

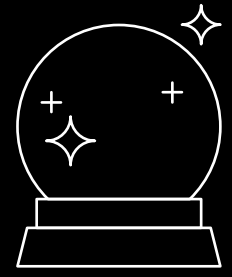
2023

Global Tracker: KSA *Presentation Deck*

Brought to you by your Kantar Team:
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Carolina Ferrando



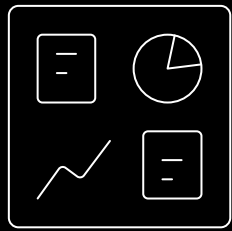
Contents of today's presentation



1

MACRO MARKET CONTEXT

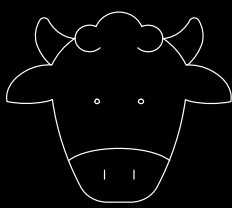
Market context inc. inflation, sustainability and post-covid trends impacting consumer choice



2

PROTEIN LANDSCAPE

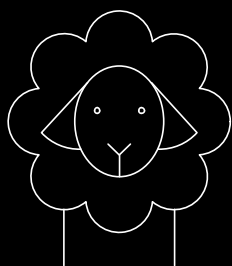
Awareness, claimed consumption and perceptions of key proteins – including general beef and lamb buying behaviours.



3

IMPORTED BEEF CONSUMPTION & COUNTRY OF ORIGIN

COO associations, trust and how these build demand and willingness to pay



4

IMPORTED LAMB CONSUMPTION & COUNTRY OF ORIGIN

COO associations, trust and how these build demand and willingness to pay



5

FINAL THOUGHTS & DISCUSSION























Levers to pull to support choice of Australian Beef and Lamb

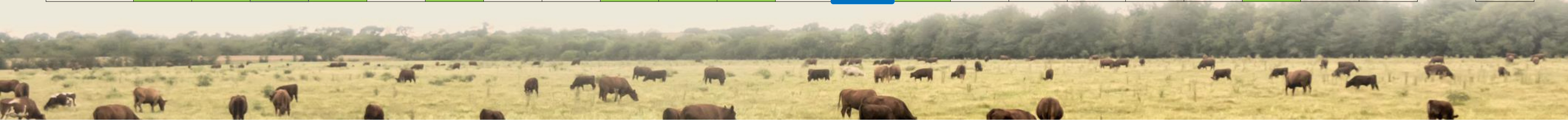
The Central Question

How can Australian red meat clearly position itself as a 'Justified Premium' product in the context of competitive imported COOs?

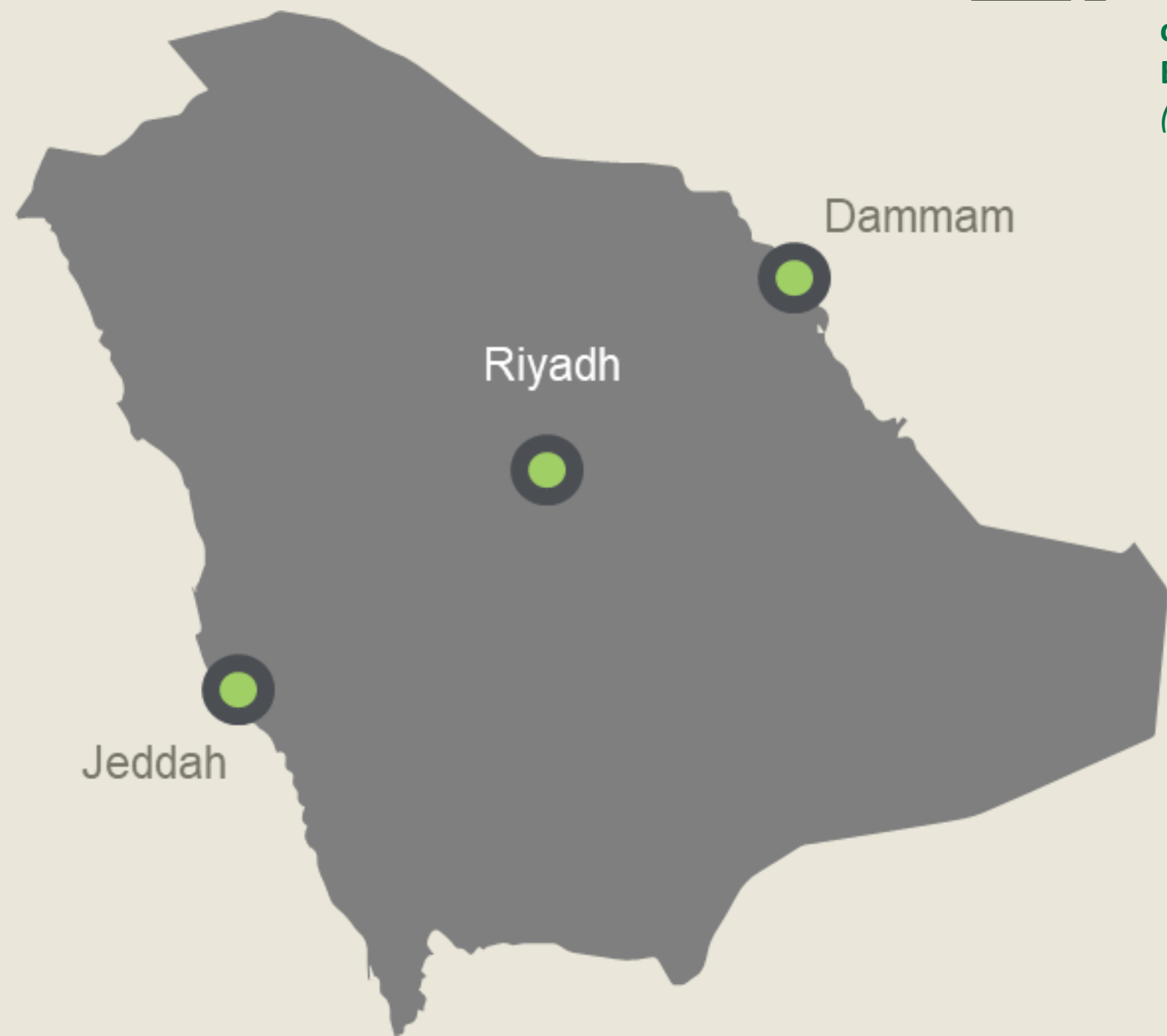


We have conducted the global tracker in 22 markets over the last 8 years, with KSA fieldwork run every year.

MARKETS	 Japan	 Korea	 China	 Indonesia	 Singapore	 Malaysia	 Philippines	 Taiwan	 Thailand	 Vietnam	 USA	 Canada	 KSA	 UAE	 Oman	 Jordan	 Kuwait	 Qatar	 UK	 Hong Kong	 Mexico	 Chile	Total # of markets	
2015	Green	Green	Green	Green		Green	Green	Green			Green	Green	Green	Green									11	
2016	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green									15
2017	Green	Green	Green	Green	Green	Green					Green	Green	Green	Green		Green							11	
2018	Green	Green	Green	Green		Green			Green		Green		Green	Green					Green	Green	Green	Green	13	
2019	Green	Green	Green	Green		Green					Green		Green	Green			Green	Green					10	
2020	Green	Green	Green	Green		Green		Green			Green		Green	Green									9	
2021	Green	Green	Green	Green		Green			Green	Green	Green		Green	Green					Green				11	
2022	Green	Green	Green		Green		Green			Green	Green	Green	Green	Green				Green					11	
2023	Green	Green	Green	Green		Green			Green	Green	Green		Green	Green						Green			11	



KSA sample – a deliberate key city and higher income skew (not Nationally Representative).



Consumers aged 18-64
 Grocery buyers, meal planners
 Affluent households (skew)
 Selected based on potential
 openness and ability to buy AU
 Beef and/or Lamb
 (Not representative of total market)

Sample n=500 consumers

DEMOGRAPHICS		COUNTRY INCIDENCE	SAMPLE STRUCTURE
Gender	Male	56%	49%
	Female	44%	51%
Age	18-34	-	49%
	35-49	-	40%
	50-64	-	11%
Cities	Dammam	4%	31%
	Riyadh	22%	37%
	Jeddah	14%	32%
Consumption	Buy Fresh Meat at Least Occasionally	-	100%
MGBs	Main Grocery Buyers	-	88%
Children	Households with Children	-	92%
Income	Under 94K - 241K SAR	-	64%
	241K + SAR	-	36%
Religion	Islam	93%	100%



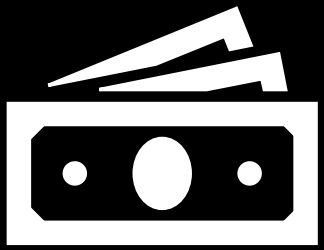
MACRO- MARKET CONTEXT



3 key trends we see influencing consumer decisions now and into the future:



Focus on Health



Inflation



Sustainability

There is an increased focus on choosing healthier/ high quality products, reflecting in red meat purchase behaviour. Consumers are looking for Premium and Healthier/ Leaner meat which contains no hormones.

FOCUS ON HEALTH



Focus on Health

COVID-19 certainty contributed to this rising health-consciousness among the population.

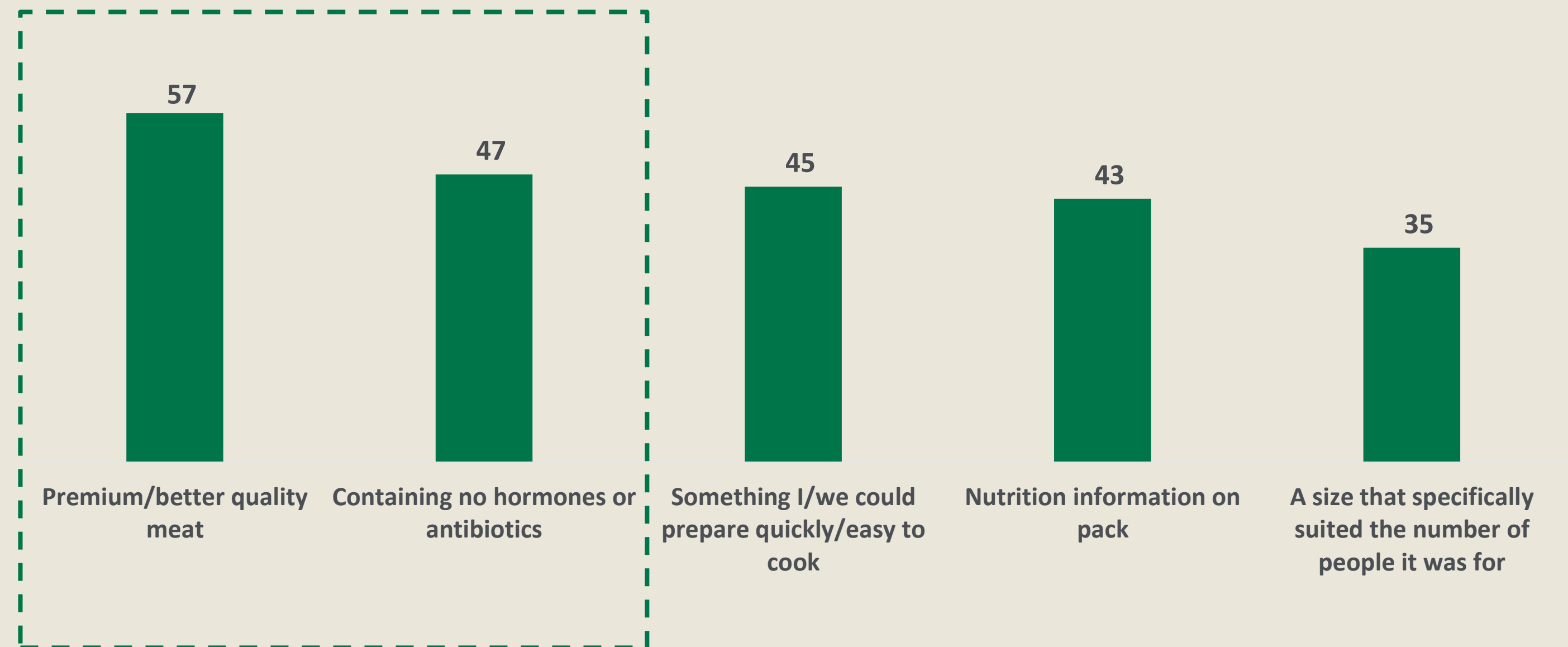
Consumers care deeply about product quality and are becoming increasingly demanding of brands in this regard, supporting the growth of premium manufacturers.

