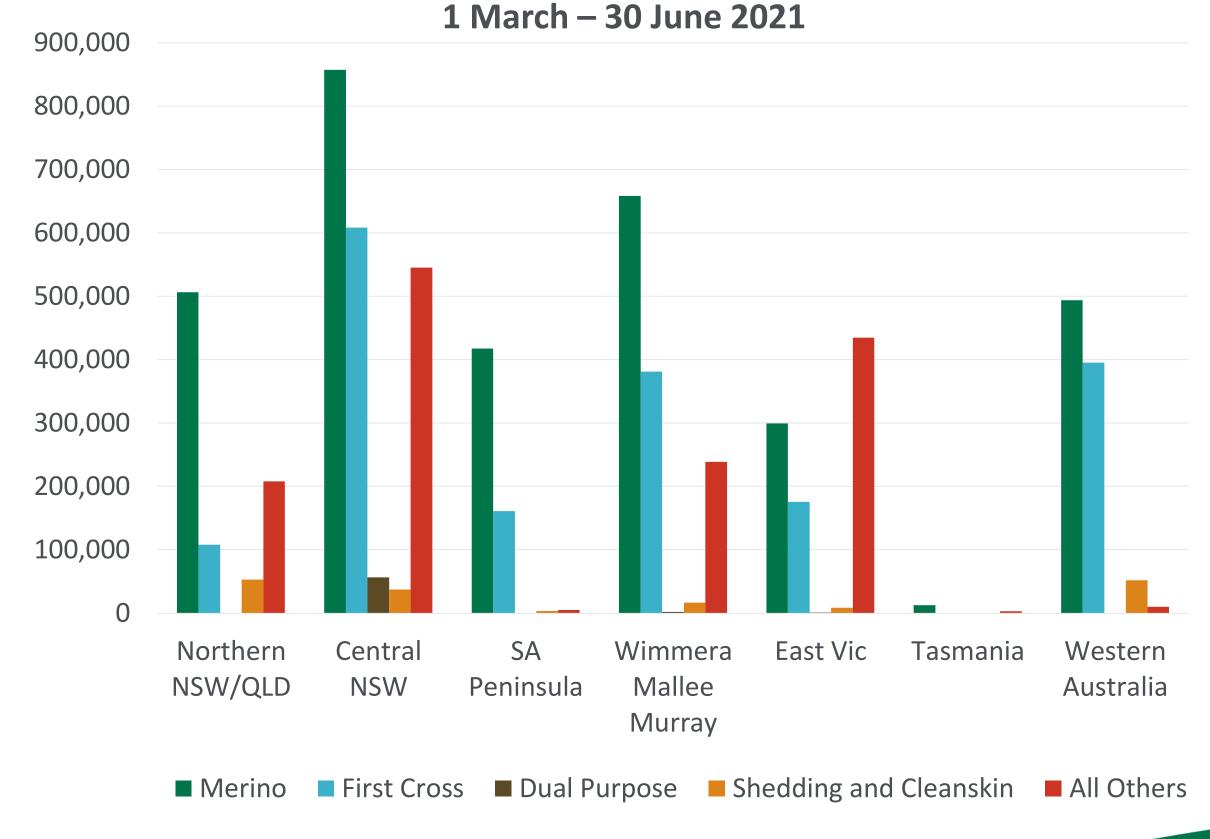
# Lambs marked in the past 4 months and Ewes joined to produce those lambs – by MLA reporting regions



#### Lambs marked in the past 4 months 1 March – 30 June 2021



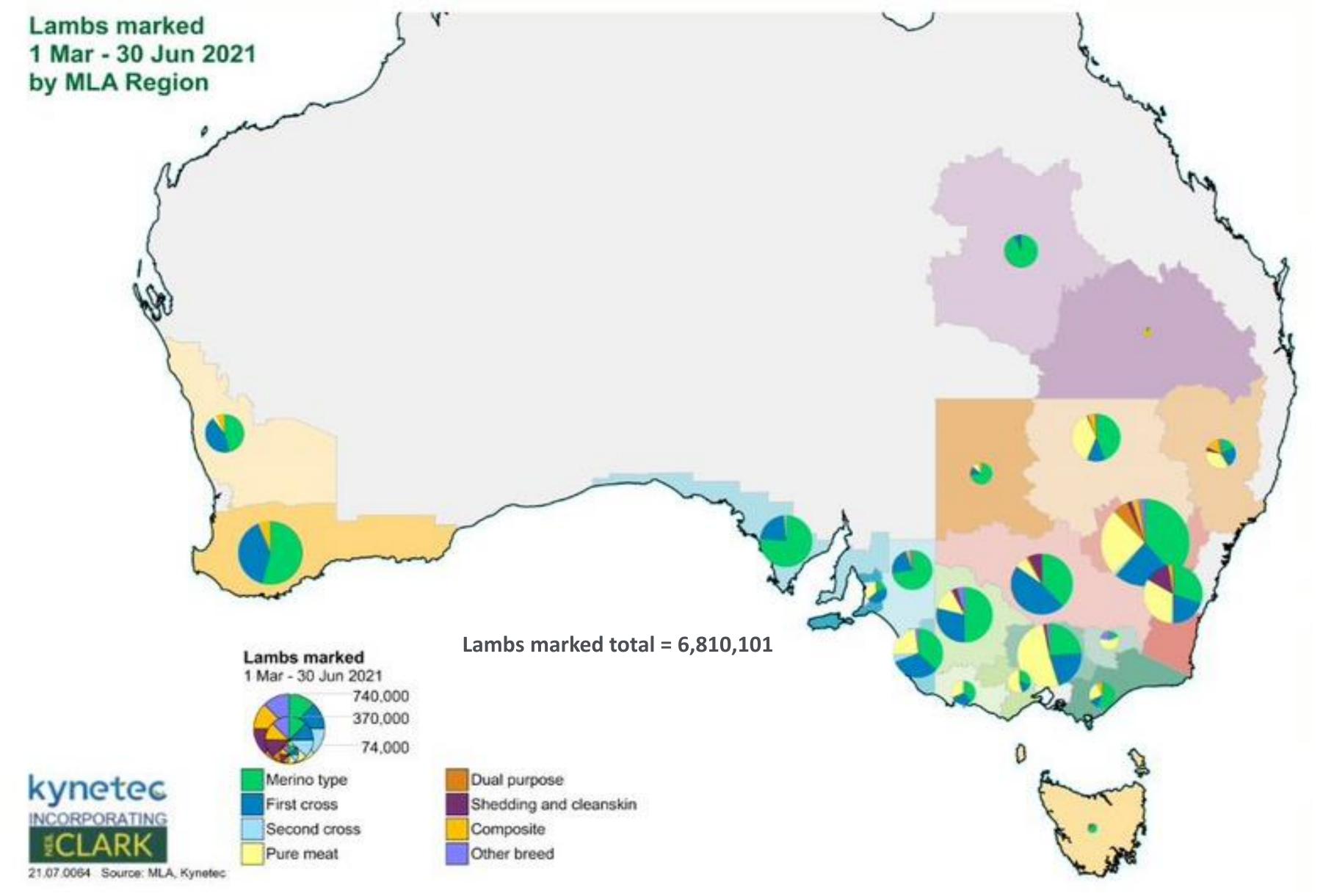
#### Ewes joined to produce those lambs in the past 4 months





## Lambs marked in the past four months





Around 6.8 million lambs were marked over the past four months.

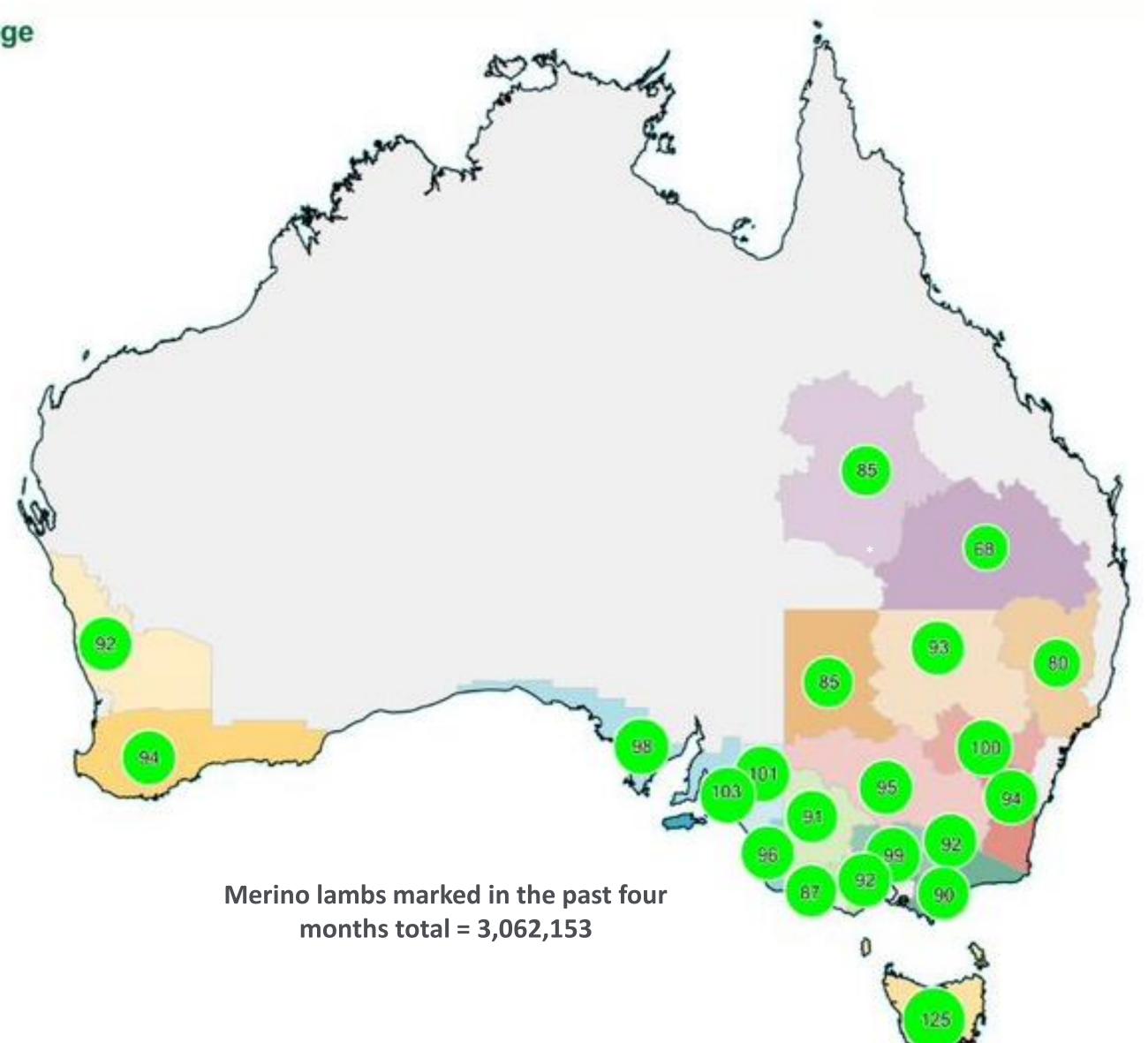
Central West, WA South and Loddon and Goulburn accounted for a large number of new lambs, with markings of 1.1m, 0.6m and 0.6m head respectively.



