



Summer 2023/24

INSIGHTS, ASSETS +
INFORMATION

*FOR THE AUSTRALIAN DOMESTIC
MARKET*

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Supply Forecasts



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Rare Medium magazine



Recipe Inspiration



Seasonal pointers



Insights – Consumer Protein Landscape



Australian Good Meat

2023 AUSTRALIAN CATTLE MARKET FORECAST

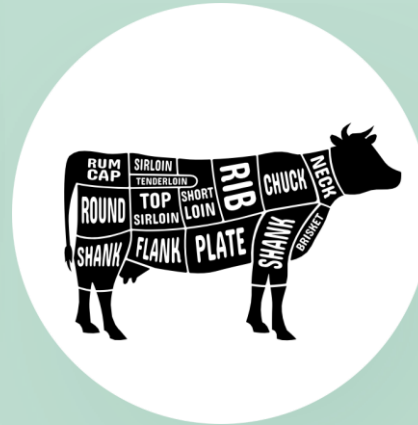


Cattle herd to highest level in a decade in 2023



Slaughter

Slaughter forecast to rise by 17% to 6.95 million head in 2023



Production

High carcass weights driving large increase in more beef produced in Australia in 2023



Cattle Prices

Cattle prices forecast to remain subdued translating to improved retail accessibility at lower buy price

CLICK FOR SHAREABLE FACT SHEET



Great to share with your team and key accounts

2023 AUSTRALIAN LAMB MARKET FORECAST



Sheep flock to reach nearly 80 million head in 2023 (highest since 2007)



Slaughter

Lamb slaughter to increase by 2% to 21.9 million head in 2023



Production

Record lamb production forecast for 2023 due to high carcase weights



Lamb Prices









Lamb prices forecast to improve in remainder of 2023, although will remain around 10-year averages

CLICK FOR SHAREABLE
FACT SHEET



*Great to share with your
team & key accounts*

AUSTRALIAN RETAIL: 12wk performance update

Source: Nielsen IQ 12wks Ending 08-10-23	 Penetration	 Trips per Household	 Vol/Trip	 Price/KG	 Total Purchase Volume	 Total Purchase Value
BEEF 	84.2% (+0.8pts vs LY)	5.8x (+1.9% vs LY)	+4.9% vs LY	-6.1% vs LY \$16.24/KG	+8.3% vs LY	+1.7% vs LY
LAMB 	53.3% (+1.4pts vs LY)	2.9x (+3.9% vs LY)	+10.7% vs LY	-12.7% vs LY \$15.57/KG	+18.7% vs LY	+3.6% vs LY
Headline	Household Penetration Turnaround	Frequency of Shopping trips growing	Purchasing more Vol/Trip	Prices dropped	Households consuming more Beef & Lamb	Households spending more on Beef & lamb
Commentary	<p>BEEF has recorded 5 consecutive months of penetration gains</p> <p>LAMB continues with strong penetration gains reaching +1.4pts for the quarter</p>	<ul style="list-style-type: none"> Households purchasing more frequently for beef and lamb In line with buyer behaviour across total consumer packaged goods 	<ul style="list-style-type: none"> Households buying significantly greater volume per shopping trip for both Beef & Lamb Swing towards more in-home consumption under current economic pressures 	<ul style="list-style-type: none"> Price deflation for Beef & Lamb significantly lower than total fresh meat (\$/KG -2.3% vs LY) BEEF premium to Poultry 63% vs 80% LY LAMB premium to Poultry 56% vs 85% LY 	<ul style="list-style-type: none"> Strong purchase volume (KG) growth across Beef & Lamb Winning in volume share performance vs all other proteins growing +6.4% vs LY 	<ul style="list-style-type: none"> Purchase \$ value growth across Beef & Lamb behind total fresh meat growth benchmarked at +5.6%