In fact, organic food is one of the fastest growing areas in health and wellness in Saudi Arabia.

Non-GMO and all-natural foods are also much-appreciated by the population.

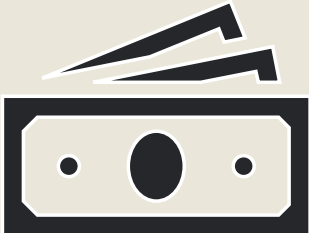
IMPORTANT FACTORS WHEN DECIDING ON FRESH RED MEAT PURCHASE

Ranking most (1st to 5th important) Showing Top 5 statements only



Data from the GT23 KSA Survey

Local and imported red meat is less impacted by inflation compared to other goods/services. Majority claim they don't plan to change purchase behaviour of imported red meat due to higher prices.

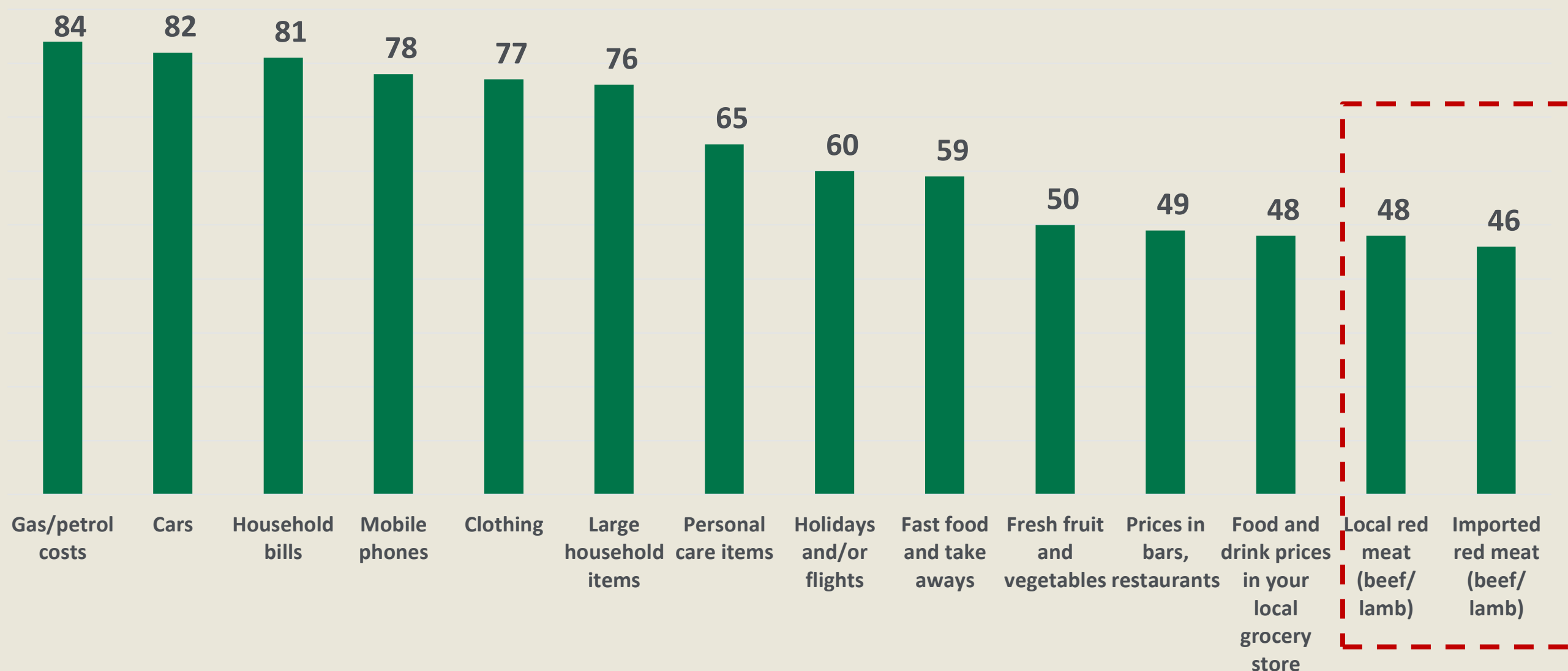


Inflation

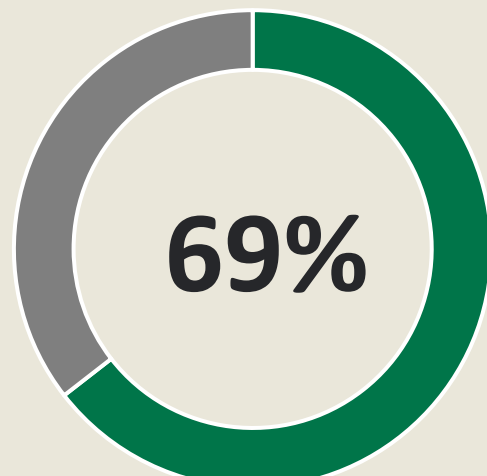
Saudis acknowledge an increase in food prices and are aware that the country imports around 85% of its food. Prices began to climb during COVID-19 and have recently become even more expensive.

Overall, inflation has not changed the consumer habits of the majority in Saudi Arabia. However, some Saudis are having to cut back their spending and luxuries like eating out in restaurants and cafes.

PRODUCTS AFFECTED BY INFLATION



Future purchase behaviour (next 12 months) of Imported Red Meat



Claim there will be no change in future purchase

KSA has lower proportion of 'Actives' compared to the Global avg. and it also lags behind UAE, the other GCC market covered.

SUSTAINABILITY



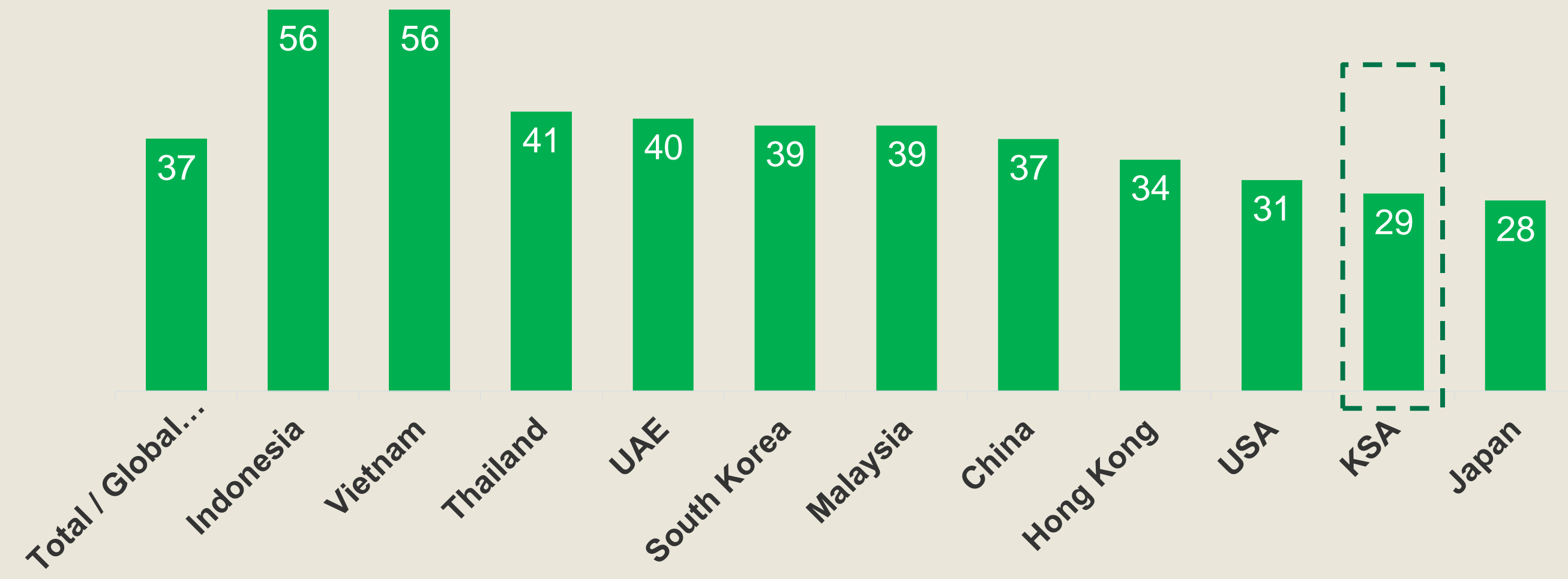
Sustainability

Reflecting broader global trends, COVID-19 has reinforced the growing awareness of Middle East consumers about social and environmental sustainability. Saudi Arabia however lags behind in terms of the proportion of 'Actives' compared to other countries surveyed in GT23

Actives

- Much more likely to believe that they can make a real difference through their actions
- Believe they are personally affected by social and environmental issues
- Their actions match their values, they want to do more, and they are willing to invest their time and money to support companies that try to do good like offsetting their impact

% OF 'ACTIVE' SUSTAINABLE CONSUMERS IN...



Data from the GT23 KSA Survey



Base: Total (500)
 SUS_SEG
 Now we'd like to ask you some questions about your values regarding sustainability and the environment.
 Please tell us how much you agree or disagree with each statement.

<https://www.pwc.com/m1/en/publications/documents/global-consumer-insights-survey-2021-middle-east-findings.pdf>





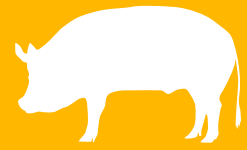
PROTEIN LANDSCAPE

A reminder, we know that there are consistent themes when it comes to what the different proteins stand for across all of our markets. Beef is the 'Superior' protein.