## Merino lamb marking rates – by MLA regions

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Lambs marked percentage of merinos by MLA Region



The highest Merino marking rates were recorded in Outer Adelaide (103%) and Murray Lands (101%). Conversely, the lowest marking rates were recorded in Southern Qld at 68%.

Nationally the Merino marking rate was 94% and on a state basis,
Queensland had the lowest marking rate at 84% respectively, while
Tasmania and SA recorded the highest Merino marking rates of 125% and 97% respectively.

Note: These marking rates are for the period between 1 March to 30 June 2021 and are not an accurate representation of annual marking rates.



Merino lambs

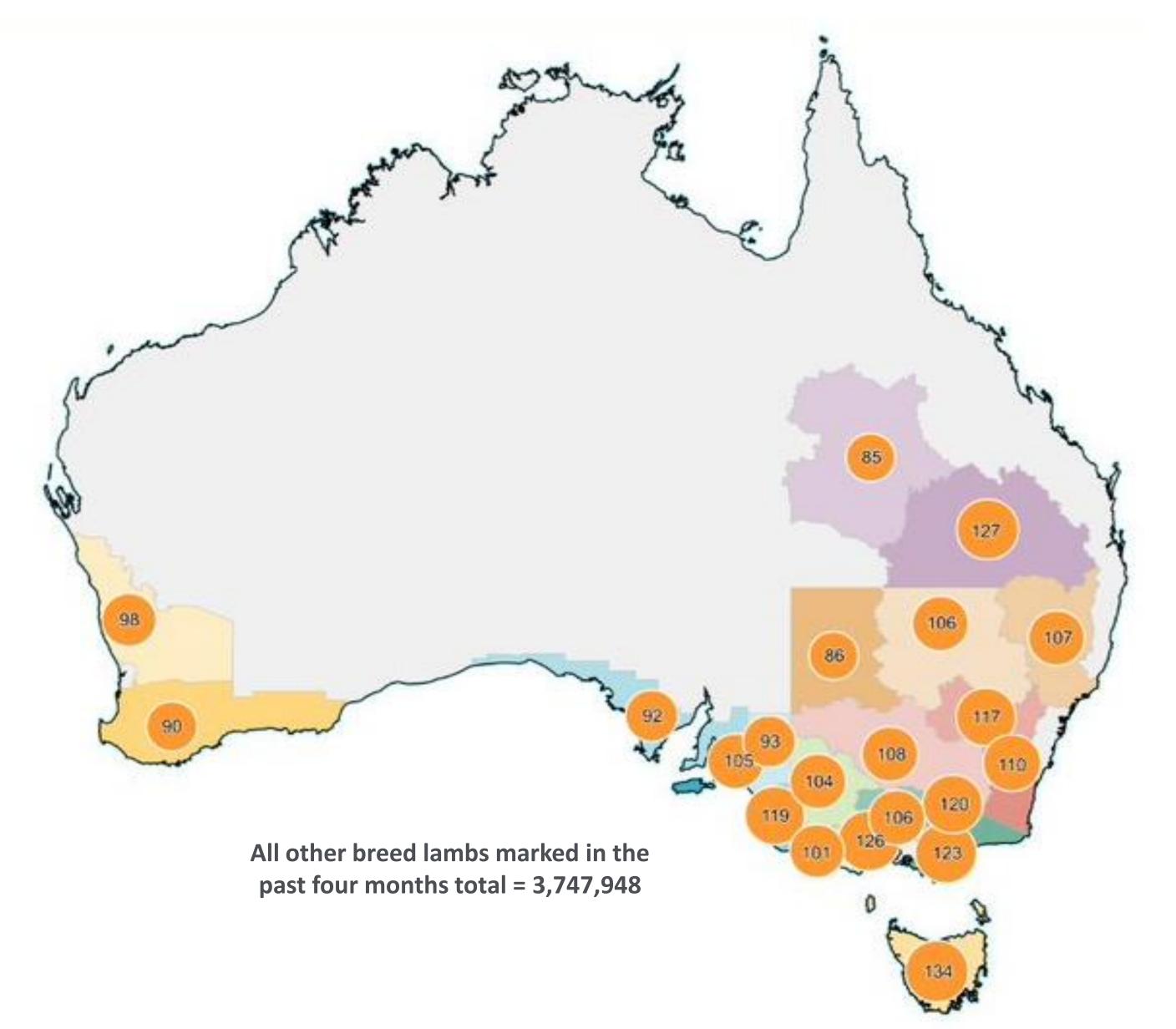
Percentage marked



# All other breed lamb marking rates – by MLA regions



Lambs marked percentage of non merinos by MLA Region



Of the regions with greater than 40 thousand head of non-merino lambs Southern Qld and Barwon and Central Highlands recorded the highest marking rates for non-Merino lambs at 127% and 126% respectively.

On a state basis TAS (134%) and NSW (111%) recorded the highest non-merino marketing when only considering states that had greater than 40 thousand head of non-merino lambs marked. In contrast, the lowest non-merino marking rates was seen in WA (93%).

Note: These marking rates are for the period between 1 March and 30 June 2021. As this is outside of the peak lambing period in some regions this year, these are not representative of the average annual marking rates.



