

Leading Sheep MeatUp Forum

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Sheep and goat market trends, movers and opportunities

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Presentation overview



Goat Market trends and analysis



Sheep Market trends and analysis



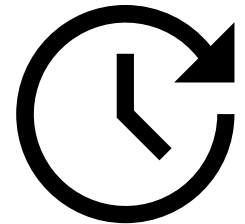
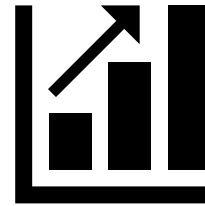
What to watch



Opportunities and outlook



Key take home messages



Market overview: Goats

Key market trends:

Shift from opportunistic harvesting to calculated and managed enterprise

Growth of Boer/Kalahari x Rangeland goats retaining does

Demand continues to buoy prices both online and OTH.

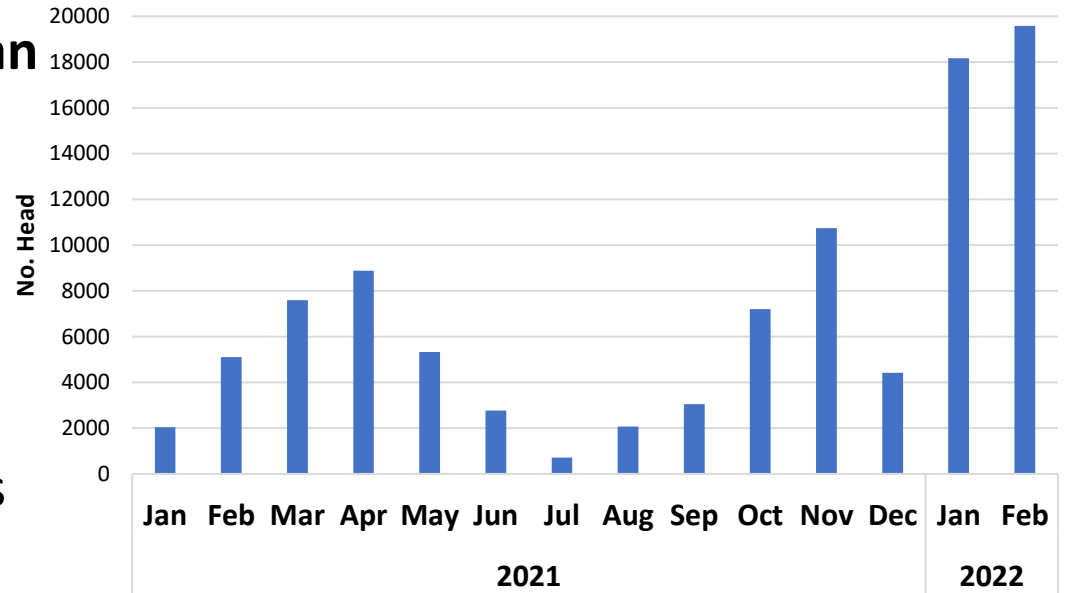
Exports remain strong: Australia #1 goat exporter in the world

Surge in OTH prices- 220% increase between 2020 and 2011 compared to medium steer (130%) and mutton (50%).

Market overview: Goats

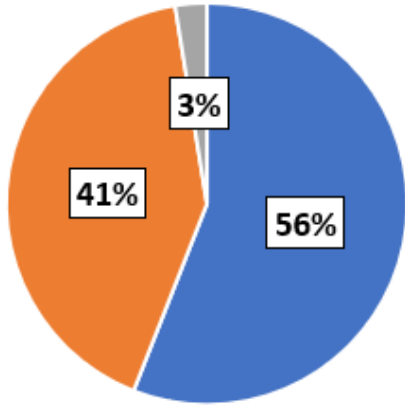
- Weekly commercial goat sale has seen huge growth in 2022- **monthly listings for Jan and Feb up 788% and 857% respectively YOY.**
- Rangeland goat listings account for 70-80% of throughput.
- Increase in first cross Boer/Rangeland goat listings