BRAND CAMPAIGNS – SUMMER 2023/24

WHEN & WHY THEY ARE HAPPENING + THE CUTS IN FOCUS

**AUSTRALIAN
DOMESTIC MARKET**

FY23/24	2023						2024					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
MLA BRAND MEDIA	New Lamb Occasions LOIN CHOPS		SPRING LAMB LEG STEAKS	MID WEEK MEALS MINCE & RUMP	New Lamb Occasions LAMB LEG	XMAS LAMB LAMB LEG	SUMMER LAMB CHOPS, CUTLETS, LEG STEAKS RUMP 1 – 31 Jan	MID WEEK MEALS MINCE & RUMP 28 Jan – 16 March	EASTER LAMB LAMB LEG			MID WEEK MEALS
MLA RETAIL ACTIVATION												

Share the Lamb

100% AUSTRALIAN



Summer Lamb

1 – 31 January 2024

Inspiring Australians to purchase Lamb at a key get-together season with the support of the much-anticipated summer lamb ad supported with in-store/venue activations.

**YOU'RE
THINKING
BEEF**



Beef Midweek Meals

28 January – 16 March 2024

Remind consumers at key meal decision points to continue making their family favorite meals with Beef, by addressing the challenges of ease and versatility.

SUMMER LAMB: 1-31 January 2024

Cuts in focus: CHOPS, CUTLETS, LEG STEAKS + RUMP

FOR USE IN THE
AUSTRALIAN DOMESTIC
MARKET ONLY

You can get behind the campaign too!

We have developed a suite of shareable assets for you to use in your business to promote lamb during summer 2024.

Here you will find short recipe videos and our Summer Lamb Key Visual.

The iconic summer lamb ad is currently being shot – be sure to enjoy and share it with your network in January 2024!



← VIDEOS

KEY VISUAL →



CLICK ON THE
THUMBNAILS TO
ACCESS THE ASSET

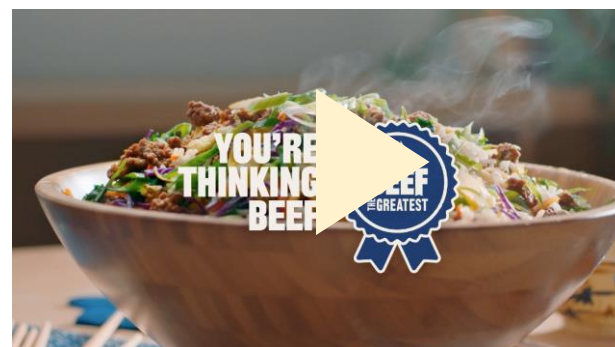
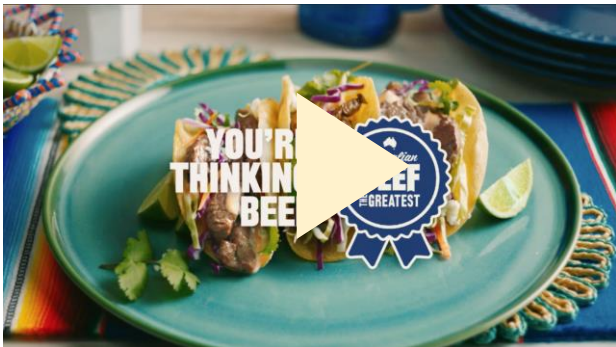
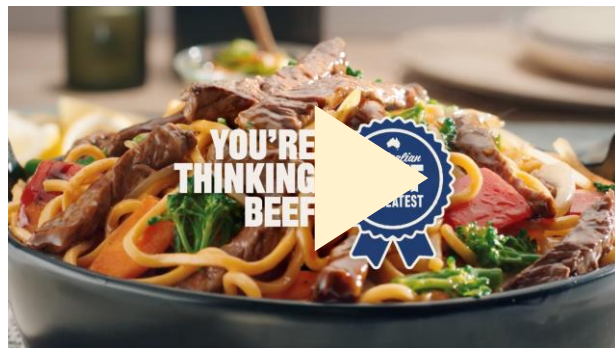
BEEF MIDWEEK MEALS: 28 January – 16 March 2024

Cuts in focus: MINCE + RUMP STEAKS

Assets to support your efforts in promoting BEEF

We have developed a suite of shareable assets for you to use in your business to promote beef during the busy back to school season in 2024. Here you will find short recipe videos and inspiring meal solution visuals. Use them on your socials or digital communications or share them with your customers to use.