Non merino lambs

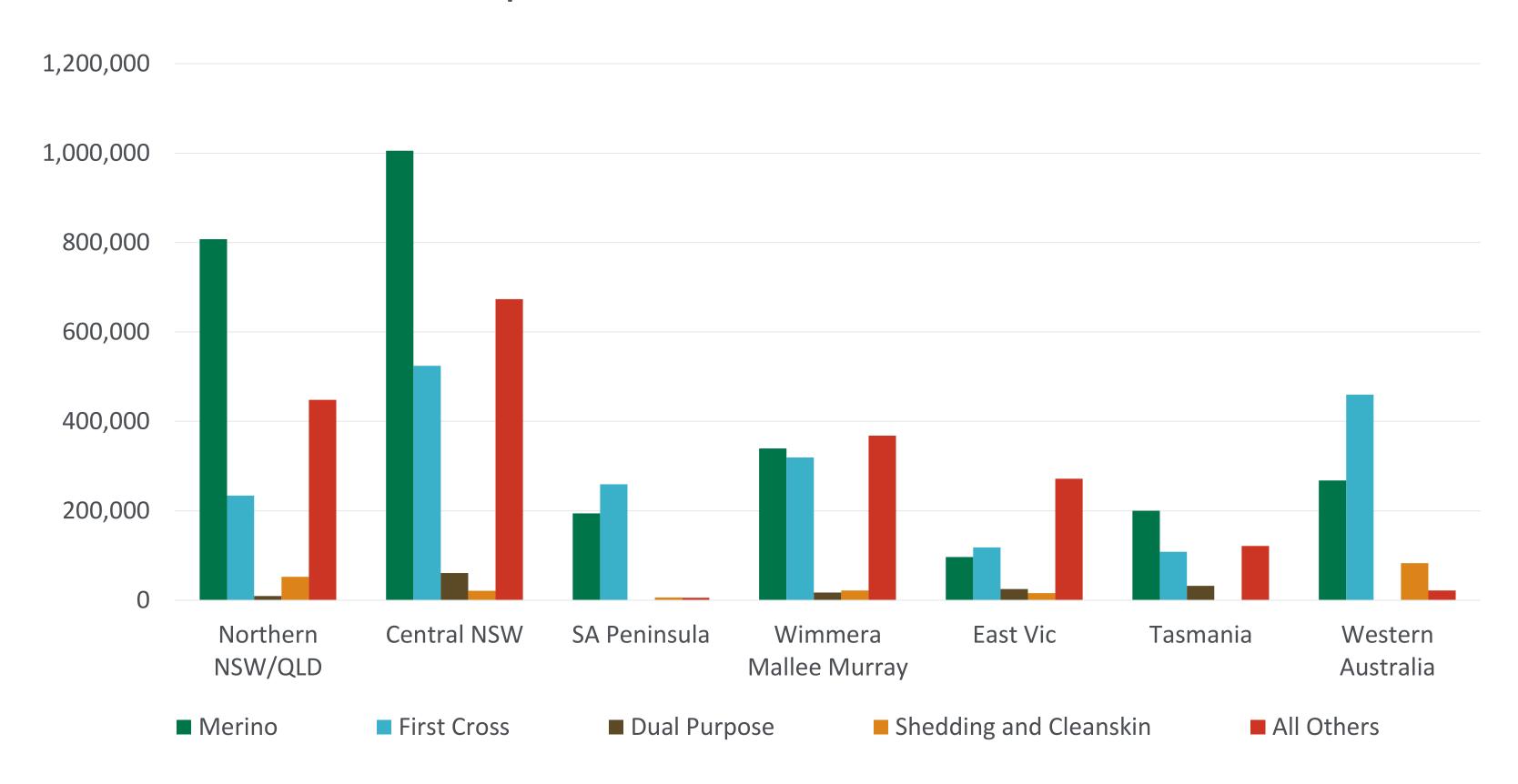
Percentage marked



# Expected lamb sales in next four months (1 July - 31 October 2021) – by MLA reporting regions

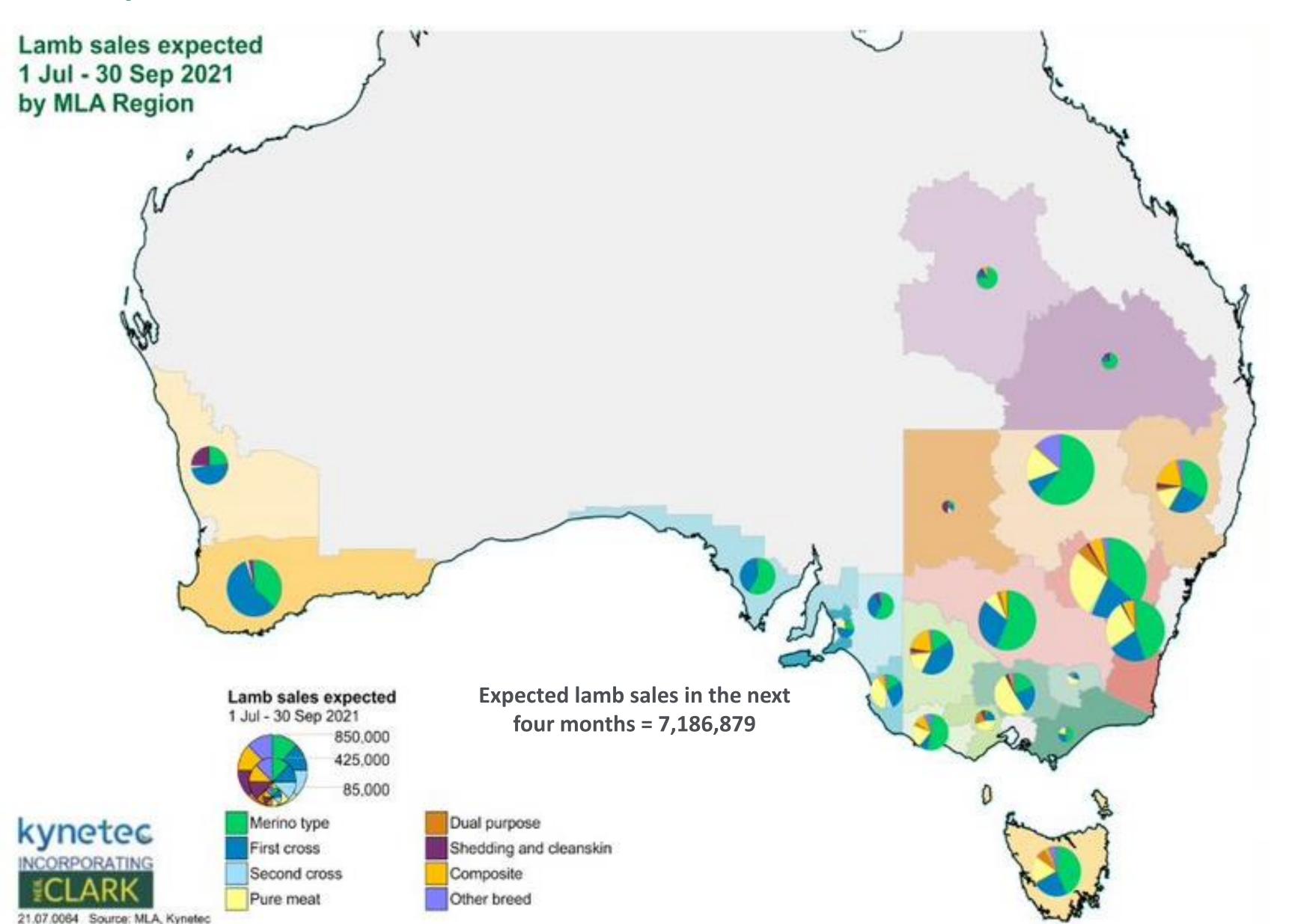


#### **Expected lamb sales in the next 4 months**





### Expected lamb sales in next four months





Over the next four months (1 July 2021 to 31st October 2021), most lamb sales are expected to occur in Central West (1.03m) North Western (0.83m), South Eastern (0.64m).

Merino's are expected to account for 41% of national lamb sales, with the proportion higher in QLD and NSW (71% and 46% respectively). First cross and pure meat breeds will account for 46% of lamb sales, being highest in WA (57%), VIC and SA (56%).

NSW is expected to account for 51% of total lamb sales over the next four months, with around 3.7 million lambs expected to be on offer. This is followed by VIC and SA at 16% and 13% of total lamb sales, respectively.





# New Question in June 2021:

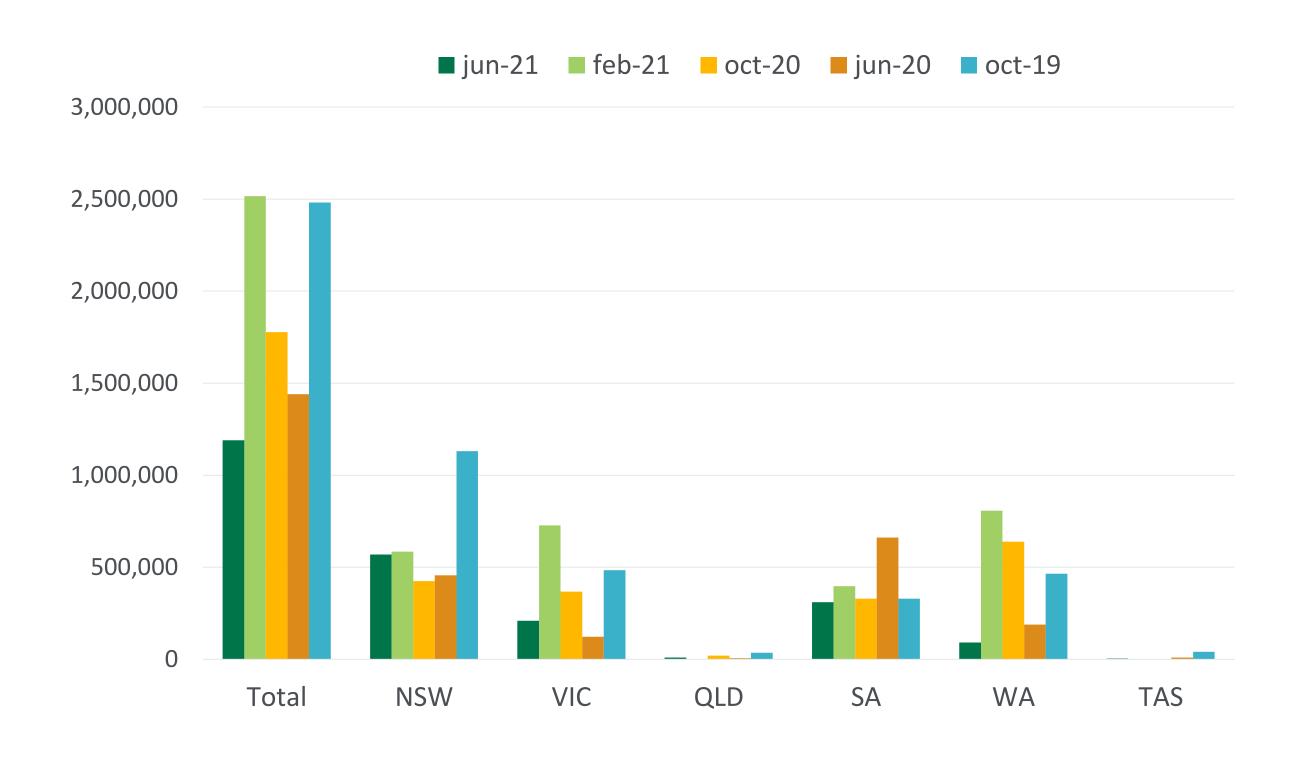


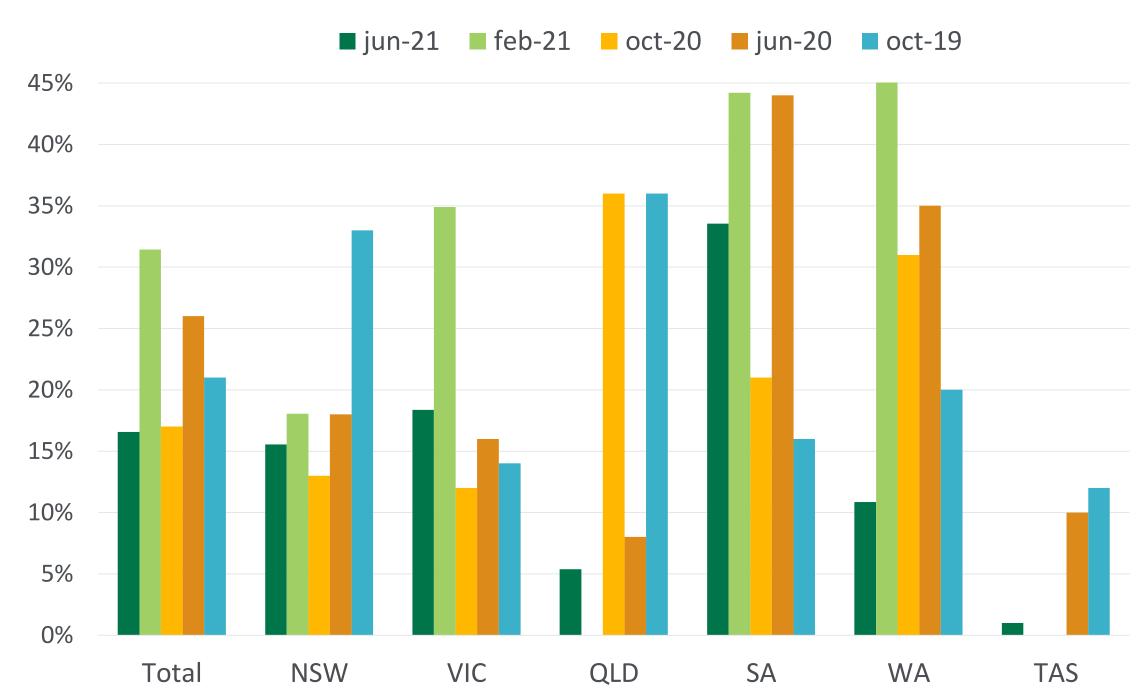
# Number of lambs expected to be sold that spent 35 days with grain as their primary food source – by State



