

Lamb Marketing Masterclass

AGRICULTURE VICTORIA

Webinar series

Have you got a marketing plan for your lambs?

Do you know what your buyer is looking for?

What are your customers telling you about your product?

EVENT DETAILS

Agriculture Victoria is partnering with guest speakers from across the lamb industry to deliver a four-part webinar series focused on mastering your lamb marketing.

Program: Thursdays 7:30–8:30pm

Part 1: November 5

Know your business

Part 2: November 12

Know your customer

Part 3: November 19

Know your product

Part 4: November 26

Know your value chain

REGISTRATION

[Click here to register for the series.](#)

You only need to register once for the series. Recordings will be available for each part. For more information, or if you need assistance registering or joining the webinar please contact the event organiser Alice Ritchie 0429 386 781 or at alice.ritchie@agriculture.vic.gov.au



ABOUT THE SESSIONS

Part 1 – Know your business

- Setting business goals.
- Developing a marketing plan and what to do when things don't go to plan.
- Explore the pros and cons of different marketing options.
- Producer Case study a marketing plan.

Part 2- Know your customer

- What makes a good lamb?
- What are buyers/ processors really looking for when they are purchasing your lambs?
- What do consumers want?
- Insights into the innovation and technology used in processing.
- The use of new objective carcase measurement technology.
- Grids and pricing signals.

Part 3 - Know your product

- How on-farm practices influence marketing and consumer outcomes.
- Specifications and what they mean.
- Understanding carcase feedback and relating it to on-farm.
- Managing animal health and on-farm practices to improve quality and consistency.

Part 4 - Know your value chain

- Importance of on-farm data and record keeping for maintaining the integrity and quality.
- Bringing it all together and the opportunities to create value along the chain.