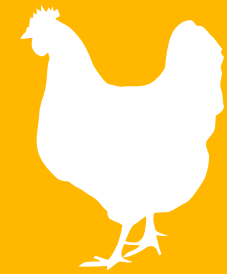


Global
Summary

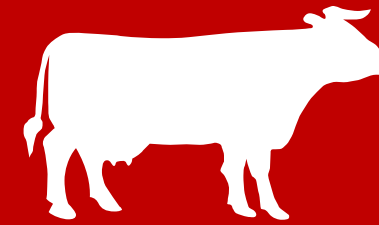
THE STAPLE



- Cheap (cost less) and easily available
- Versatile and easy to prepare
- Family favourite
- Doesn't play to taste
- Not nutritious
- Animals treated poorly
- Not environmentally friendly
- Questionable safety
- Not premium or superior



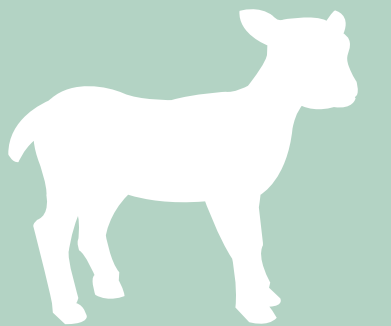
THE SUPERIOR



- Good quality, great taste, superior
- Family favourite
- Worth paying more for
- Nutritious & versatile

THE CURIOSITY

- Unfamiliar, occasional purchase
- Premium, superior option
- Not sure what to do with it
- Fatty & tender
- Taste is a barrier for some
- *In MENA lamb is Superior*



THE SPECIALTY



- Few strengths or weaknesses
- Weakly positive on animal welfare and sustainability
- Taste is a barrier
- Lean/tough
- Unfamiliar and uncommon except amongst certain groups



THE HEALTHY ALTERNATIVE

- Fresh
- Nutritious – especially for children
- Low in fat
- Tricky to use
- Welfare is not great
- *In SEA, fish is a cheap, low value protein - elsewhere it is premium*



In KSA Beef, Lamb and Mutton are all Superior proteins, with Mutton being a family favourite along with Chicken. Chicken and fish are staples, cheap and convenient.

PROTEIN PERCEPTIONS - KSA



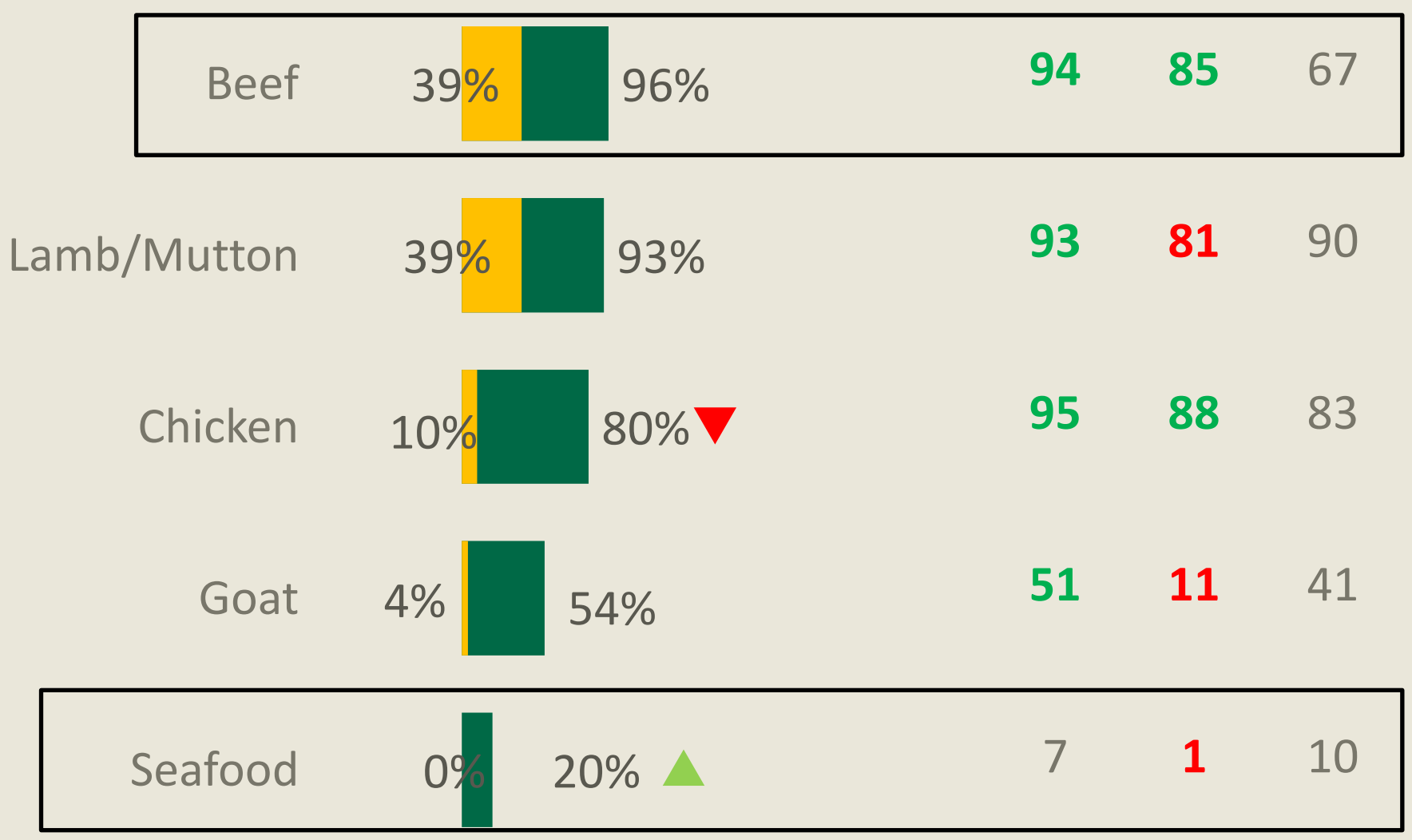
Consumption of Beef and Seafood has increased, both perceived as low in fat. With Seafood more top of mind, Chicken softens albeit it remains a staple protein. Lamb/Fish consumption returns to 2021 levels; Mutton holds.