Of expected lamb sales in the next 4 months, how many will have spent 35 days with grain as their primary food source







\*NB the percentage of grainfed lambs to total lambs sales is calculated dividing the number of grain fed lambs expected to be sold in the next 4 months by the total expected lamb sales in the next 4 months

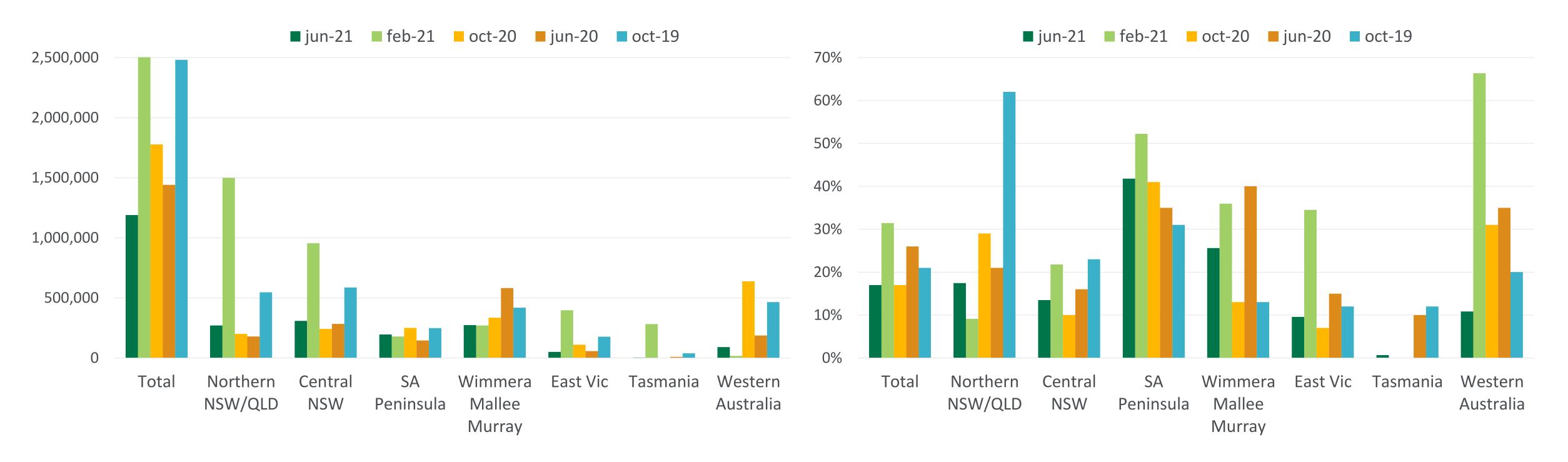


# Number of lambs expected to be sold that spent 35 days with grain as their primary food source – by MLA reporting region



Of expected lamb sales in the next 4 months, how many will have spent 35 days with grain as their primary food source

The percentage of grainfed lambs to total expected lambs sales in the next 4 months



<sup>\*</sup>NB the percentage of grainfed lambs to total lambs sales is calculated dividing the number of grain fed lambs expected to be sold in the next 4 months by the total expected lamb sales in the next 4 months



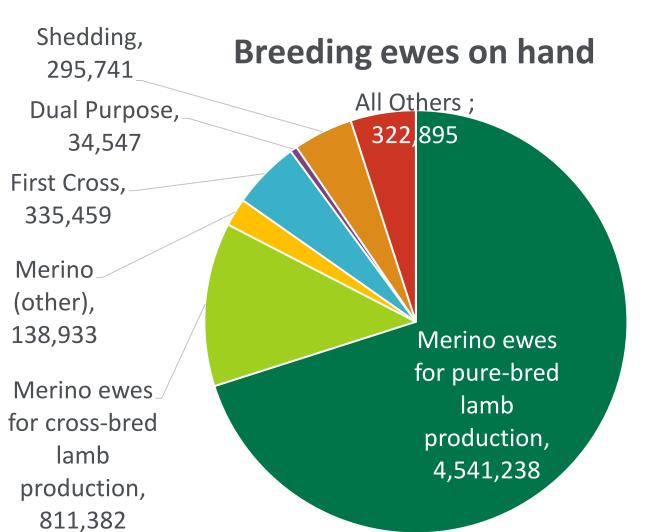


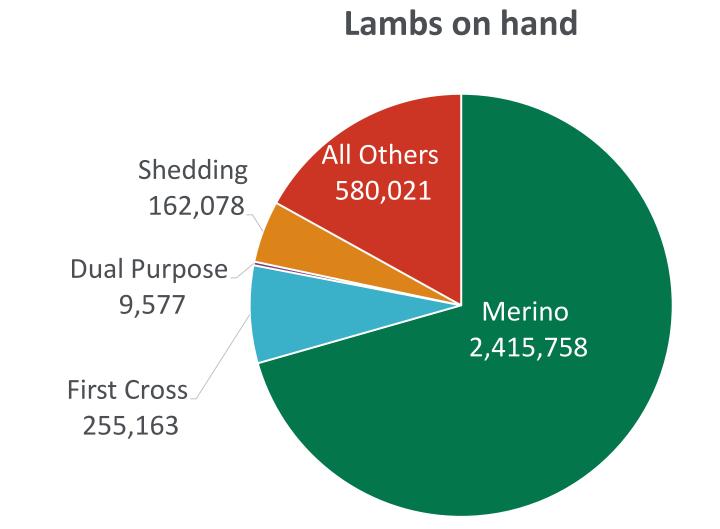
# Regional Snapshots

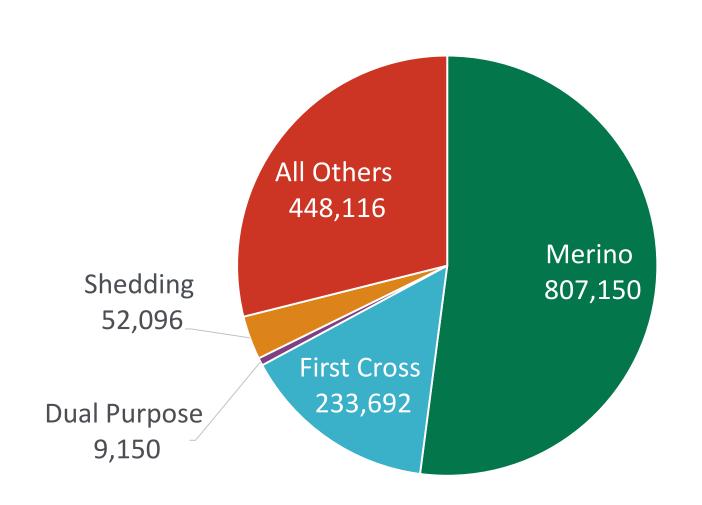


## Northern NSW/QLD

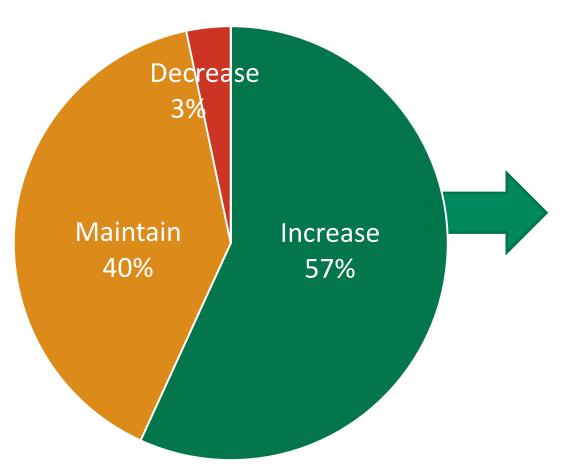


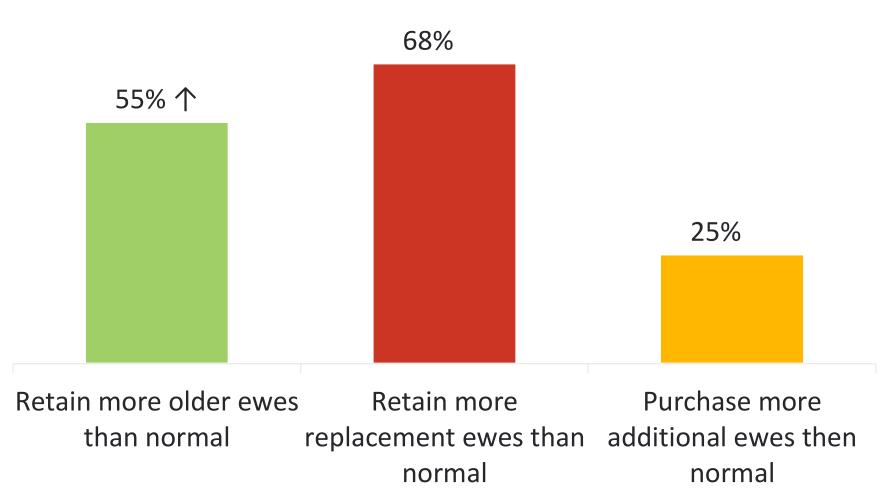






**Ewe Flock intentions** 





How to achieve increase

**Totals** 

Breeding ewes on hand	6,480,195
Lambs on hand	3,422,596
Expected lamb sales in the next 4 months	1,550,204
Lambs marked in the past 4 months (1 Mar – 30 Jun)	828,608
Number of ewes joined to produce marked lambs	875,948