VIDEOS



MEAL SOLUTION BRAND VISUALS



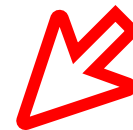
FOR USE IN THE AUSTRALIAN DOMESTIC MARKET ONLY



CLICK ON THE THUMBNAILED TO ACCESS THE ASSET

LAMB RECIPE INSPIRATION

LAMB cuts in focus: Leg Steaks | Loin Chops | Forequarter Chops | Rump Steak | Cutlets



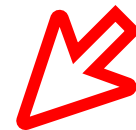
Inspiring recipes and still images to share on socials or with customers. Click on the images below to access the recipe and click on the active red button for high resolution still images.

[CLICK HERE TO DOWNLOAD RECIPE IMAGES](#)



BEEF RECIPE INSPIRATION

BEEF CUTS IN FOCUS: Rump Steak | Stir Fry Strips | Mince



Inspiring recipes and still images to share on socials or with customers. Click on the images below to access the recipe and click on the active red button for high resolution still images.

CLICK HERE TO DOWNLOAD RECIPE IMAGES



RARE MEDIUM

THE GO TO SOURCE FOR RED MEAT INFORMATION

RARE MEDIUM

SEASONAL

EMAGAZINE

Join us on a journey through the Australian beef and lamb supply chain with insights, innovation and inspiration from paddock to plate. Each issue is co-edited with a different chef and includes videos, images and stories from the paddock through to the plate. View the latest issue and explore past issues here.

E-MAG



View latest issue!



RED [REDACTED] [REDACTED] MEAT EATS [REDACTED]

TOP FIVE RED MEAT TRENDS AROUND AUSTRALIA

[CLICK TO WATCH VIDEO](#)



A handy resource to understand and inspire your customers for what is trending in the foodservice industry for red meat.



ACCESS RESEARCH: Consumer protein landscape

Explore and maximise your business and marketing opportunities through the lens of what drives consumers to choose and eat meat during their meals. The Consumer Protein Landscape research tracked over 2,000 Australians for a week, capturing every meal and snack, and exploring who they ate it with, where they ate it, when they ate it, what they ate and why they chose that meal.

By understanding the drivers of choice and consumers' relationship with red meat, this research provides a window into the opportunities for differentiation and expansion of red meat solutions at retail and in foodservice.



Breakfast Highlights



Lunch Highlights



Dinner Highlights

**CLICK ON THE OCCASION TO SEE A
SNAPSHOT OF HIGHLIGHTS**



Good Meat resources

Infographics, animations and videos for you to learn from and share.

With health and nutrition, a focus for consumers and diners in the new year, these resources could be helpful in highlighting the nutritional health benefits of eating Australian red meat.

Australian red meat is
100%
homegrown

DID YOU KNOW:

Less than half of plant-based fake meats sold locally are Australian made.

WWW.GOODMEAT.COM.AU



1 in 5
young women in Australia
suffer from some form of
iron deficiency.

DID YOU KNOW:

Red meat is the highest source of haem iron!

WWW.GOODMEAT.COM.AU

Red meat
and plant-based
fake meats...



...are not
nutritionally
interchangable.



WWW.GOODMEAT.COM.AU

Lean Australian red meat
is a source of
12 essential nutrients.

Potassium • Magnesium
Omega-3 • Selenium
Zinc • Riboflavin
Niacin • Vitamin B5
Phosphorous • Vitamin B12
Iron • Vitamin B6

WWW.GOODMEAT.COM.AU

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Meat & Livestock Australia

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