

Project overview



MLA Butcher Pricing Survey 2018-19

Project code L.MSC.1906

Prepared by Emma Boughen

Date published 19 November 2020

Published by Meat & Livestock Australia Limited
Locked Bag 991
NORTH SYDNEY NSW 2059

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.



Brief summary (Heading 2)

The butcher pricing survey seeks to collect pricing data for independent beef and lamb retail butcher outlets and gauge the satisfaction, and engagement with the MSA program. Survey results inform communication and engagement initiatives.

Objectives

1. The overall objective of this research is to track the butcher prices for fresh beef and lamb cuts to compare prices between MSA and non-MSA cuts and primals.
2. The MSA’s ISO certification requires the program to survey satisfaction among members. This project surveys end user engagement, understanding and satisfaction with the MSA program.

Project outcomes

- The average price of MSA beef and lamb was higher compared to equivalent non-MSA cuts at independent butcher stores in 2019-20.
- The average price differential for MSA beef was \$1.22/kg and the average price differential for MSA lamb was \$3.55/kg.
- MSA cube rolls averaged the highest price differential for beef and \$2.29/kg followed by tenderloins at \$2.11/kg
- MSA lamb cutlets averaged the highest price differential for sheepmeat at \$7.25/kg
- 67% of surveyed butchers rated their satisfaction with MSA beef as ‘good to excellent’.
- 67% of surveyed butchers are aware of MSA lamb.

Figure 11. Average MSA beef retail price differentials by cut 2019-20

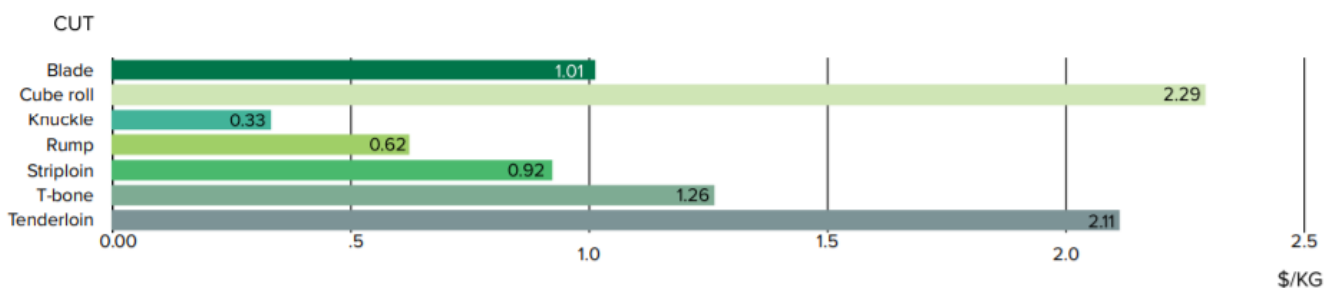
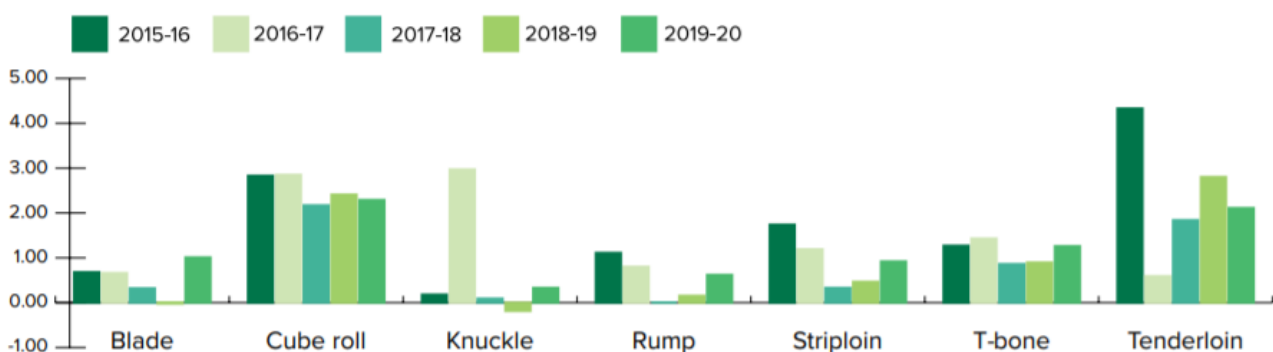


Figure 12. Average MSA beef retail price differentials over time 2015-20



Source: National Field Services