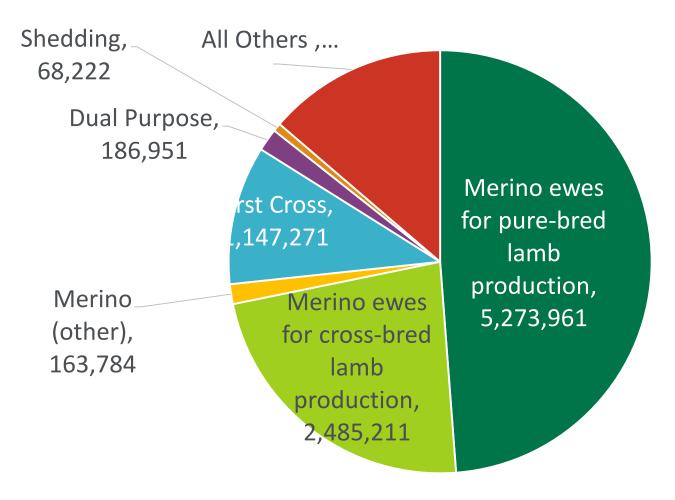


### Central NSW

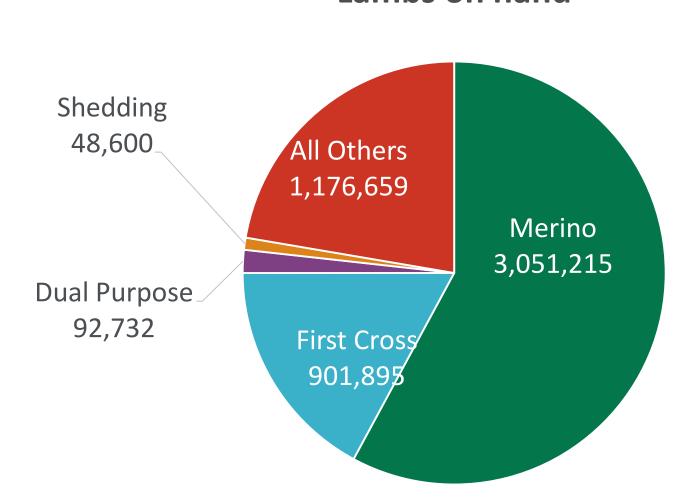


#### **Breeding ewes on hand**

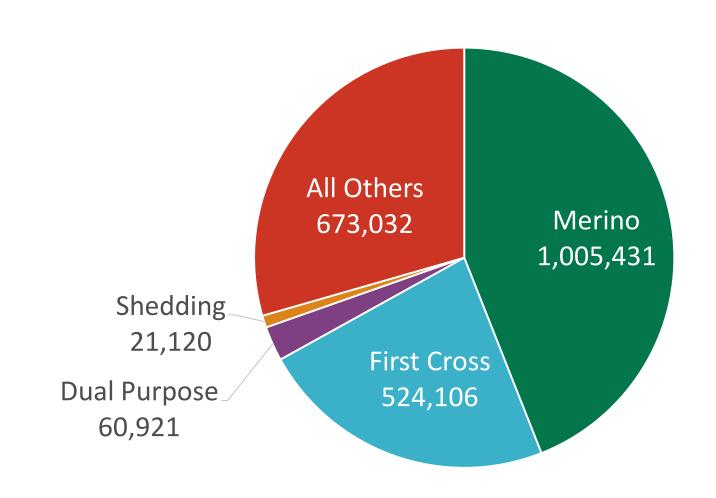
**Ewe Flock intentions** 



#### Lambs on hand



#### Lamb sales in next 4 months

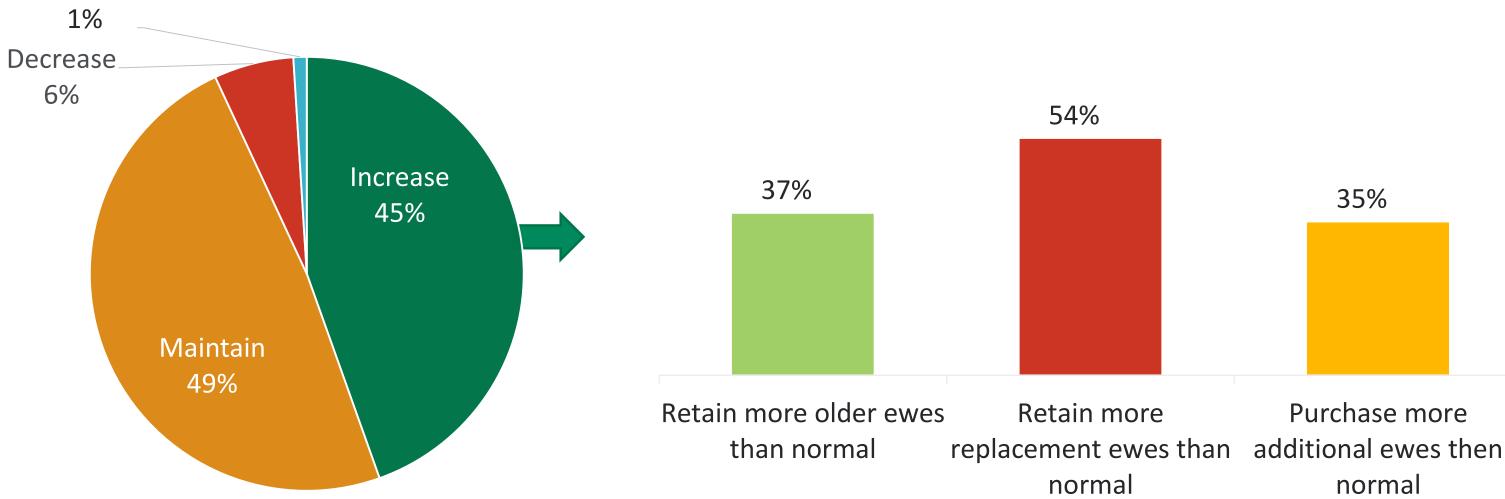


#### How to achieve increase

35%

Purchase more

normal



#### **Totals**

Breeding ewes on hand	10,808,245
Lambs on hand	5,271,099
Expected lamb sales in the next 4 months	2,284,611
Lambs marked in the past 4 months (1 Mar – 30 Jun)	2,238,982
Number of ewes joined to produce marked lambs	2,104,500



