

Autumn 2024

INSIGHTS, ASSETS +
INFORMATION

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**The latest from
Rare Medium**



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impacts food choices**



**Industry's environmental
performance**

2024 AUSTRALIAN CATTLE MARKET FORECASTS



Herd

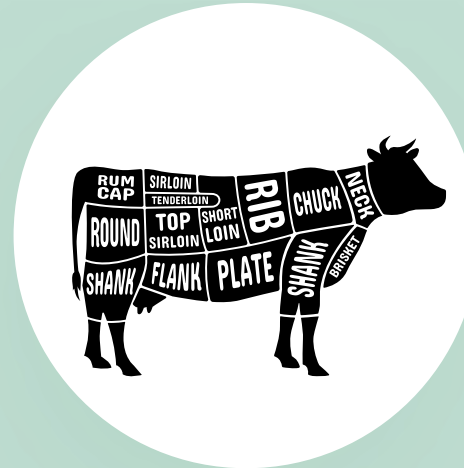
Herd will reach 28.5 million head in 2024



Slaughter

Slaughter forecast to rise 11.7% to 7.9 million head in 2024

[CLICK FOR SHAREABLE FACT SHEET](#)



Production

Production forecast to rise to 2.5 million tonnes in 2024



Cattle Prices

Cattle prices forecast to remain strong entering 2024

2024 AUSTRALIAN LAMB MARKET FORECASTS



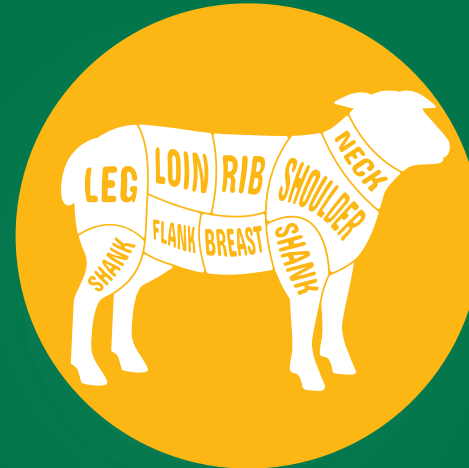
Flock

Sheep flock second highest since 2007, 74.5 million head in 2024.



Slaughter

Lamb slaughter to reach records in 2024, over 26 million head



Production

Record lamb production forecast for 2024, rising to 215,000 tonnes



Lamb Prices

Lamb prices forecast to remain steady in 2024

[CLICK FOR SHAREABLE
FACT SHEET](#)

Market Performance Headlines

Australia 12wks ending 25-02-24



Slowdown CPG value growth, price inflation easing

Total Consumer Packaged Goods (CPG) grew +3.7% in the latest quarter ending February 2024. Price inflation contributed to more than half of value growth. The level of price growth sharply declined across the quarter to +2.1% vs +6.6% for the past 52wks. The month of February showed a small pick-up in sales growth of +4.2% vs LY.

Spending on smaller baskets and shopping more often



Shoppers are returning to stores and shopping more frequently; however, they are spending less per shop. Supermarkets are leading the overall growth along with bricks & mortar leading sales growth over online channels.



Fresh Meat volumes growing ahead of value growth

Affordability of total fresh meat improved substantially by an overall decline in average price of -6.8% vs LY. There was however strong volume growth of +6.6% across the fresh meat category from increased shopper penetration, frequency and volume per shop. Purchase value growth was a -0.6% vs LY offset by lower retail prices.

Fresh beef winning back penetration & frequency



Strong volume growth performance for fresh beef of +6.9% in the latest quarter vs LY driven by average retail price decline of -6.7%. The response to price was from an uplift across all shopper KPIs in frequency, volumes per shop and penetration gains.











Fresh Lamb volume growth from frequency & AWOP

Fresh Lamb volume growth momentum slowed to +13.6% with less promotional features in the month of Feb. Significant gains in key shopper KPI's across frequency and volumes per shop underpin current performance. Value growth was offset from a combination of price and the sales mix of value cuts.