KEY PROTEIN METRICS



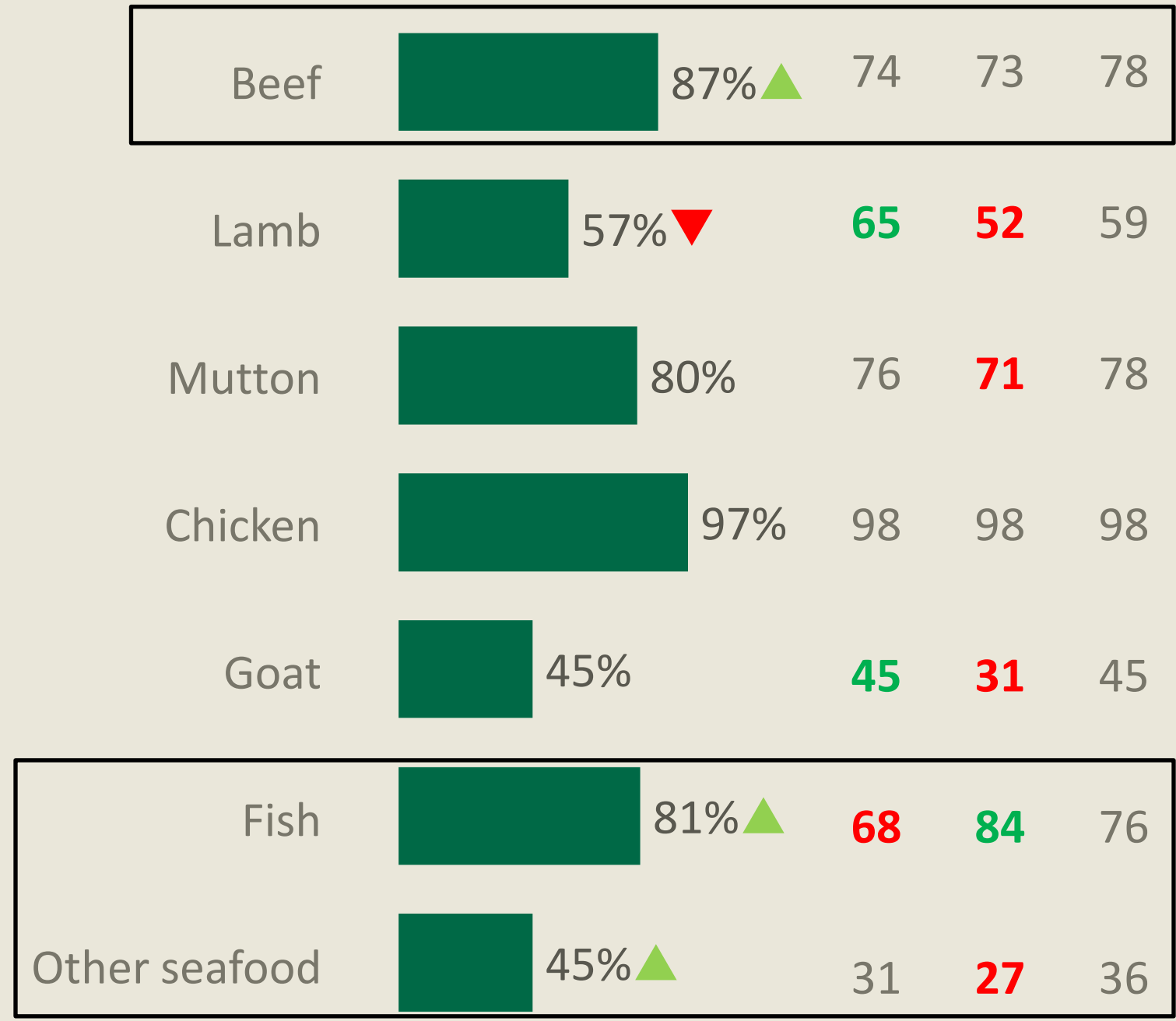
SPONTANEOUS AWARENESS

'22 '21 '20



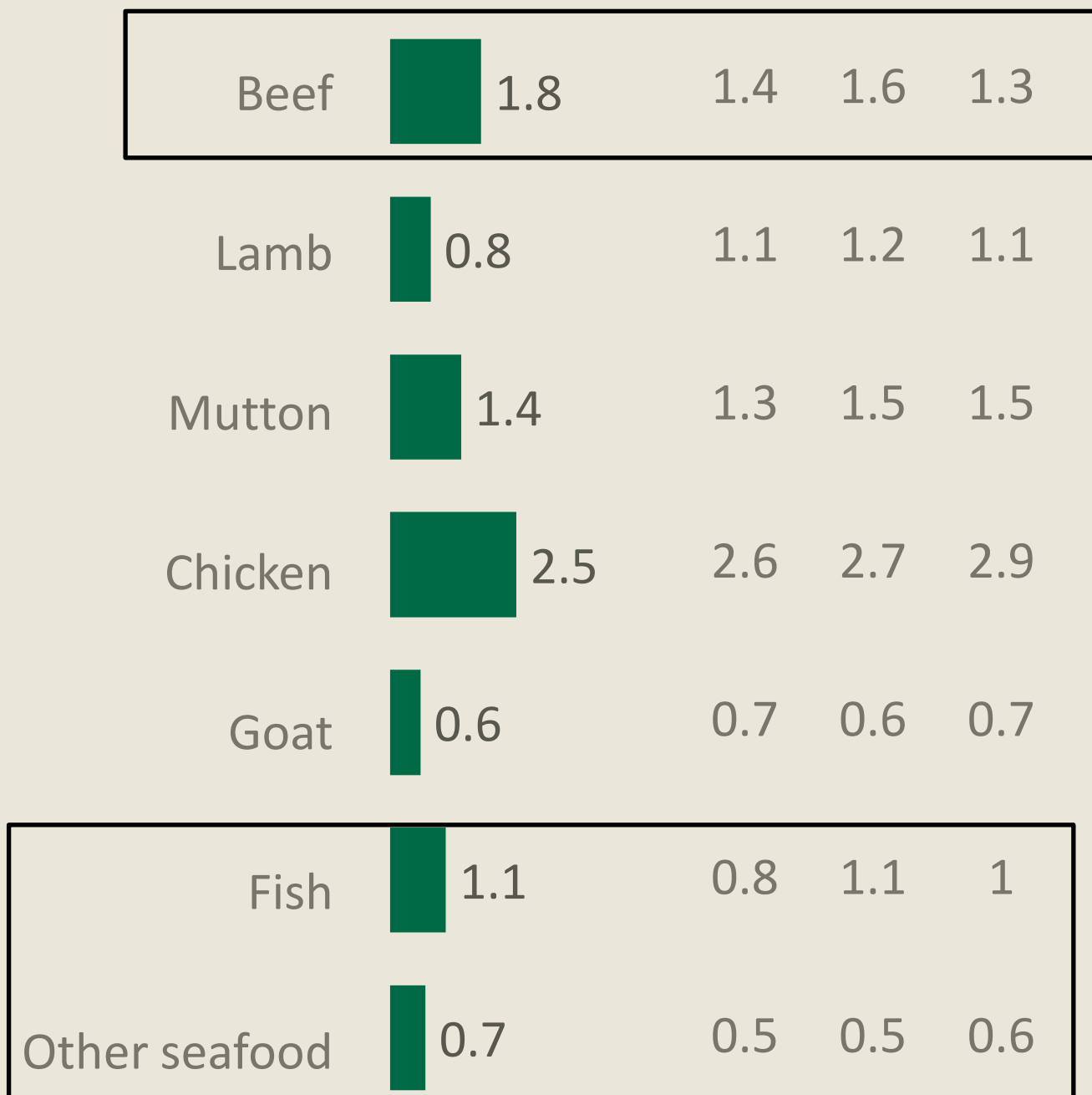
BOUGHT IN LAST MONTH

'22 '21 '20



AVERAGE SERVES LAST 7 DAYS

'22 '21 '20



CH1 Spontaneous Awareness – When thinking about meat, which types come to mind?
 CH10 How many meals that included the following meats have been prepared and eaten in your home in the last 7 days?
 CH2 Bought in the last month – Which types of meat have you bought in the last month to prepare for a meal at home?
 Base: '23 (n=500), '22 (n=500), '21 (n=500), '20 (n=499)

▲▼ Sig. different at 95%

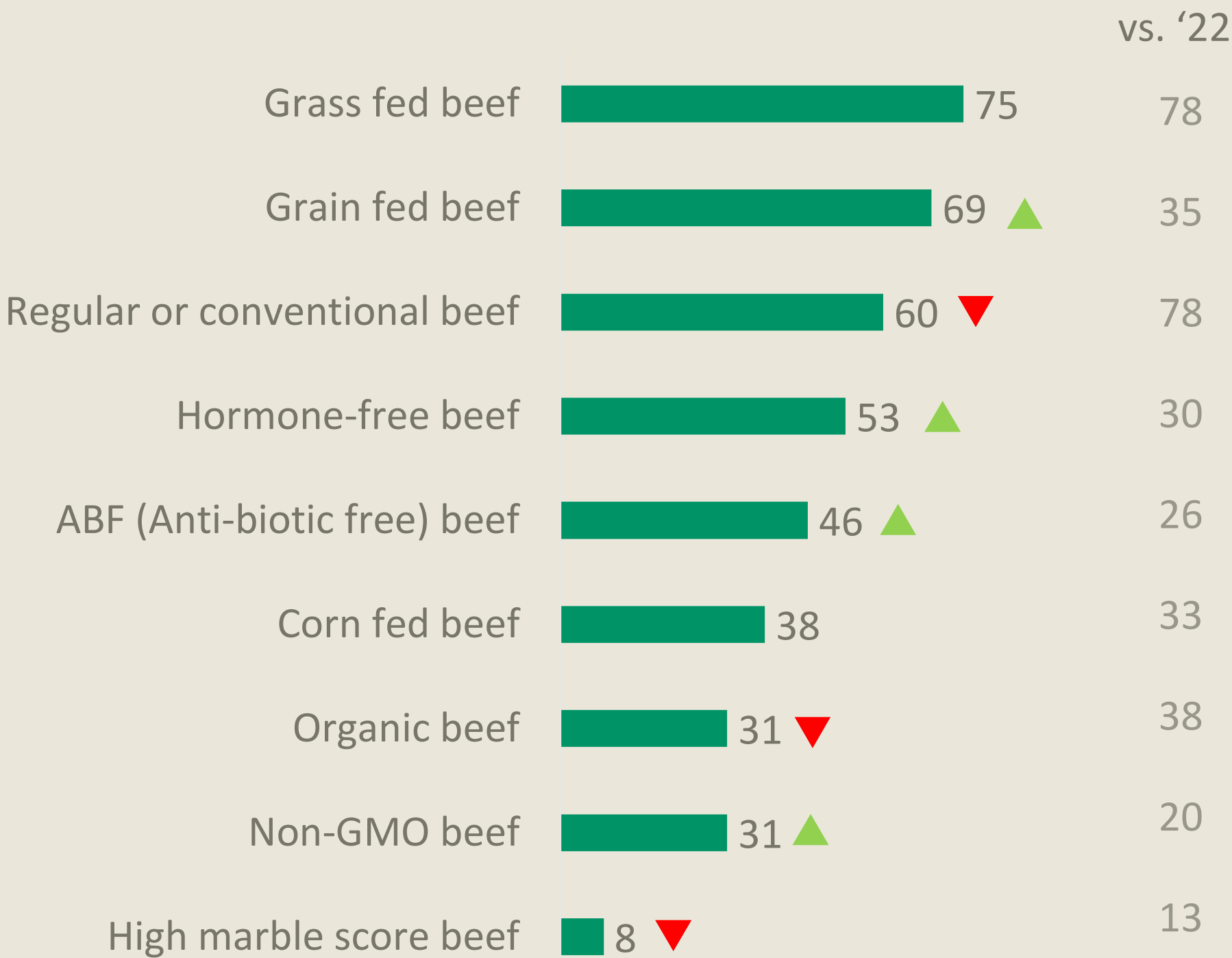


The increasing demand for healthier beef options reflects in more consumers claiming to have bought grass-fed, hormone-free, ABF and non-GMO beef. Grass-fed takes over regular / conventional beef.

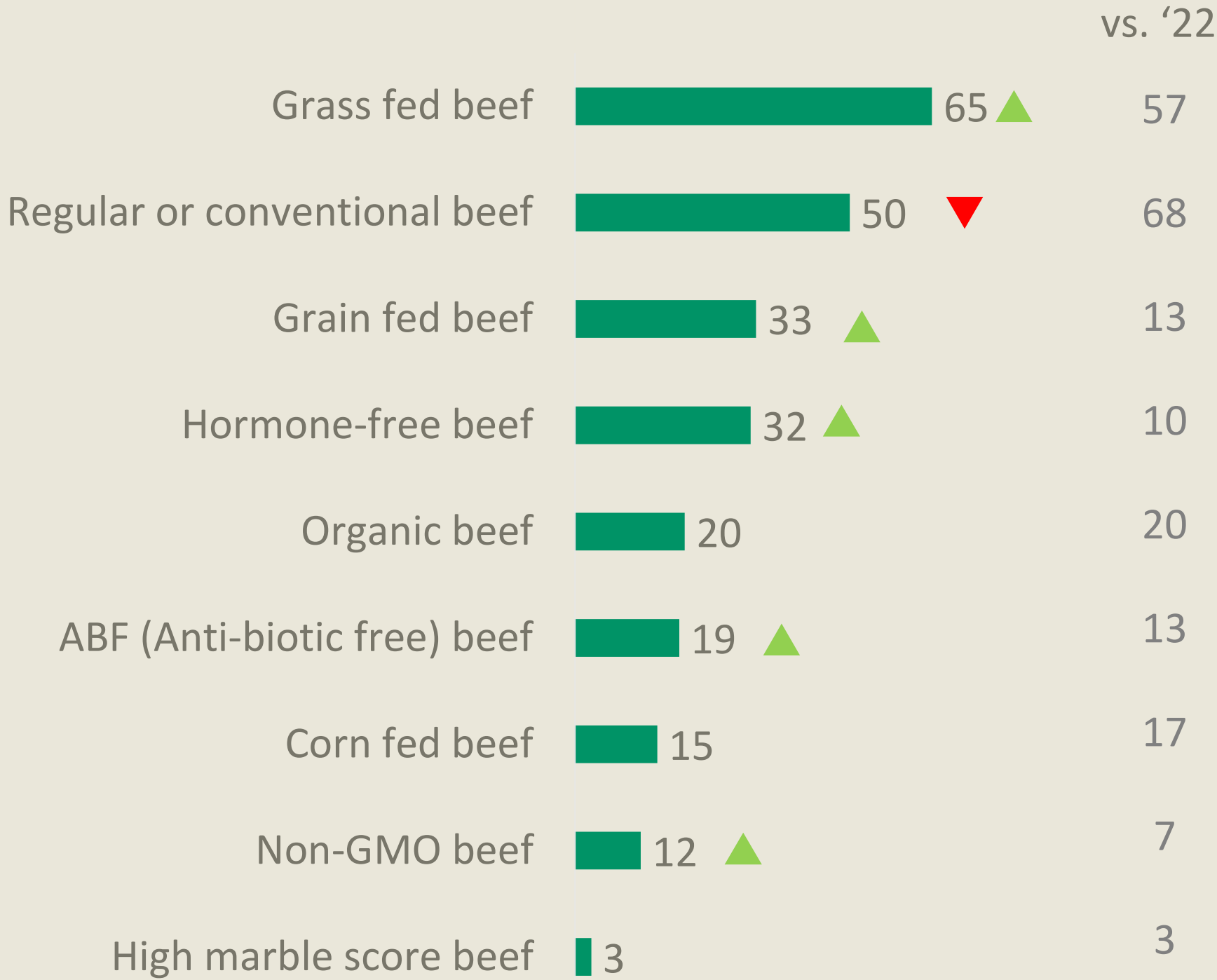


AWARENESS AND PURCHASE OF DIFFERENT TYPES OF BEEF

AWARENESS OF TYPES OF BEEF (%)



BEEF BOUGHT IN THE PAST (%)

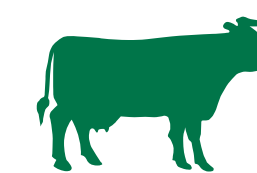


QGF1. Which of the following types of beef are you aware of?
 QGF2. And which types of beef have you bought in the past? (rebased to QGF1)
 Base '23 (n=460), '22 (n=403)