N/A

### SA Peninsula

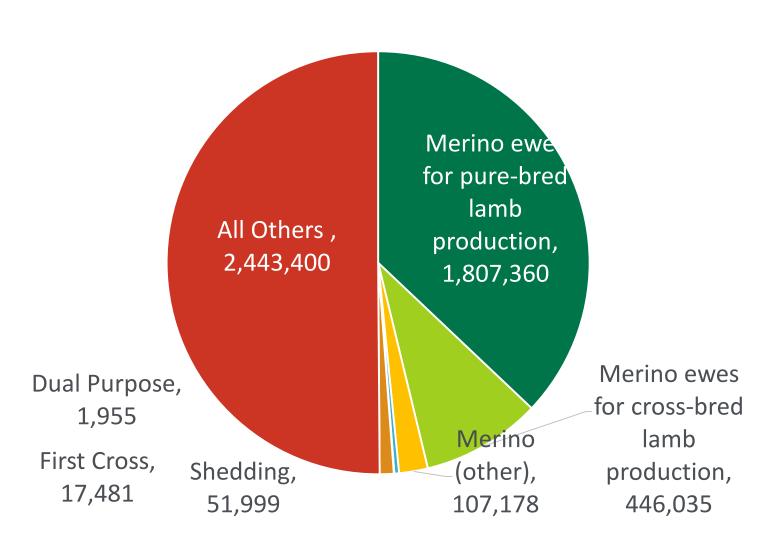


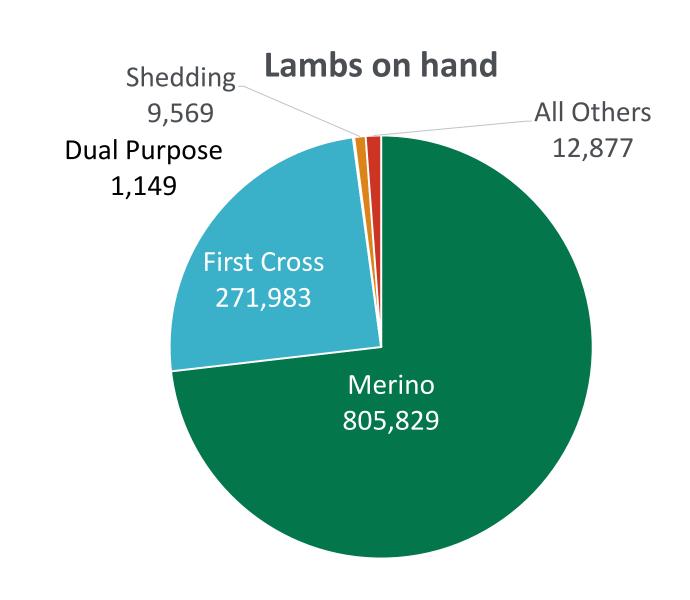
### INCORPORATING **<u>■</u>CLARK**

All Others

5,468

#### **Breeding ewes on hand**





First Cross

259,600

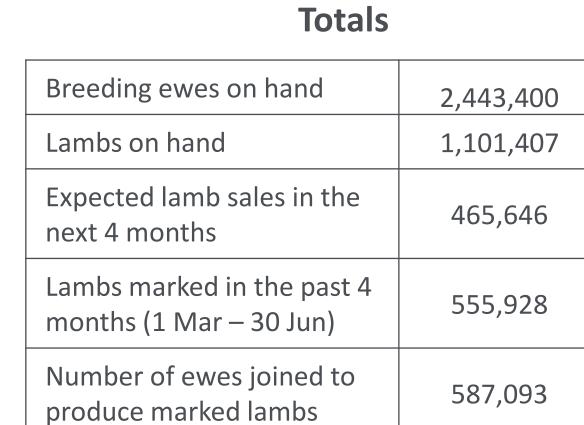
Lamb sales in next 4 months

Merino

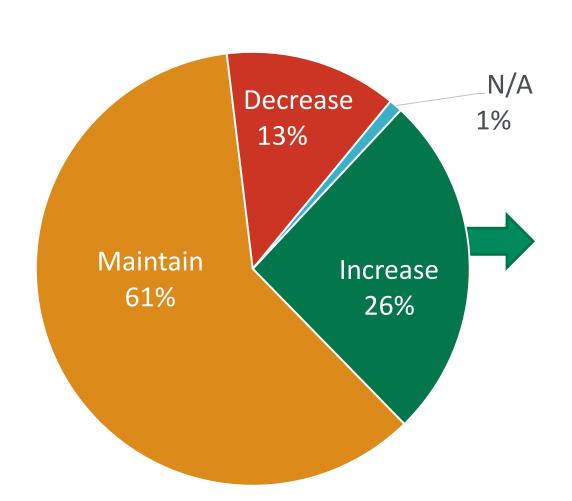
194,375

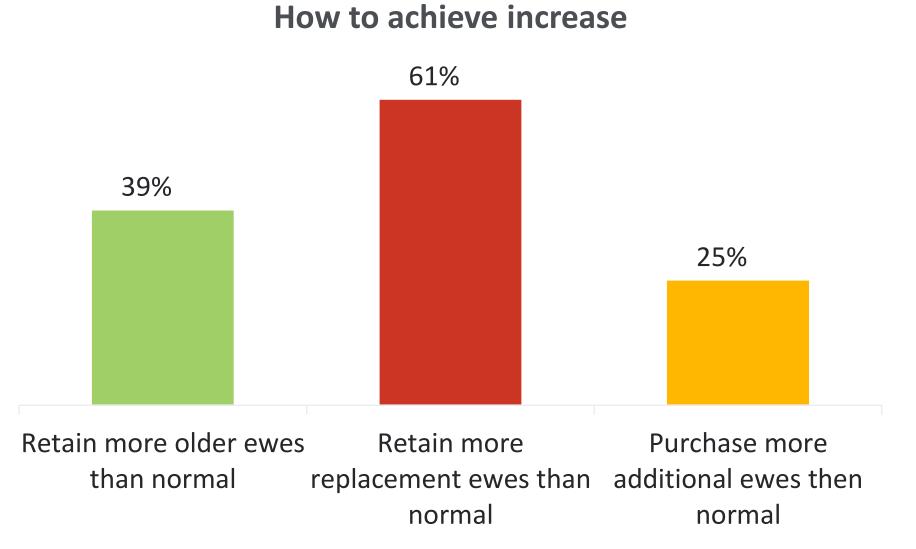
Shedding\_

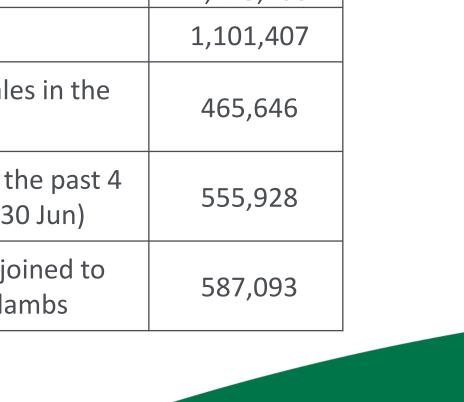
6,203



#### **Ewe Flock intentions**



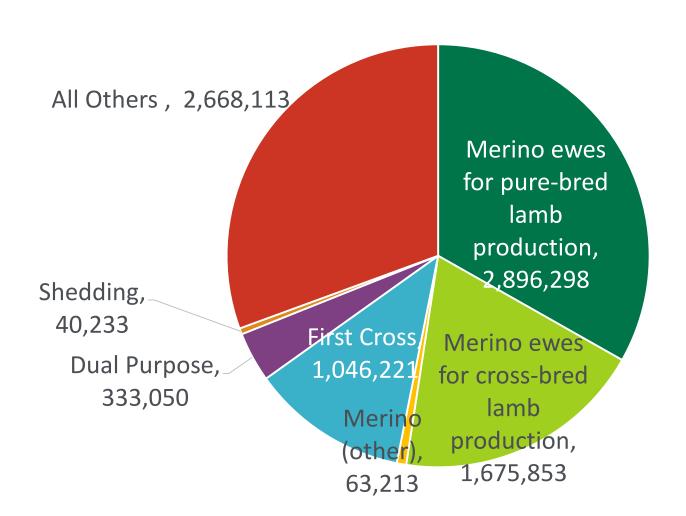




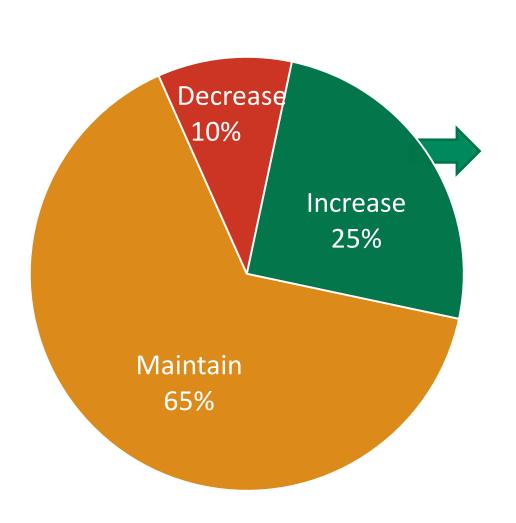
## Wimmera Mallee Murray



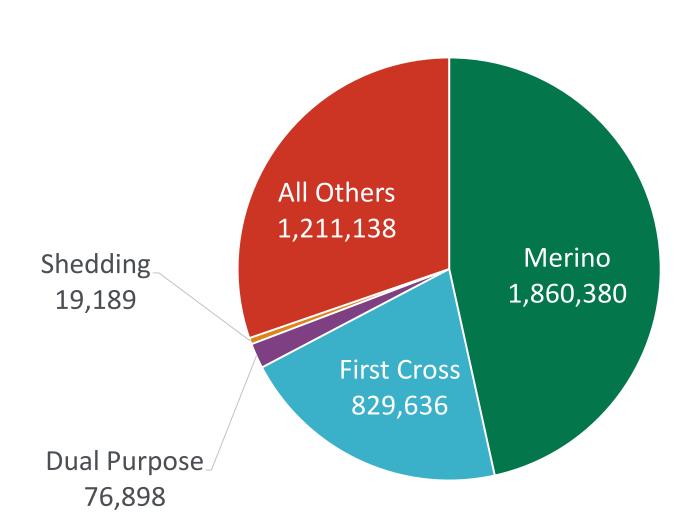
#### **Breeding ewes on hand**



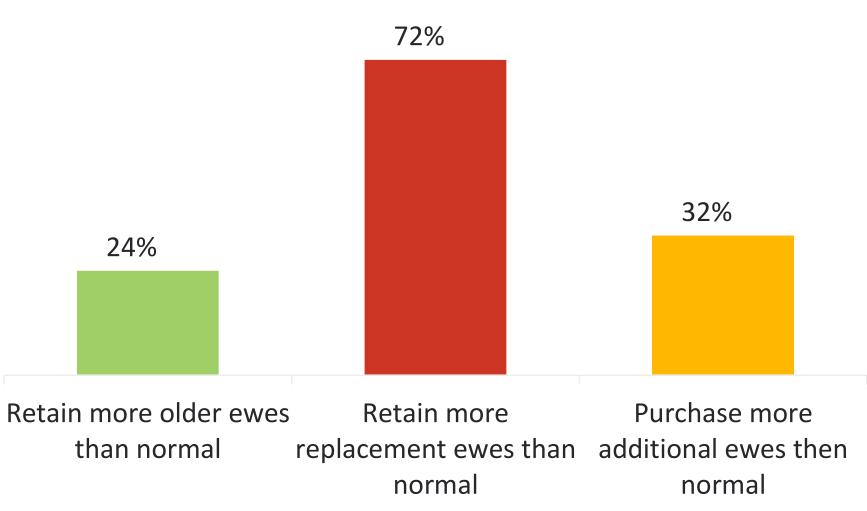
#### **Ewe Flock intentions**



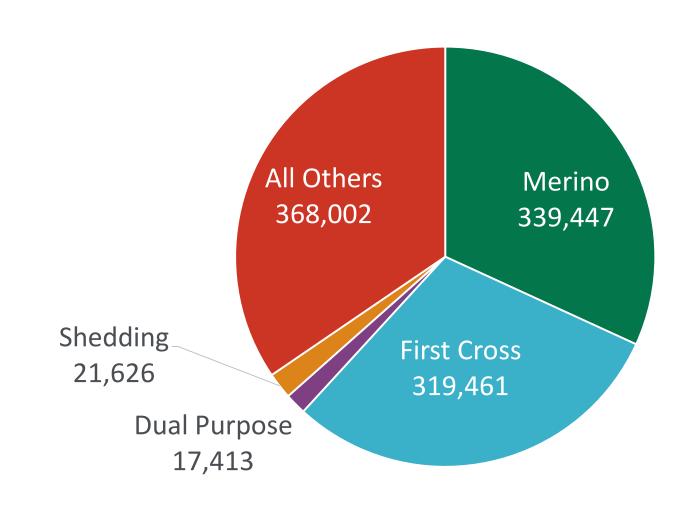
#### Lambs on hand



#### How to achieve increase



#### Lamb sales in next 4 months



#### **Totals**

Breeding ewes on hand	8,722,981
Lambs on hand	3,997,240
Expected lamb sales in the next 4 months	1,065,950
Lambs marked in the past 4 months (1 Mar – 30 Jun)	1,312,032
Number of ewes joined to produce marked lambs	1,297,286