QLD monthly goat listings

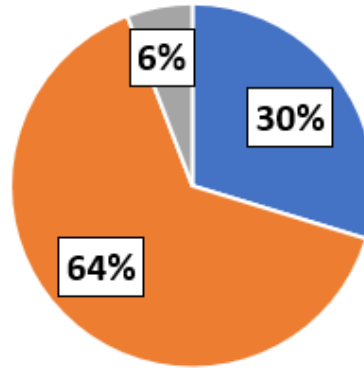


Market overview: Goats

2021 Goat Listings



2021 Goat Purchases




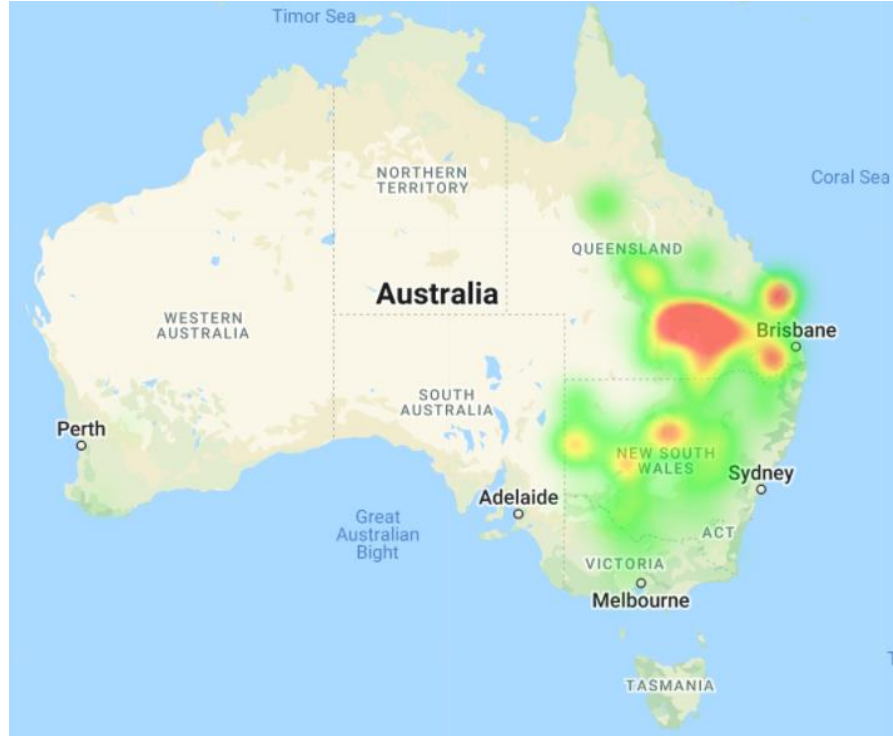
75% of goats listed in QLD in 2021 remained in the state- spread across western and southern QLD.

- NSW
- QLD
- ACT, SA, VIC & WA

Market overview: Goats

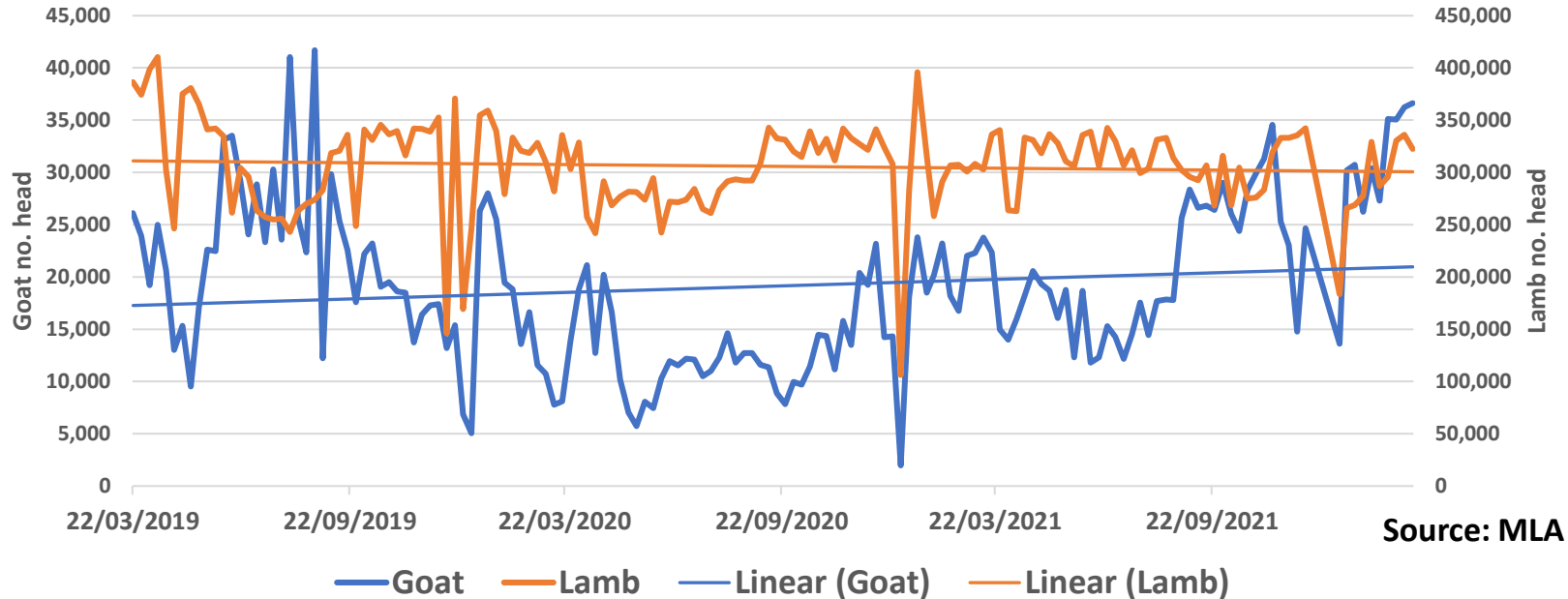
Top 5 QLD goat listing regions 2021		
1	Mitchell	20,075
2	Morvern	17,225
3	Cunnamulla	11,035
4	Longreach	7,155
5	St George	5,588