Latest 12wk Performance Update

Australia 12wks ending 25-02-24

Nielsen IQ 12wks Ending 25-02-24	 Penetration	 Trips per Household	 Vol/Trip	 Price/KG	 Total Purchase Volume	 Total Purchase Value
	84.2% (+1.1pts vs LY)	5.7x (+3.2% vs LY)	+1.8% vs LY	-6.7% vs LY \$16.0/KG	+6.9% vs LY	-0.3% vs LY
	50.5% (-0.6pts vs LY)	3.0x (+7.4% vs LY)	+6.6% vs LY	-21.3% vs LY \$14.23/KG	+13.6% vs LY	-10.5% vs LY
Headline	Household Penetration Turnaround	Frequency of Shopping trips growing	Purchasing more Vol/Trip	Prices dropped	Households consuming more Beef & Lamb	Greater affordability for Beef & lamb
Commentary	<ul style="list-style-type: none"> Beef penetration gains from smaller & younger households offset by older families. Lamb penetration decline in month of Feb resulting from pantry loading after strong gains in prior months 	<ul style="list-style-type: none"> Households purchasing more frequently per HH for beef and lamb In line with buyer behaviour across total CPG 	<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 Lamb significantly lower than total fresh meat (\$/KG -6.8% vs LY) with average price below 2019 levels 	<ul style="list-style-type: none"> Strong purchase volume (KG) growth across Beef & Lamb with red meat winning in volume share performance vs total fresh meat growing +6.6% vs LY 	<ul style="list-style-type: none"> Purchase \$ value growth across Beef & Lamb behind total fresh meat growth benchmarked at -0.6% due to level of discounting over the period

BRAND CAMPAIGNS – Autumn 2024

WHEN & WHY THEY ARE HAPPENING + THE CUTS IN FOCUS

FY23/24	2024						
	JAN	FEB	MAR	APR	MAY	JUN	
MLA BRAND MEDIA		SUMMER LAMB CHOPS, CUTLETS, LEG STEAKS RUMP	MID WEEK MEALS MINCE & RUMP	AUTUMN LAMB LAMB LEG		MID WEEK MEALS NEW LAMB OCCASSIONS	
	ALWAYS ON MEDIA						
MLA RETAIL ACTIVATION		SUMMER LAMB CHOPS, CUTLETS, LEG STEAKS RUMP	MID WEEK MEALS MINCE & RUMP				WINTER WARMERS [Beef + Lamb]

Share the Lamb

100% AUSTRALIAN



Autumn Lamb

17 March – 25 April 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

Always on

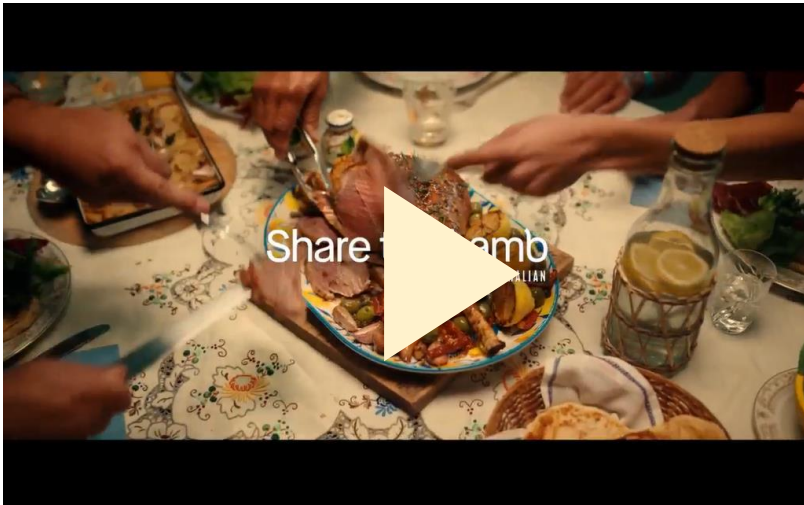
Remind consumers at key meal decision points to continue making their family favorite meals with Beef, by addressing the challenges of ease and versatility.

AUTUMN LAMB: 17 March - 25 April 2024

Cuts in focus: LAMB LEG

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 Autumn 2024. Here you will find a short recipe video and our Autumn Lamb Key Visual.