### East Victoria

Merino ewes

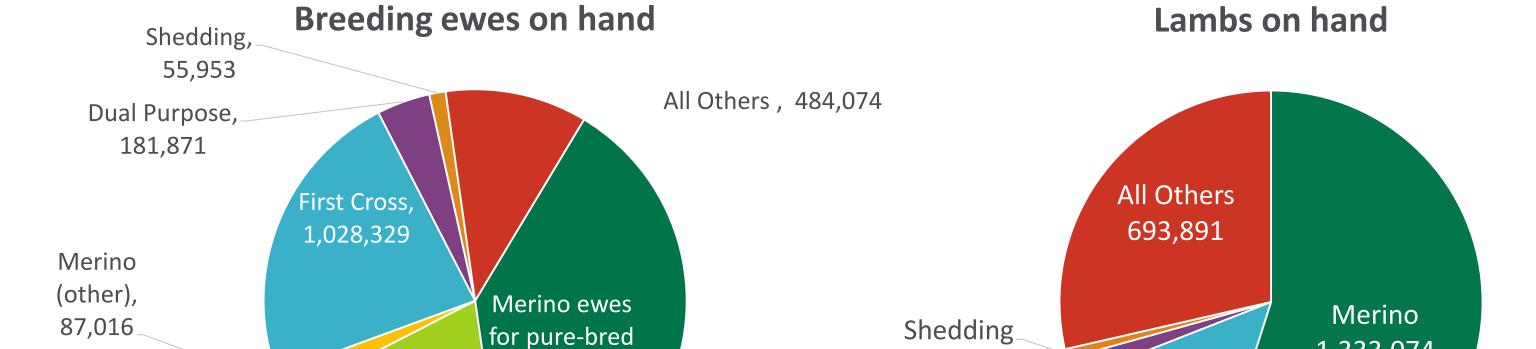
for cross-bred

lamb

production,

880,885



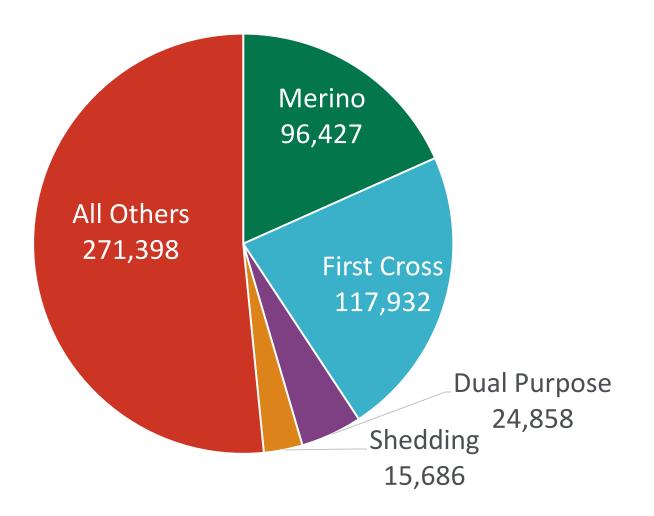


17,671

Dual Purpose

39,600

#### Lamb sales in next 4 months



#### **Totals**

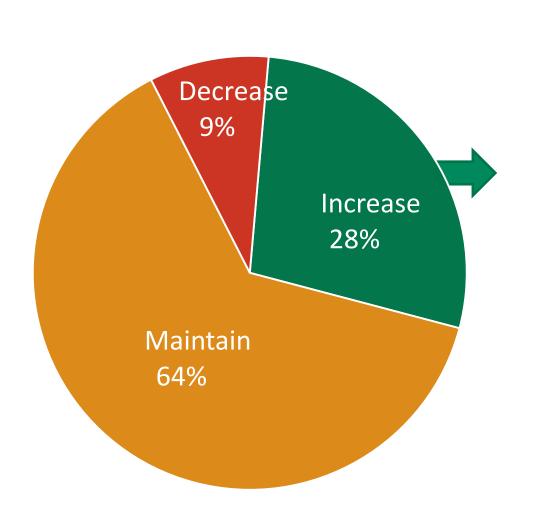
Breeding ewes on hand	4,464,118
Lambs on hand	2,427,423
Expected lamb sales in the next 4 months	526,300
Lambs marked in the past 4 months (1 Mar – 30 Jun)	969,258
Number of ewes joined to produce marked lambs	919,628