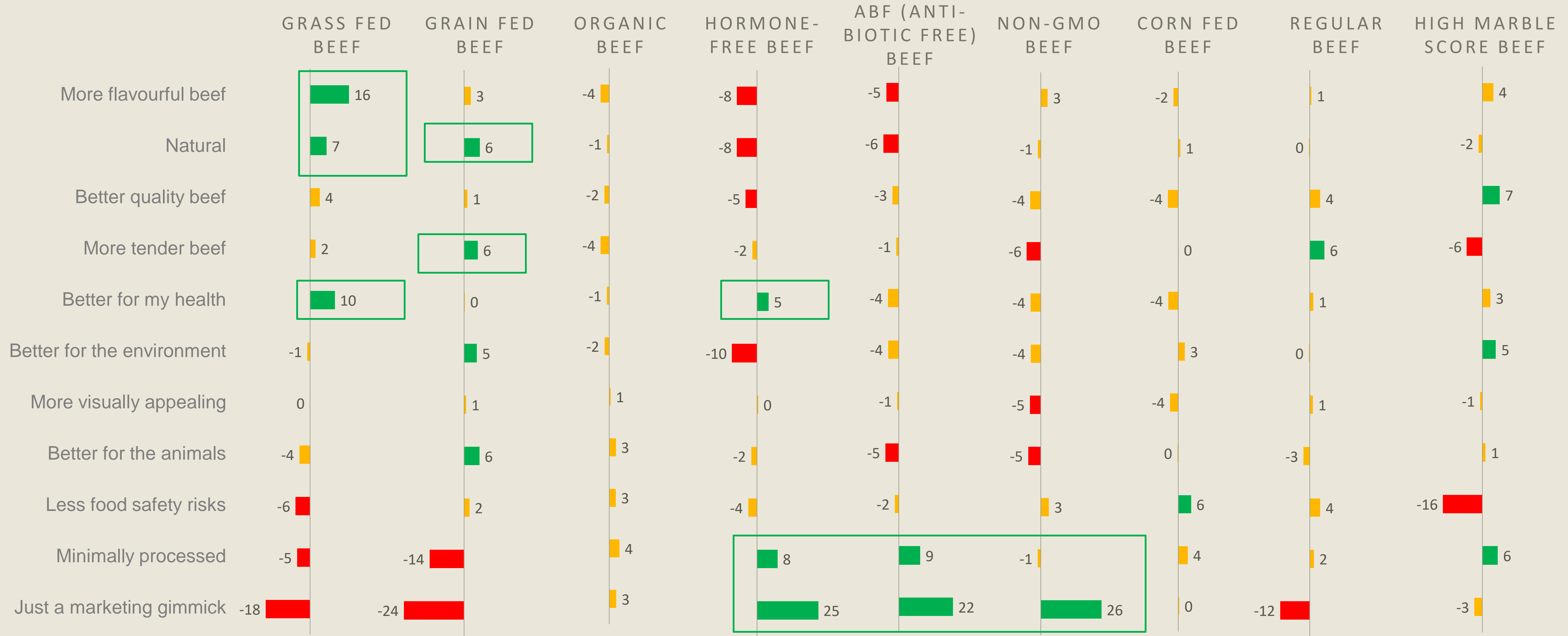
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Grass fed beef stands out as 'More flavourful', 'Natural and 'Better for health' which supports its increased consumption. Hormone-free Beef also has strong perceptions of 'Better for health'.



PERCEPTIONS OF DIFFERENT TYPES OF BEEF



GF5. Which of the following things do you associate with each type of beef below?

Base: Grass Fed Beef (n=345), Grain Fed Beef (n=317), Organic Beef (n=142), Hormone-Free Beef (n=244), Abf (Anti-Biotic Free) Beef (n=211), Non-Gmo Beef (n=143), Corn Fed Beef (n=176), Regular Beef (n=278), High Marble Score Beef (n=37)



+5 or more = relative category strength
-5 or less = relative category weakness.

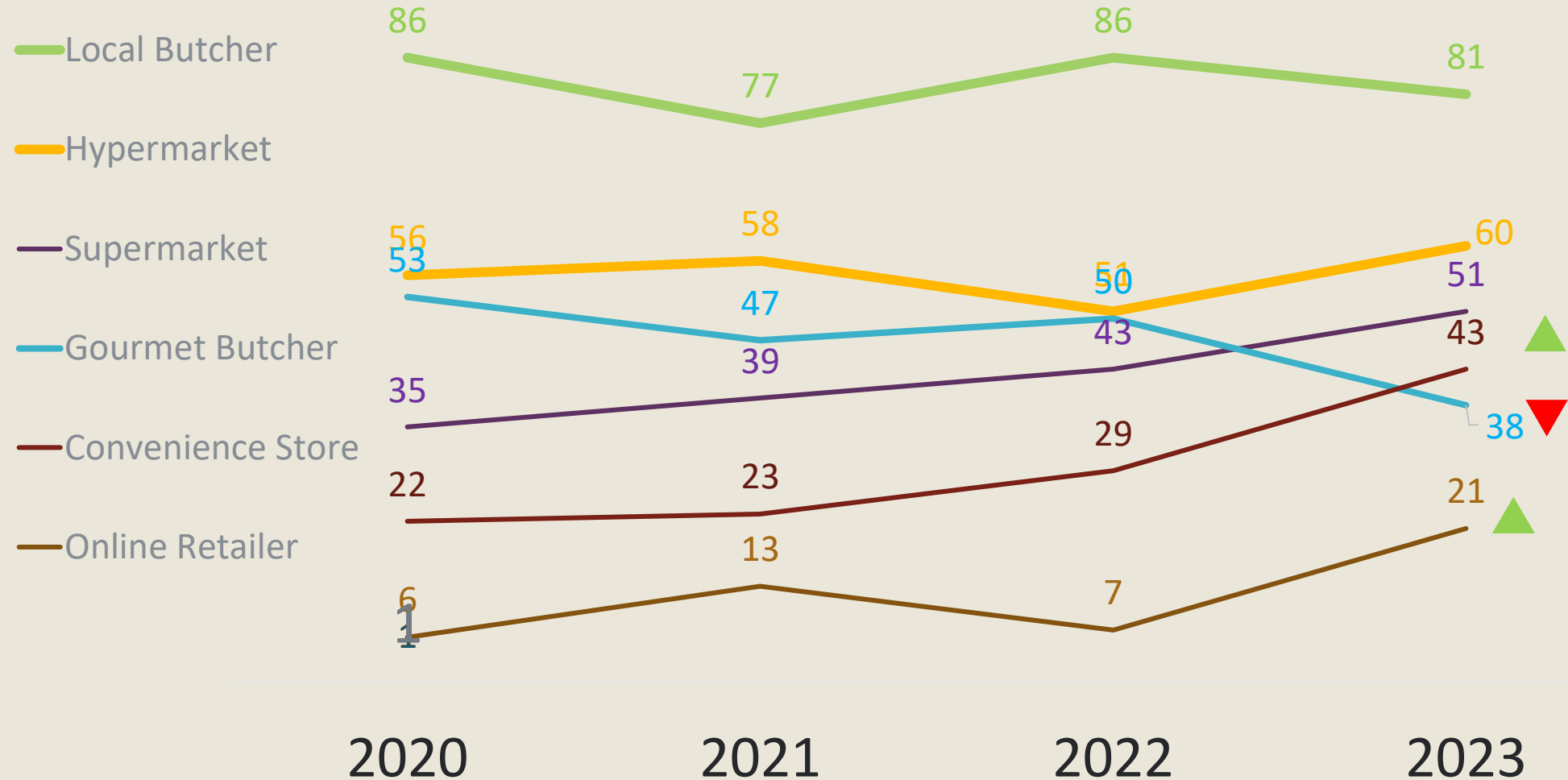


Local Butchers remain most popular, but with growing convenience seeking, online purchase of Red Meat has increased. Purchase of Lamb across most offline channels bounced back to pre-COVID levels.

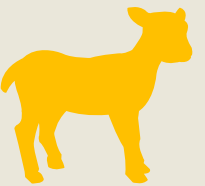
PLACES OF PURCHASE- BEEF AND LAMB



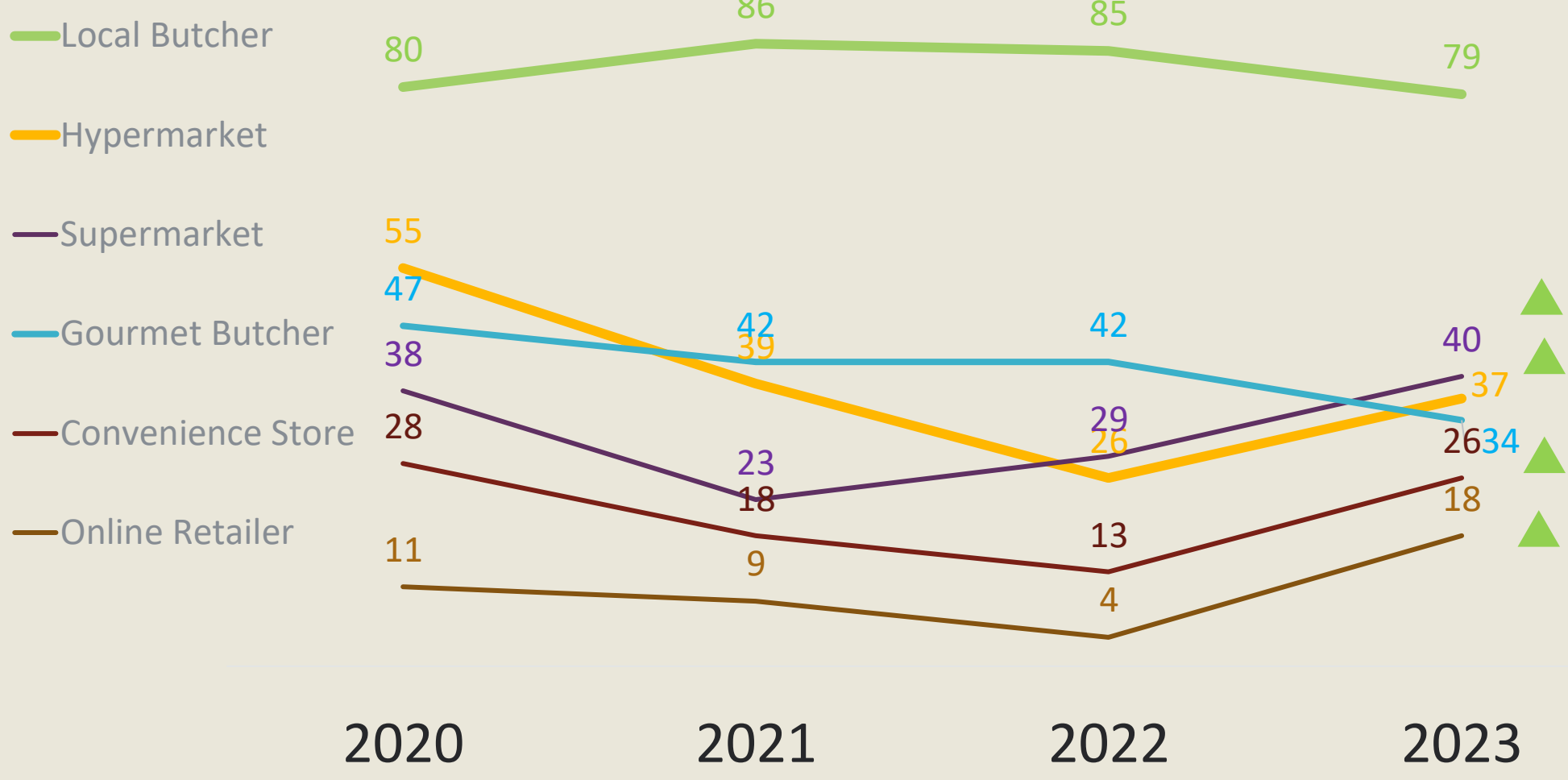
Once per month or more often (net)

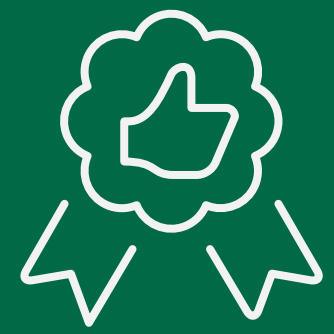


Increase in online purchase led by Females, More affluent consumers



Once per month or more often (net)





Red meat marries superiority and nutrition

Red meat is seen as superior and justifies its premium price. Beef is also seen to be low in fat. Mutton has strong perceptions of being a family favourite, fresh and nutritious. Thus, Superiority perceptions of red meat are also supported with nutrition credentials.