Source: AuctionsPlus Insights 



Market overview: Goats vs lambs

Goat and lamb weekly slaughter (no. head)



Market overview: Sheep & lamb



Prices for all categories remain at historically high levels



Available supplies are rising... BUT season & supply chain disruptions have created issues



Flock rebuild in full swing – Merino remains “King” but other breeds + goats are rising.



Watch demand as the flock & turnoff rates grow



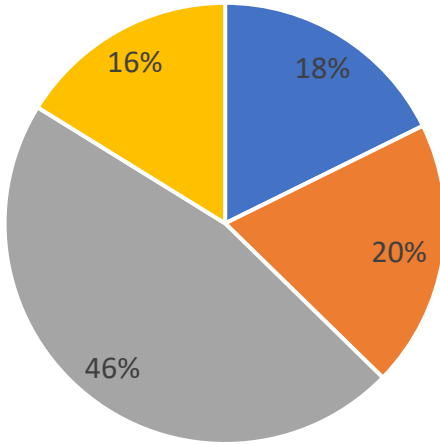
2021 QLD lamb purchases up 200% YOY



Positive seasonal conditions = opportunity to finish lambs

Market overview: Sheep & lamb

Longreach 2021 lamb listing breakdown



- Crossbred lamb
- Merino ewe lamb
- Merino wether lamb
- Shedding breed lamb

Top 5 2021 QLD sheep listing and purchasing areas

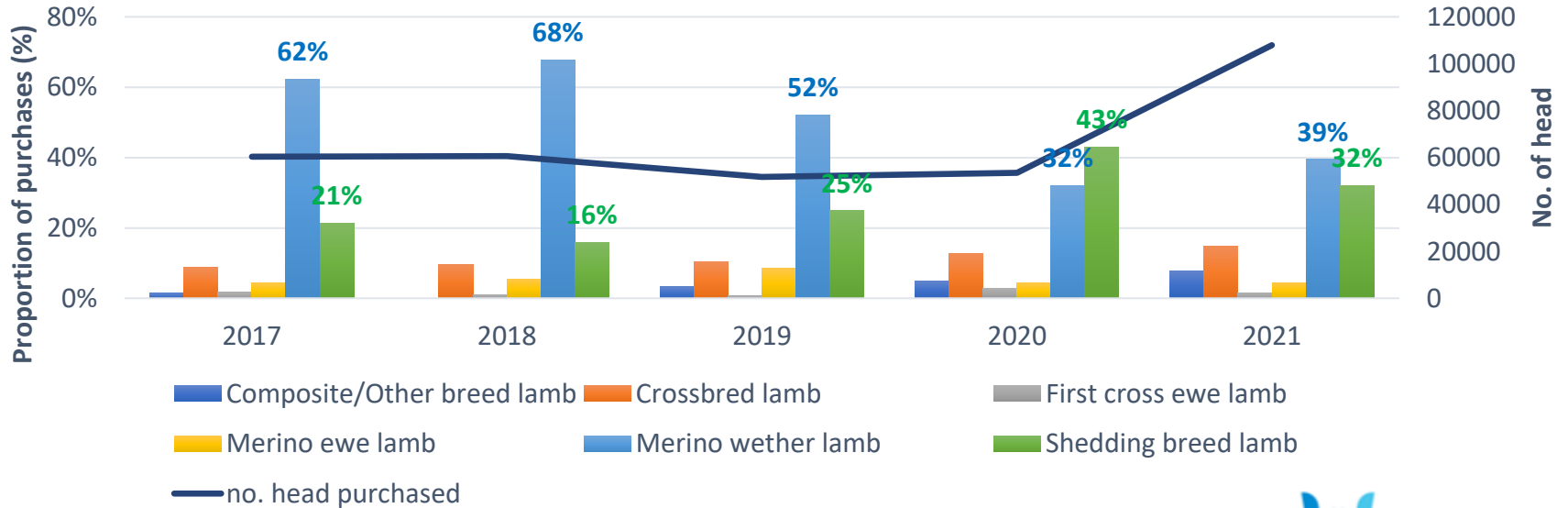
	Sheep Listing Area		Sheep purchasing Area	
1	Longreach	17,565	Longreach	17,781
2	Cunnamulla	16,819	Cunnamulla	10,526
3	Augathella	14,619	Goondiwindi	10,340
4	Thallon	12,090	Condamine	7,962
5	Morvern	8,434	Dirranbandi	7,819