← VIDEO

KEY VISUAL →

CLICK ON THE THUMBNAILS TO ACCESS THE ASSET



BEEF MIDWEEK MEALS: Always On

Cuts in focus: MINCE + RUMP STEAKS

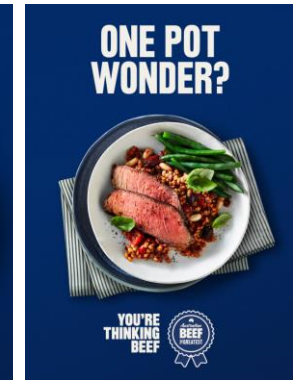
Assets to support your efforts in promoting BEEF

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



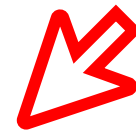
MEAL SOLUTION BRAND VISUALS



[CLICK HERE TO ACCESS THE ASSETS](#)

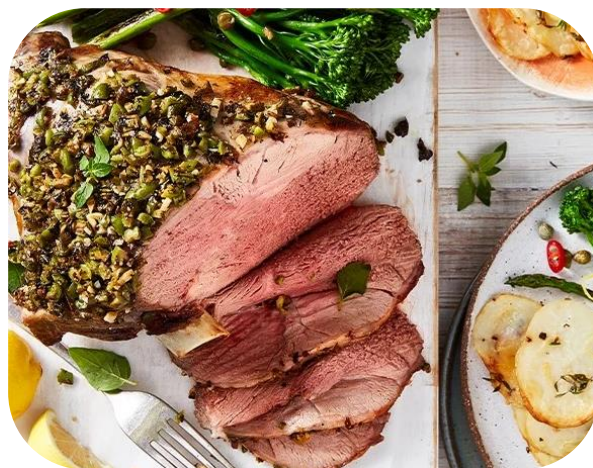
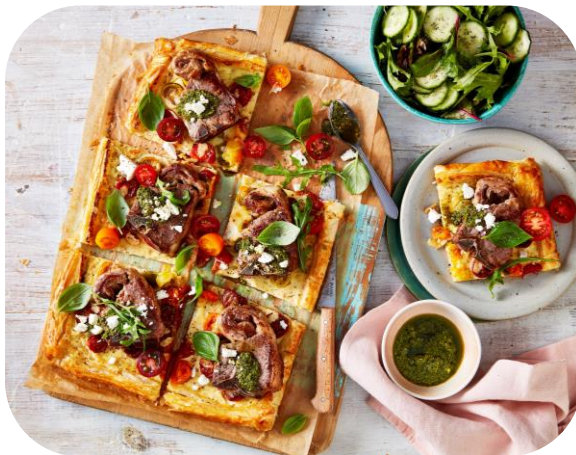
LAMB RECIPE INSPIRATION

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



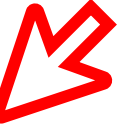
Inspiring recipes and still images to share on socials or with customers. Click on the images below to access the recipe and click on the active red button for high resolution still images.

[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

Issue 25 takes us to the Sunshine State, and more specifically, to the booming beauty that is Brisbane. Australia's third largest city has long held a reputation as a big country town – and whilst that sentiment still rings true in the friendliness of its people and its iconic weatherboard houses, when it comes to food, Brisbane is beating down the door of its southern sisters.



[E-MAG](#)



[View latest issue!](#)