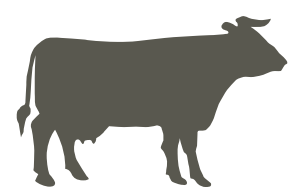


Rising interest in healthier lifestyles

Grass-fed, hormone-free, antibiotic-free and non-GMO beef are benefiting from increased consumer awareness and desire for healthier and more natural foods.

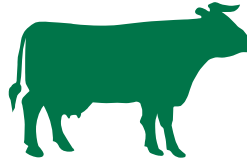
Grass-fed beef is considered more natural and healthier vs other beef types, but is able to pair this with flavour. The increasing popularity of grass-fed beef is an opportunity to leverage for Australian Beef.

BEEF COO KNOWLEDGE, TRUST & PERCEPTIONS

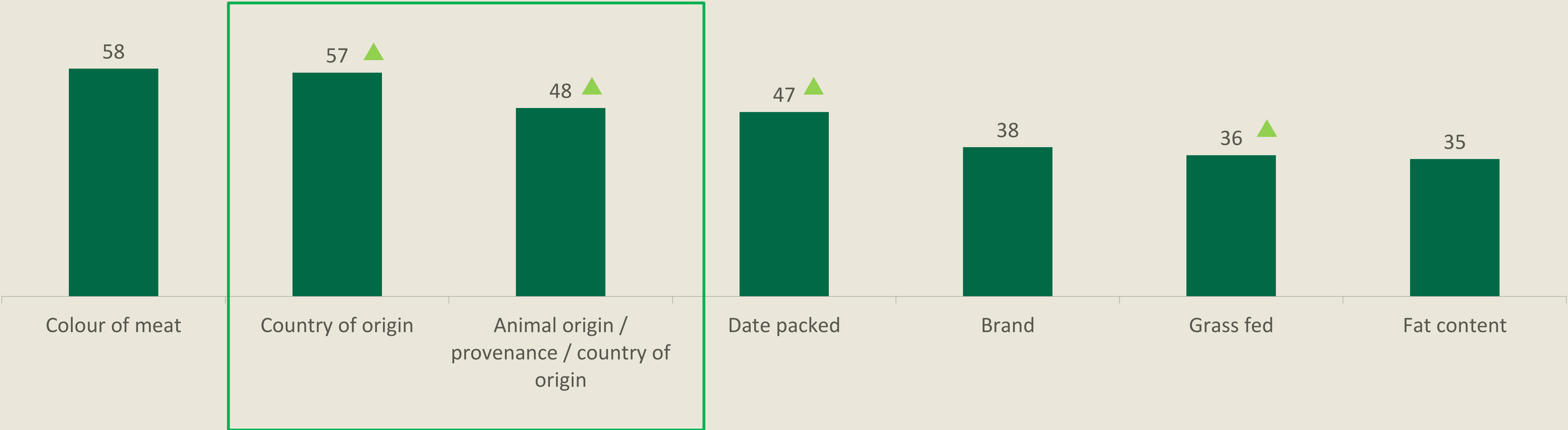


All questions in this section were asked of beef buyers only (must have ever bought beef). They also must have previously bought, or would consider buying, imported beef.

Country of origin/ provenance cues are among the top things Saudi consumers look for on pack; more important year on year.



TOP 'ON PACK' CUES SOUGHT WHILE BUYING BEEF



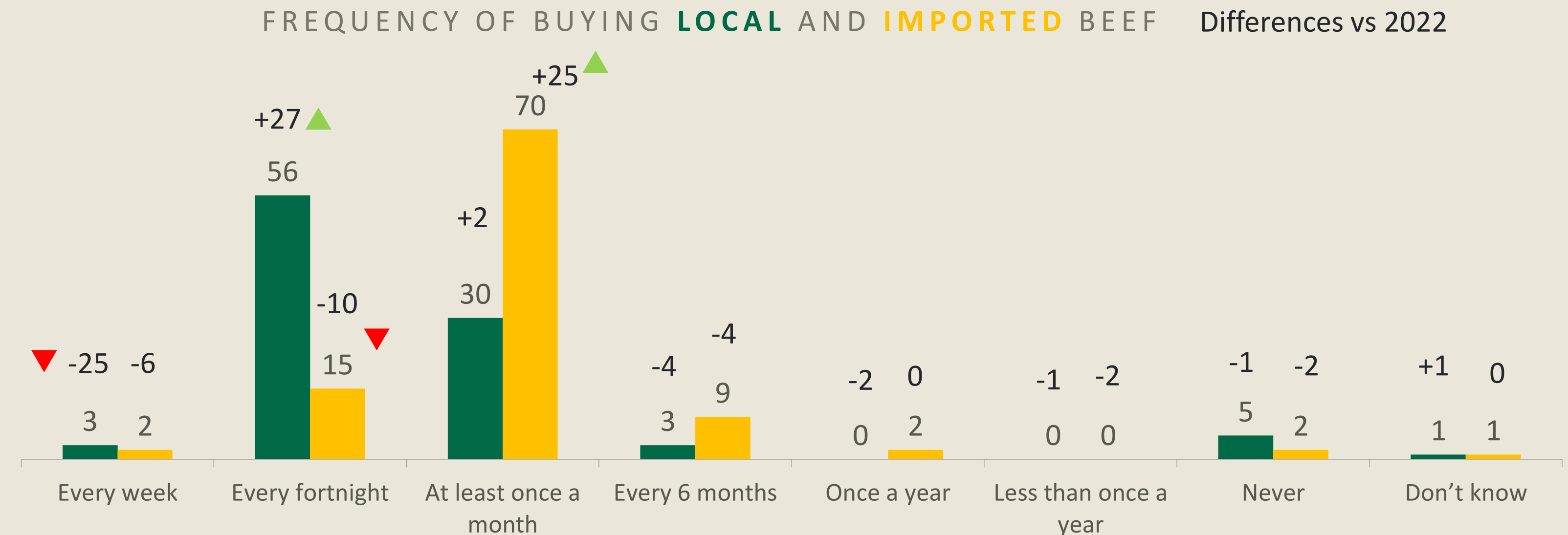
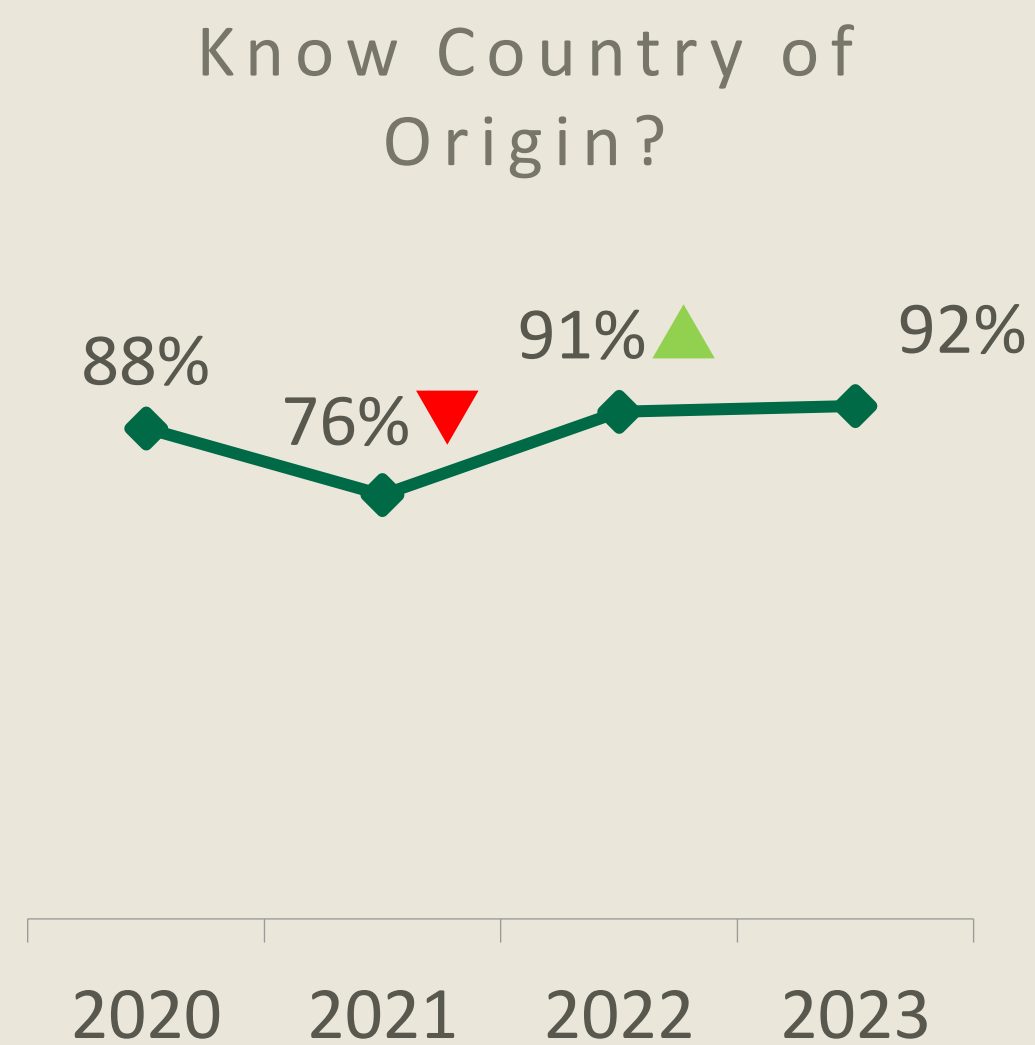
PACK 1- Can you please select up to 6 things you look for (on the pack, on the shelf etc.) when buying beef? Top 7 shown.
Base: 2023 n= 250, 2022 n=241

 Sig. different at 95%

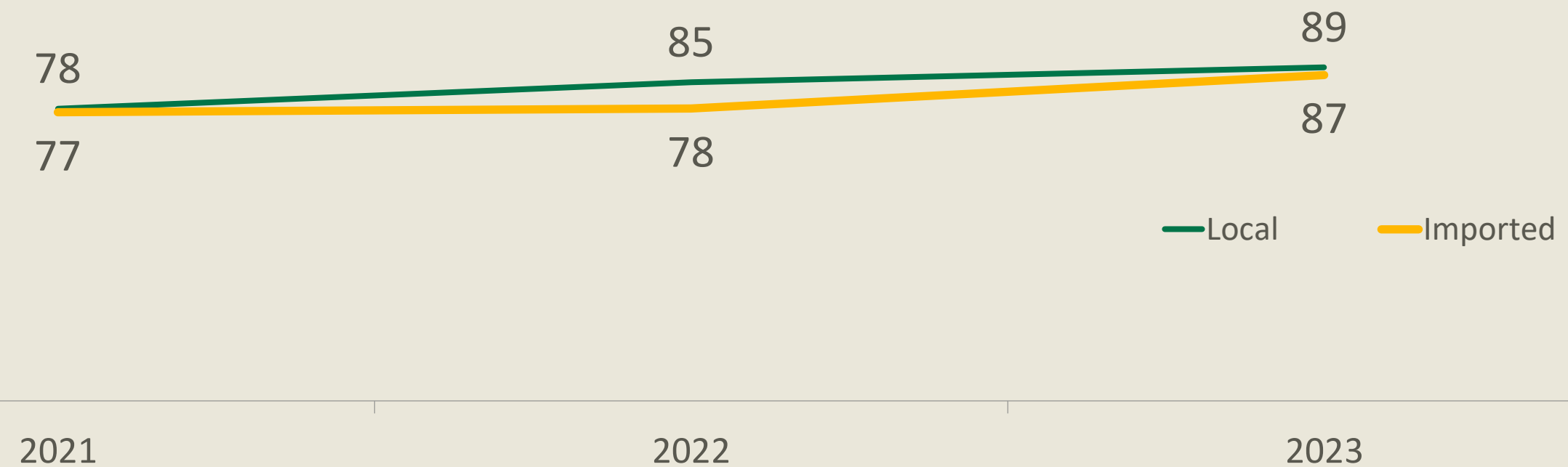


Considering the importance of COO, the majority claim to be aware of it. There's a slipping in purchase frequency, Local beef slipping from Weekly to Fortnightly, while Imported slips to be predominately monthly.