Source: AuctionsPlus Insights



Market overview: Sheep & lamb

Queensland lamb purchases 2017-2021

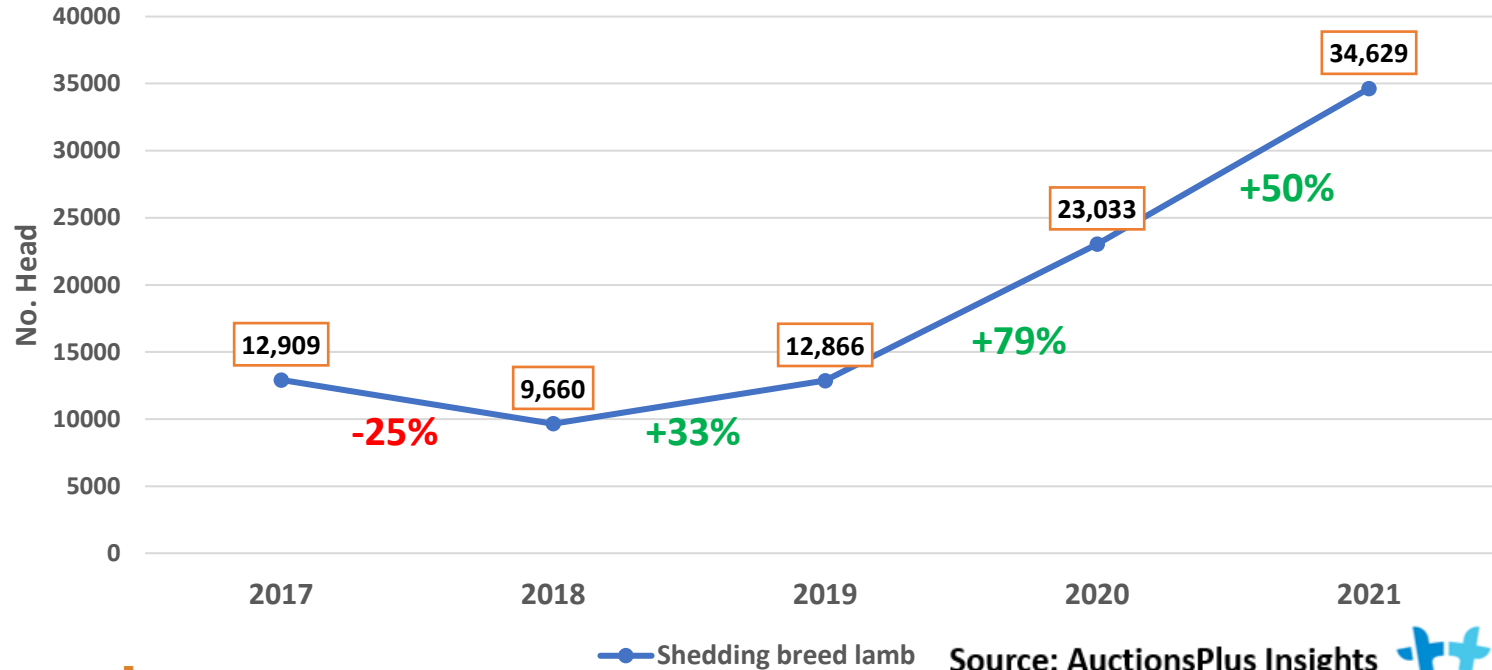


Source: AuctionsPlus Insights