#### **Ewe Flock intentions**

lamb

production,

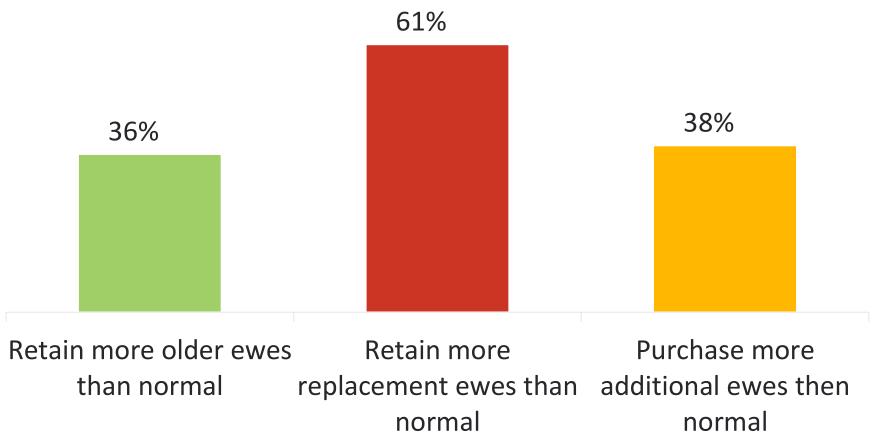
1,745,990





First Cross

343,188

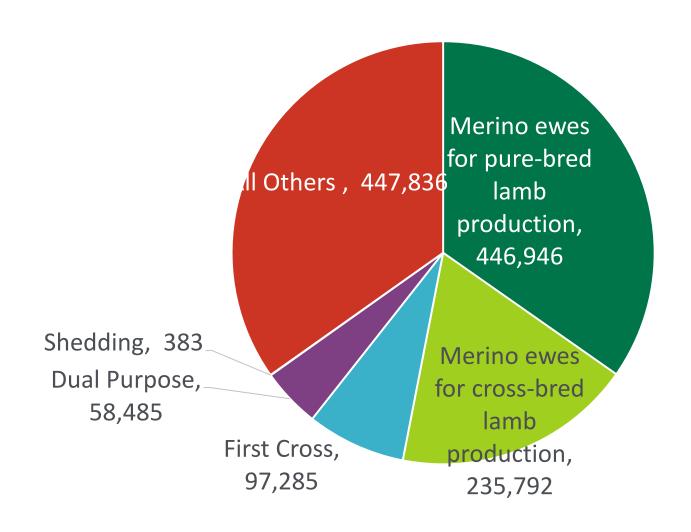


1,333,074

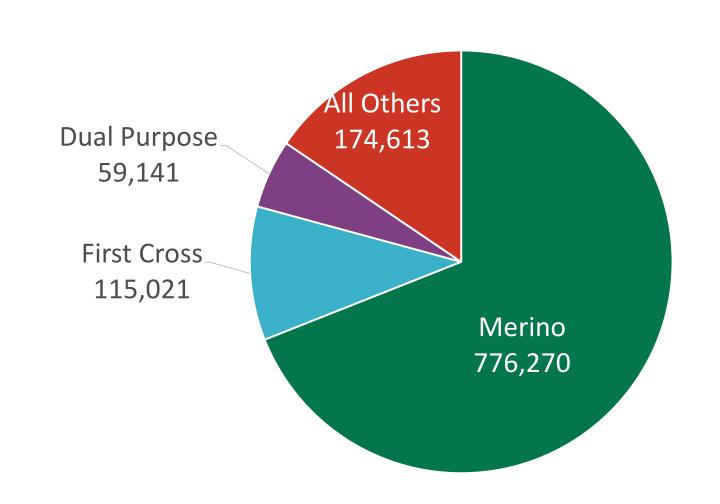
### Tasmania



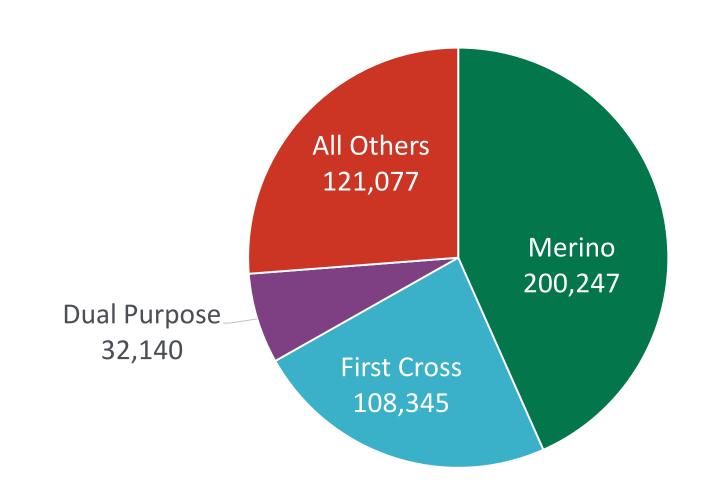
#### **Breeding ewes on hand**



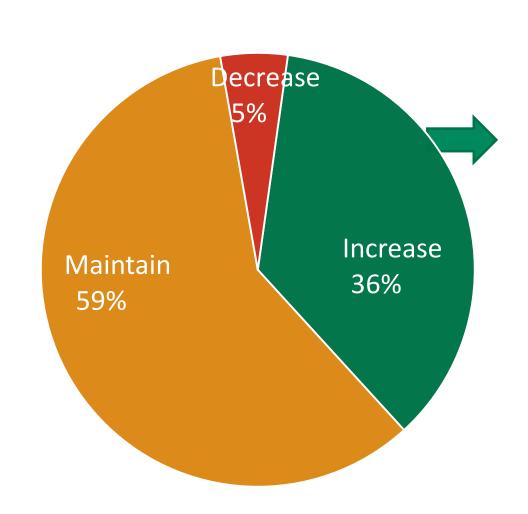
#### Lambs on hand



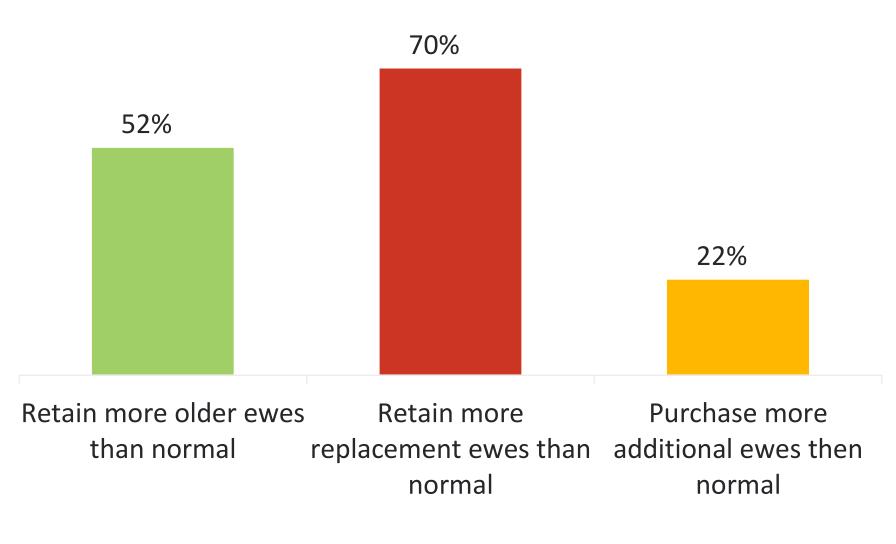
Lamb sales in next 4 months



#### **Ewe Flock intentions**



#### How to achieve increase



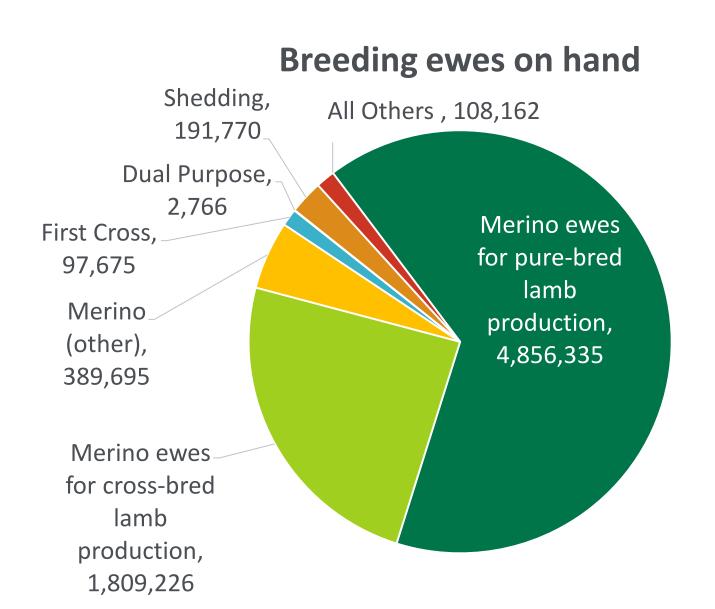
#### **Totals**

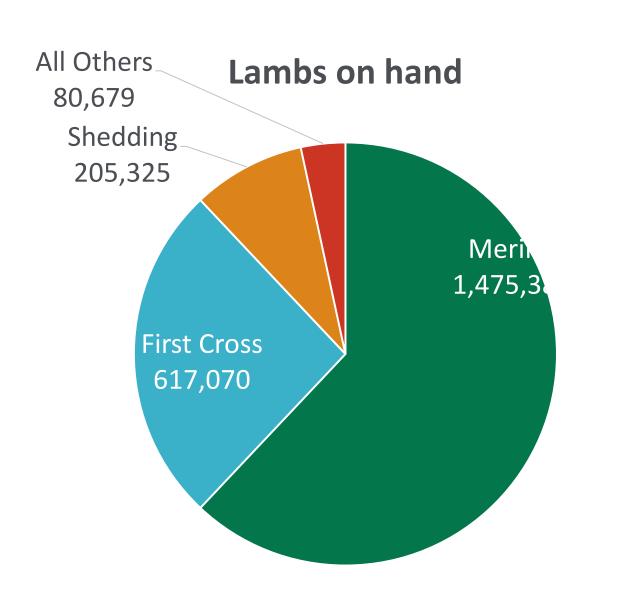
Breeding ewes on hand	1,286,727
Lambs on hand	1,125,046
Expected lamb sales in the next 4 months	461,809
Lambs marked in the past 4 months (1 Mar – 30 Jun)	19,657
Number of ewes joined to produce marked lambs	15,511



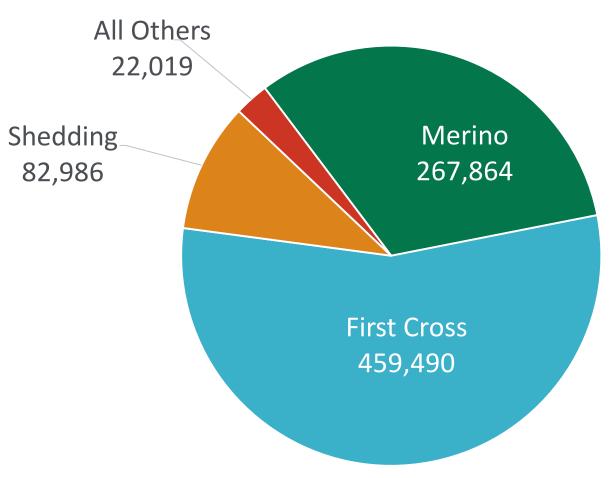
### Western Australia

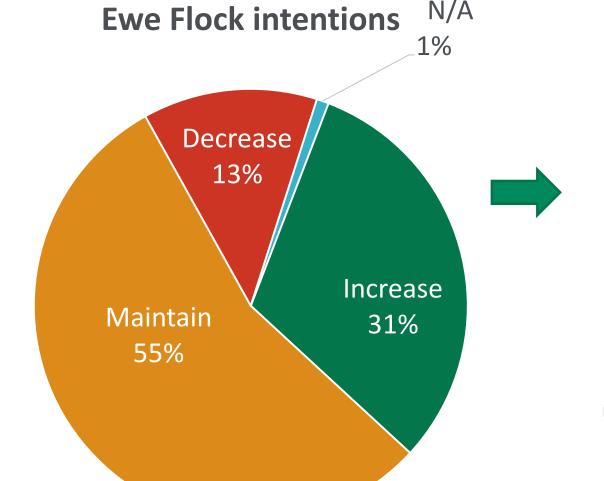


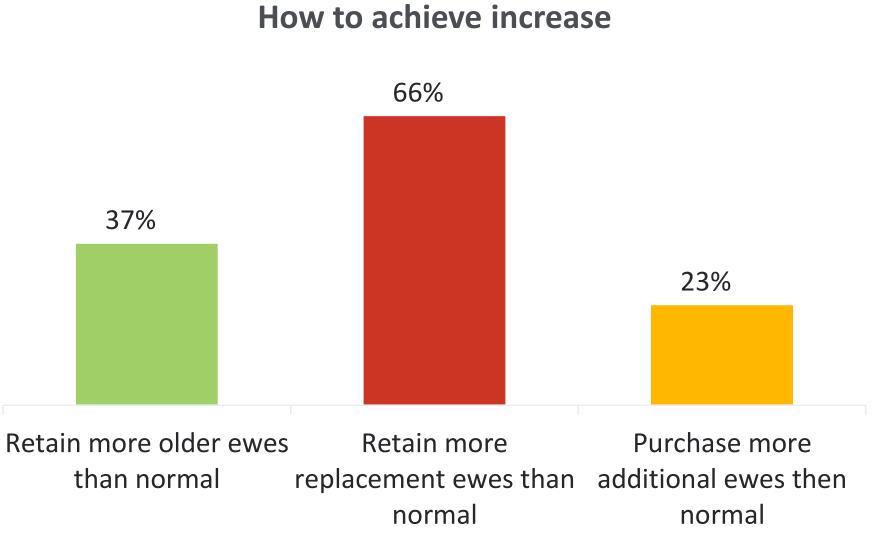












**Totals** 

Breeding ewes on hand	7,455,629
Lambs on hand	2,378,459
Expected lamb sales in the next 4 months	832,359
Lambs marked in the past 4 months (1 Mar – 30 Jun)	885,636
Number of ewes joined to produce marked lambs	951,496



### Disclaimer



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