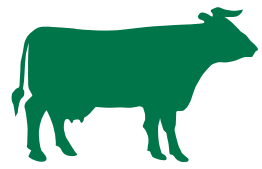
BEEF PURCHASE BEHAVIOUR



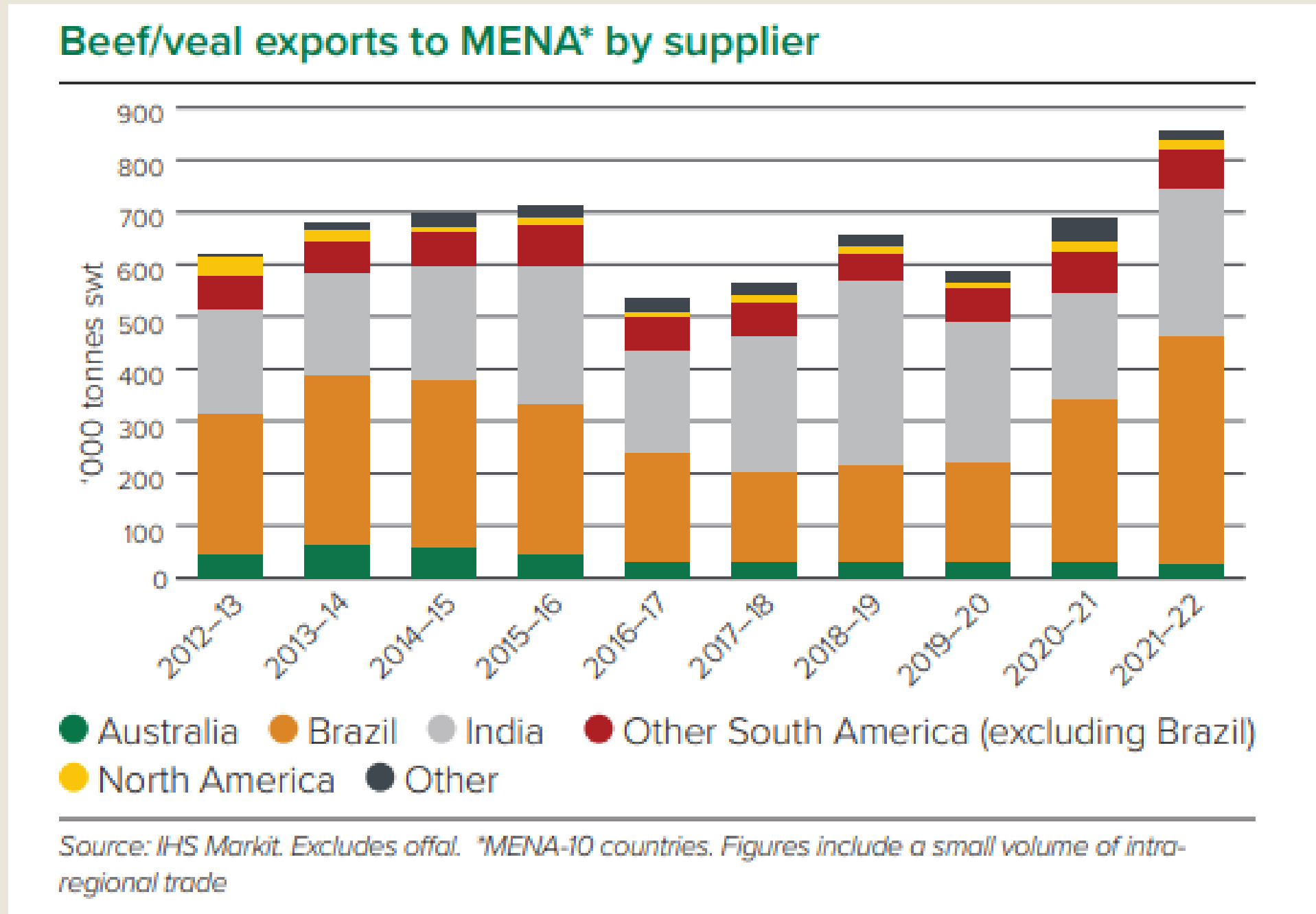
LOCAL & IMPORTED MONTHLY PURCHASE BEEF OVER TIME



MENA is a major global market for live cattle. Australian live cattle exports to the region have been on a long-term decline due to several factors.



MLA MARKET CONTEXT



- Beef import demand across the MENA region varies depending on domestic production and consumption habits. In Saudi Arabia, Jordan, Egypt, Israel and Iran, generally over half of beef consumed is imported, with the rest coming from both live imports and local production, primarily from the domestic dairy industry.
- Overall, the largest boxed beef importers by volume are Egypt, the UAE, Saudi Arabia and Iran
- The bulk of the region's beef imports come from Brazil and India, comprising mostly frozen boneless and lean cuts of beef and buffalo meat. The past 12-18 months has seen notable increases in supply from smaller suppliers such as Sudan, Ethiopia and Tanzania. Australia is also a key supplier of frozen veal carcass to Saudi Arabia.
- Competition for Australian grain fed beef comes mostly from the US and, to some extent, Canada and Japan.

Brand list was consistent with 2022



BEEF BRANDS TRACKED IN 2023

Local KSA beef



Australian beef



New Zealand beef



American beef



Brazilian beef



Pakistani beef



Canadian beef



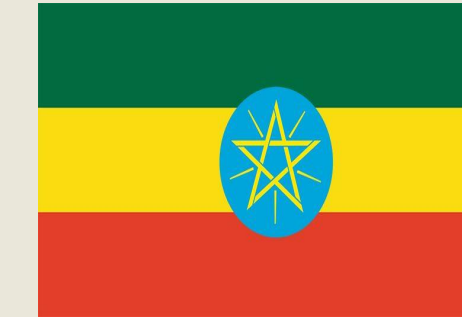
Indian beef/buffalo



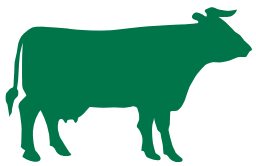
South African beef



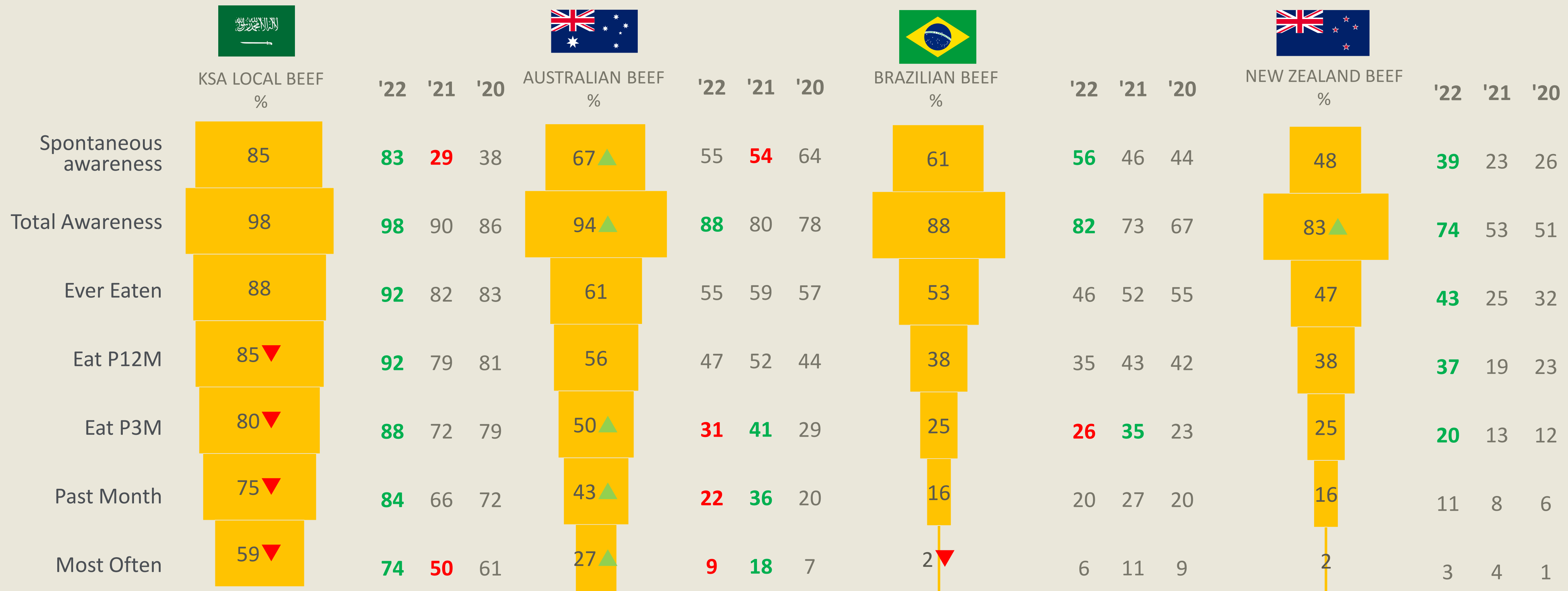
Ethiopian beef



While Local beef leads, consumption has weakened vs 2022 (still higher than 2021). AU beef strengthens salience, and consumption recovers after a drop in 2022 to reach peak levels.