Market overview: Sheep & lamb

QLD Shedding breed lamb purchases



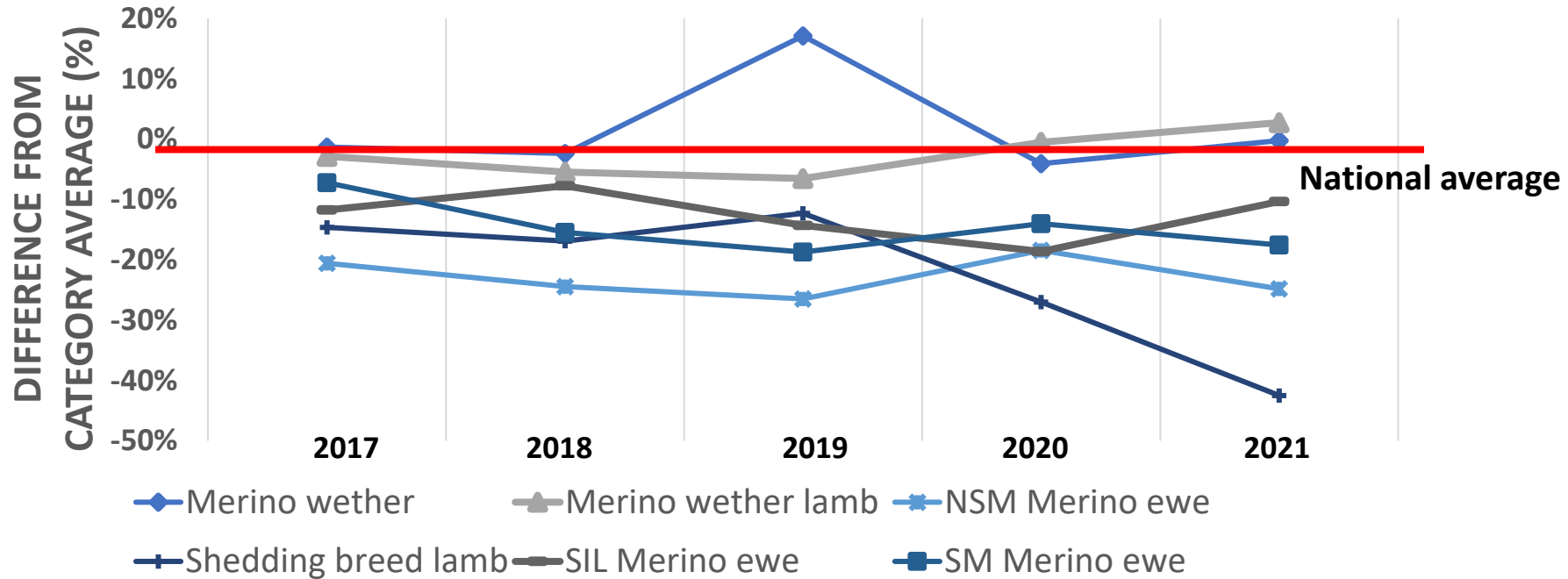
Market overview: Sheep & lamb

What is driving change?