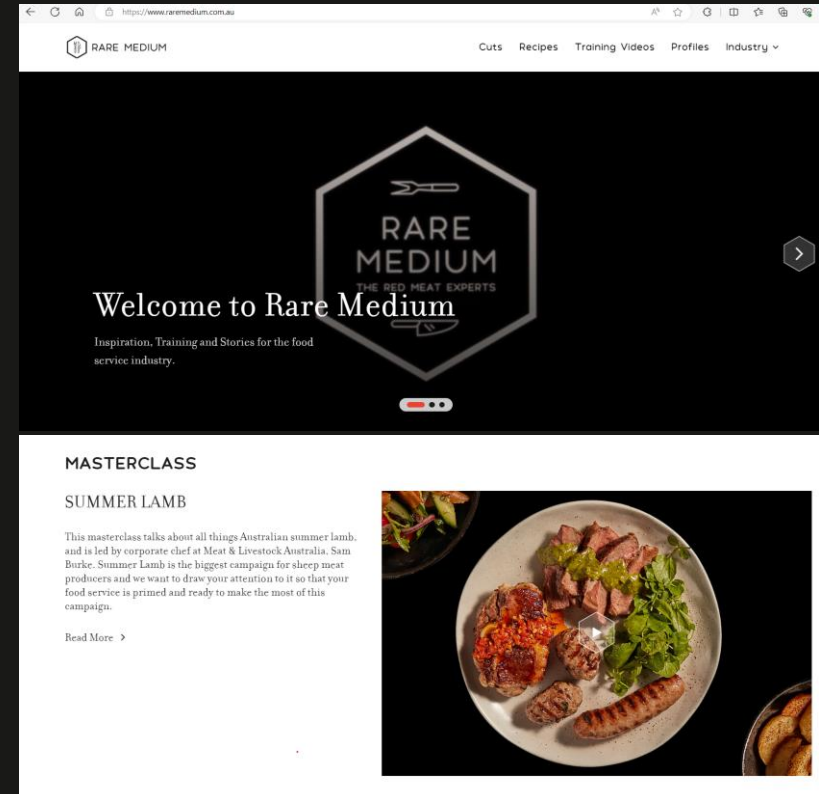
RARE MEDIUM

THE GO TO SOURCE FOR RED MEAT INFORMATION

The Rare Medium website has had a facelift – check it out!
With a fully integrated offer, discover inspiration, education and training from paddock to plate from some of the best in the foodservice industry.

[NEW WEBSITE](#)

Check out the new Rare Medium website!



CUT OF THE MONTH



LAMB LEG

HAM#4820

Derived from the hindquarter, there are two legs per animal accounting for around 30% of the total lamb carcass. Leg is prepared by the removal of the chump using a right angle cut at the back of the hip bone.

The shank is usually tipped at the caudal level of the shin meat on the tibia. A thin layer of covering fat is generally left to assist in retaining juiciness during cooking. Tender and flavoursome, the leg is traditionally roasted whole or deboned and butterflied; however, its three distinct muscles – knuckle, silverside and topside, can be sub-primaled to create a range of smaller roasts, steaks and chops.

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: How is health shaping our food choices?

This quarter, we ask the question of how **Health & Nutrition** is impacting consumer meal choices. Through our Consumer Protein Landscape research, three attitudinal tendencies emerged:

1. those who **'Act Healthy'** balancing exercise and food for health
2. those who **'Think Healthy'** making nutritious and ethical food choices
3. those who **'Live for Now'** preferring to eat for enjoyment

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.



[CLICK FOR A SNAPSHOT OF HIGHLIGHTS ON HEALTH](#)

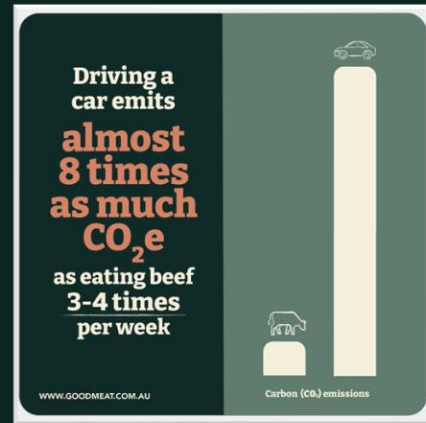
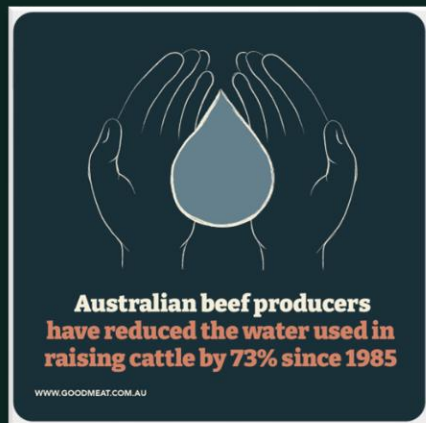


The Consumer Protein Landscape research tracked over 2,000 Australians for a week, capturing every meal and snack, and exploring who they ate it with, where they ate it, when they ate it, what they ate and why they chose that meal.

Good Meat resources

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

Environmental sustainability crops up in news feeds as well as backyard barbecues. Use these resources to highlight the Australian red meat industry's commitment and progress towards further improving our sustainability credentials.



CLICK ON THE IMAGES TO DOWNLOAD

Meat & Livestock Australia

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