- Difficulty to source labor and shearers/ market volatility
- Exclusion fencing
- Rapid growth of the goat industry
- Rise of shedding breed sheep in the rangelands



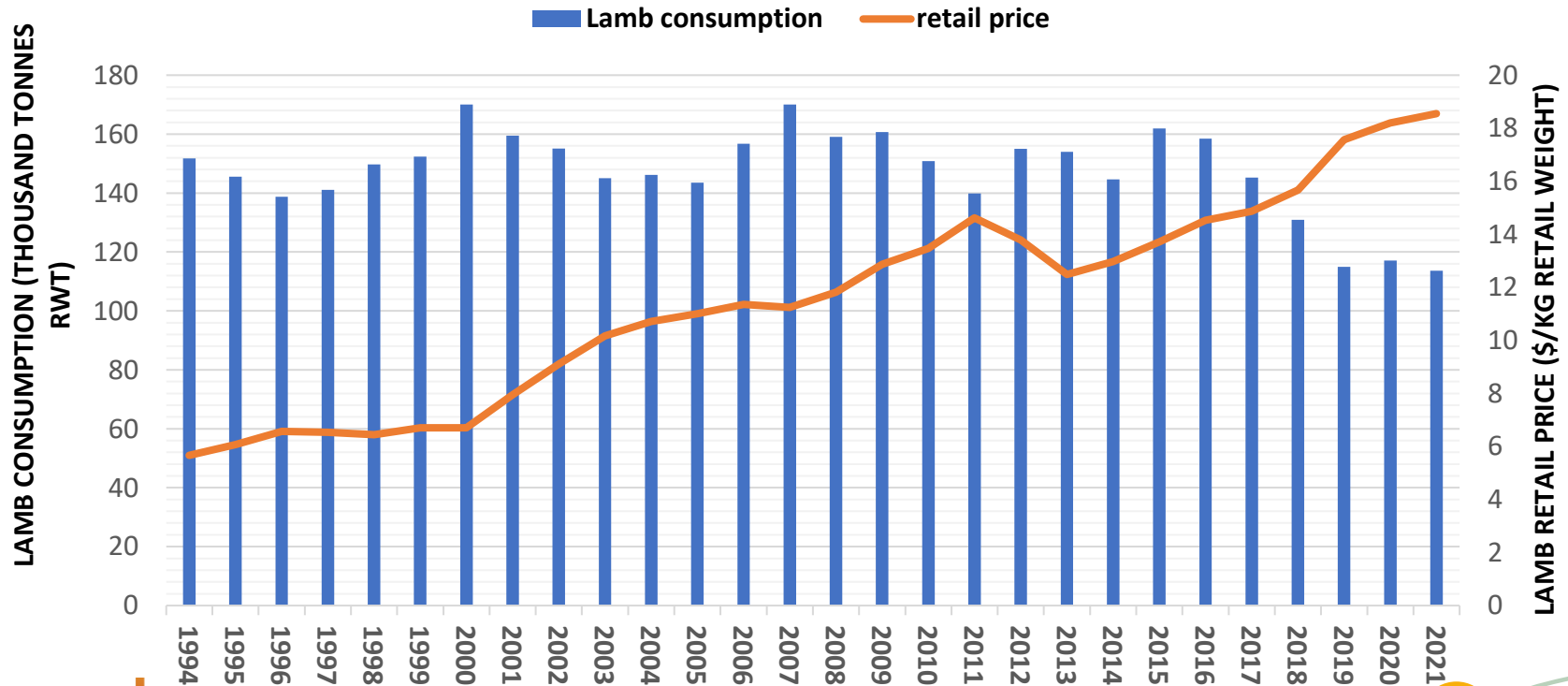
Market overview: Sheep and lamb



Source: AuctionsPlus Insights

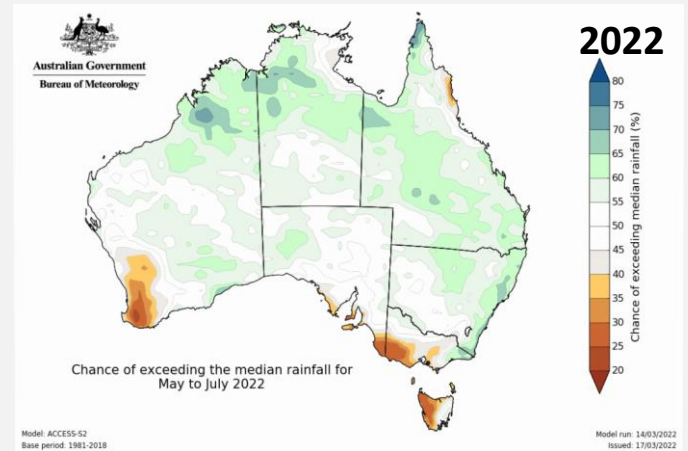
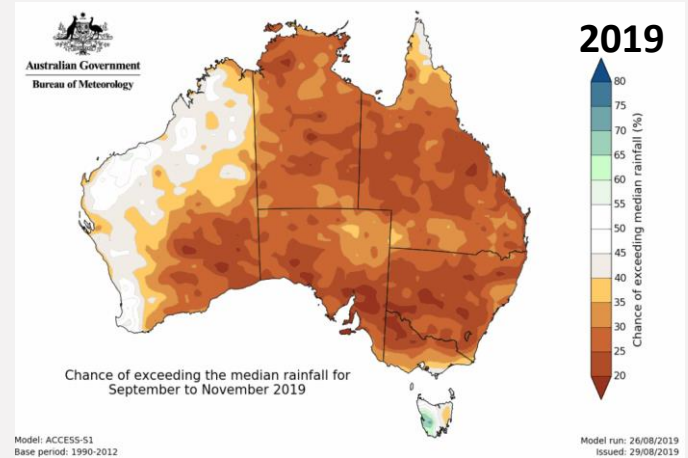


Australian lamb consumption succumbs to price rises



Outlook: Rainfall

- 2021–22 La Niña appears to have peaked or be near its peak.
- Neutral climatic conditions more likely in the current forecast window
- La Niña conditions less likely to persist in 2022–23 or recur over the outlook period to 2026–27.



What to watch: *Key drivers for sheep and lamb market*

Short term:

- Lamb and sheep prices to continue a similar path for 2022
- Seasonal conditions outlook remains a key driver

Medium term:

- Impact of supply pressures on prices
 - **BUT**- could be offset easily by demand in major markets – limited competitors
- Rising fuel prices and associated transportation costs

What to watch:

- Higher A\$ will be one to watch, but lamb is not as greatly impacted as other commodities as it is a “niche” product.
- Be aware of the “inflation” upon demand, image & perspective – inflation and interest rates.
- Labour prices and ability to source reliable / timely work.

Outlook:

- Although markets are expected to settle, many drivers of recent change will remain.
- The stage is set for ongoing growth and success of sheep, lamb and goats however smart choices, proactivity and capitalizing on opportunity are essential.
- Lamb exports- growing demand for lamb is pushing exports higher- NZ lamb have not met our growth in recent years.



Take home messages

1. Sheep and lamb market is in a historically strong position
2. QLD producers placing increased focus on shedding breed, meat sheep and goats as opposed to purely Merino.
3. Ongoing opportunity in goat production with rising value of exports and demand.
 - Focus on opportunity rather than disruption.



Tools and resources



Benefits of using Paddock Sales



List your Stock

30 day advertisement of livestock



National Footprint

Access a national buyer pool



LiveAssess App

Streamline upload with ability to input information while offline



Animal Welfare

Minimise animal stress and reduce costs with the stock sold on-farm



Greater Flexibility

Sellers remain in control with the ability to set pricing

LiveAssess

Seamless transfer of information from the paddock to the portal



Saves You Time
Simple to operate



Offline Compatible
Sync to the portal when you're range



Hardware Agnostic
Integration with Bluetooth EID & Weight Readers

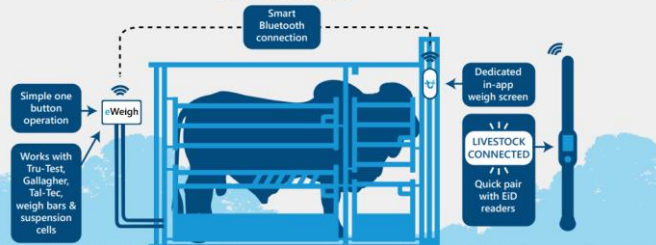


Photo Upload
Add photos straight to assessment



Improved User Experience
Customise assessments with relevant information

How it Works



Tools and resources continued...

- MLA Going into Goats – information package - <https://www.mla.com.au/extension-training-and-tools/going-into-goats/>
- Making More From Sheep – online training modules - <http://www.makingmorefromsheep.com.au/>
- MLA market trends and analysis - <https://www.mla.com.au/prices-markets/Trends-analysis/>
- MLA interactive market tool - <https://www.mla.com.au/prices-markets/market-reports-prices/>

Links to all tools and resources can be found in the Forum proceedings





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