Brand Health Funnels – By Country of Origin

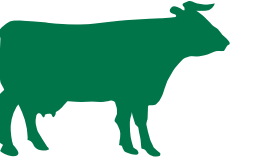


BBH1. Spontaneous Awareness, BBH2. Prompted Awareness, BBH3. Ever Eaten, BBH4. Eaten last year, BBH5. Eaten in the last 3 months, BBH6. Eaten last month, BBH8. Most often
Base: '23 (n=255), '22 (n=251), '21 (n=249), '20 (n=264) – Bought beef in past month or ever buy beef

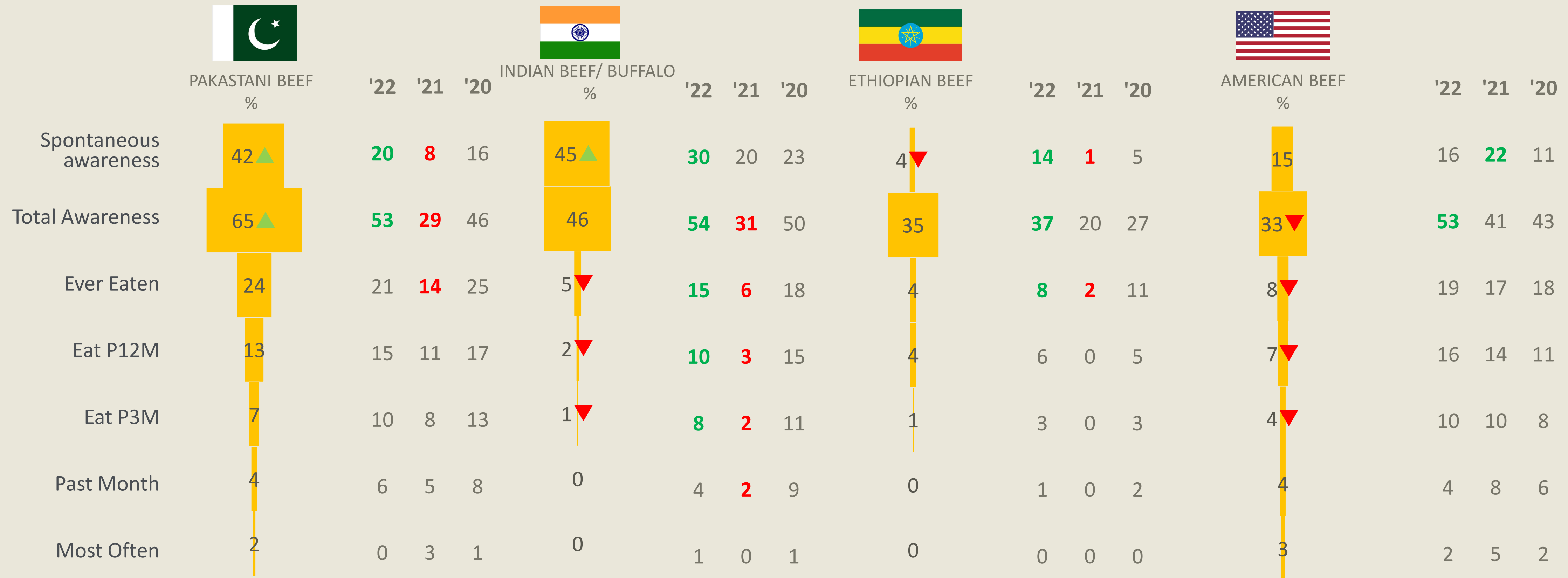
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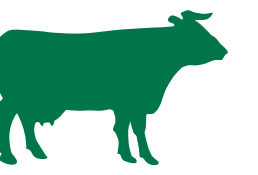
In contrast, US beef has weakened in salience and claimed consumption has dropped. Although Pakistani and Indian beef are becoming more well-known, this is not translating yet into higher consumption.



Brand Health Funnels – By Country of Origin

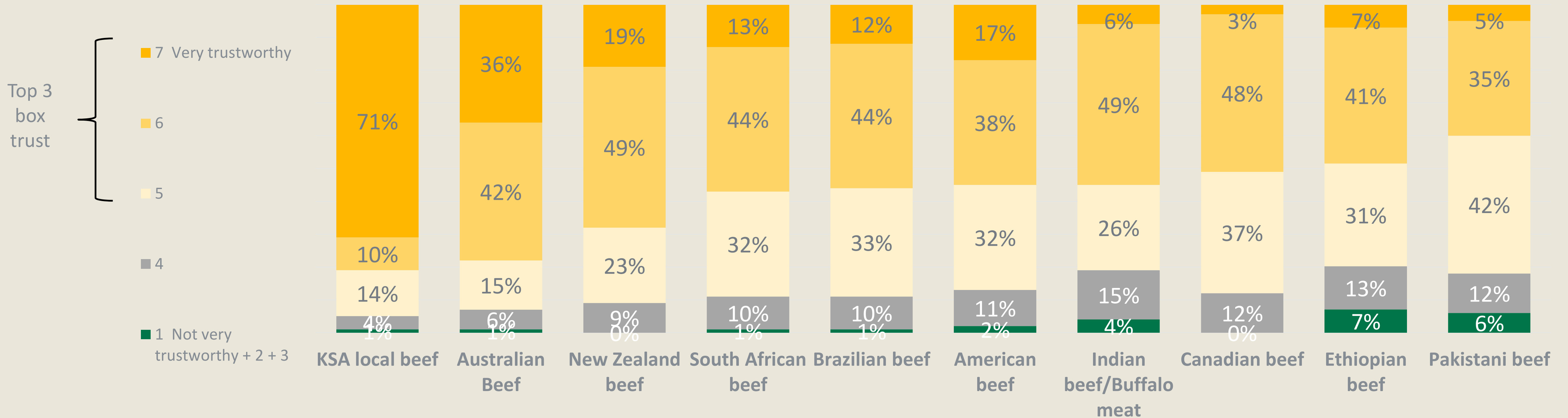


AU beef is currently in a strong position in the KSA market, in addition to increased awareness and consumption, Saudis are trusting it more - at a total level comparable to their local produce.



BEEF- TRUST PERCEPTIONS BY COO

Top 2 Box 2022	93%	62%	65%	45%	52%	55%	42%	53%	43%	50%
Top 2 Box 2023	81%	78% ▲	68%	57% ▲	56%	55%	55% ▲	51%	48%	40% ▼

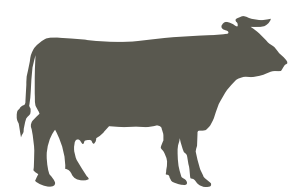


BTR2B. How trustworthy is the imported beef from these countries – 7 point scale

Base: Australian Beef (239) American beef (84), Indian beef/ Buffalo meat (117), New Zealand beef (212), Canadian beef (73), Brazilian beef (224), KSA local beef (251), South African beef (79), Pakistani beef (167), South African beef (90)

▲ ▼ Sig. different at 95%

WHAT NEXT FOR AU BEEF IN KSA?



All questions in this section were asked of beef buyers only (must have ever bought beef). They also must have previously bought, or would consider buying, imported beef.

5 There are two paths to brand growth.

By increasing the likelihood
that a consumer will buy a brand

We call this Demand
Power

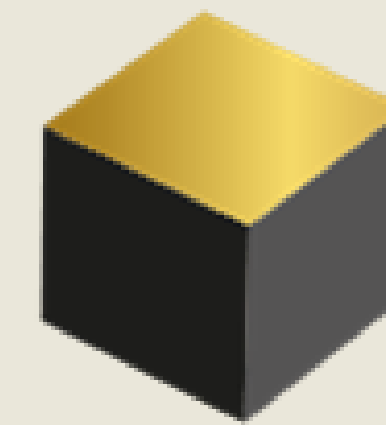


Demand Power

High Demand Power brands capture **5x higher** volume share

By increasing the likelihood
consumers will pay for a brand

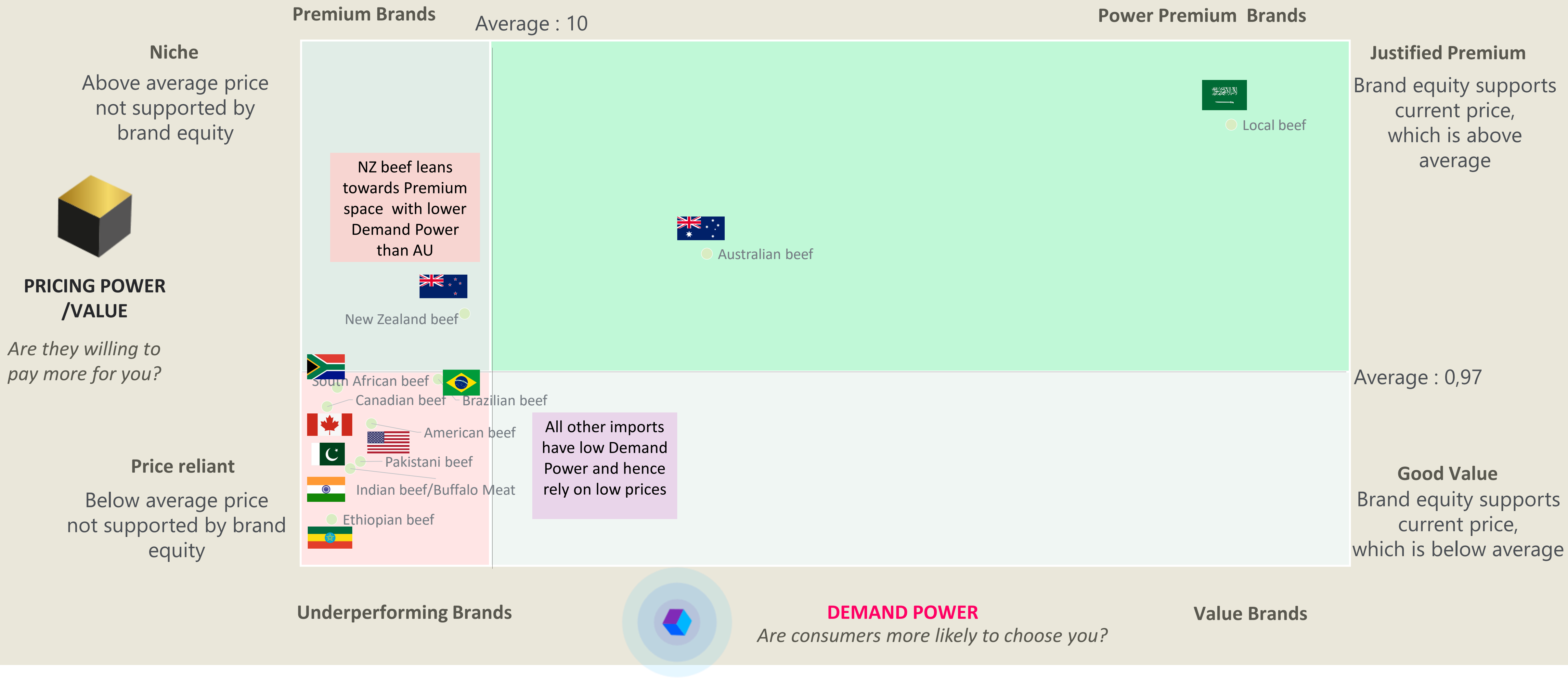
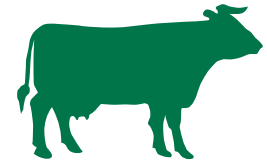
We call this Pricing
Power

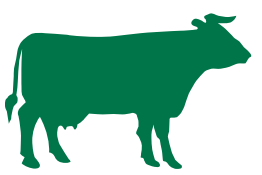


Pricing Power

High Pricing Power brands can charge **25% more** than
brands with a low Pricing Power score

Local beef continues to have the highest Demand & Pricing Power. AU beef sits in a very strong, justified premium position compared to other imports. Important for AU beef to maintain this position.





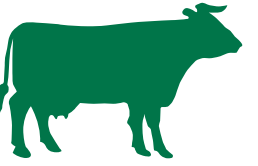
The associations that consumers hold in their minds for beef in KSA breaks up into 9 themes

IMPORTANCE IN DRIVING DEMAND POWER



NOTE: GRASS FED LEVEL

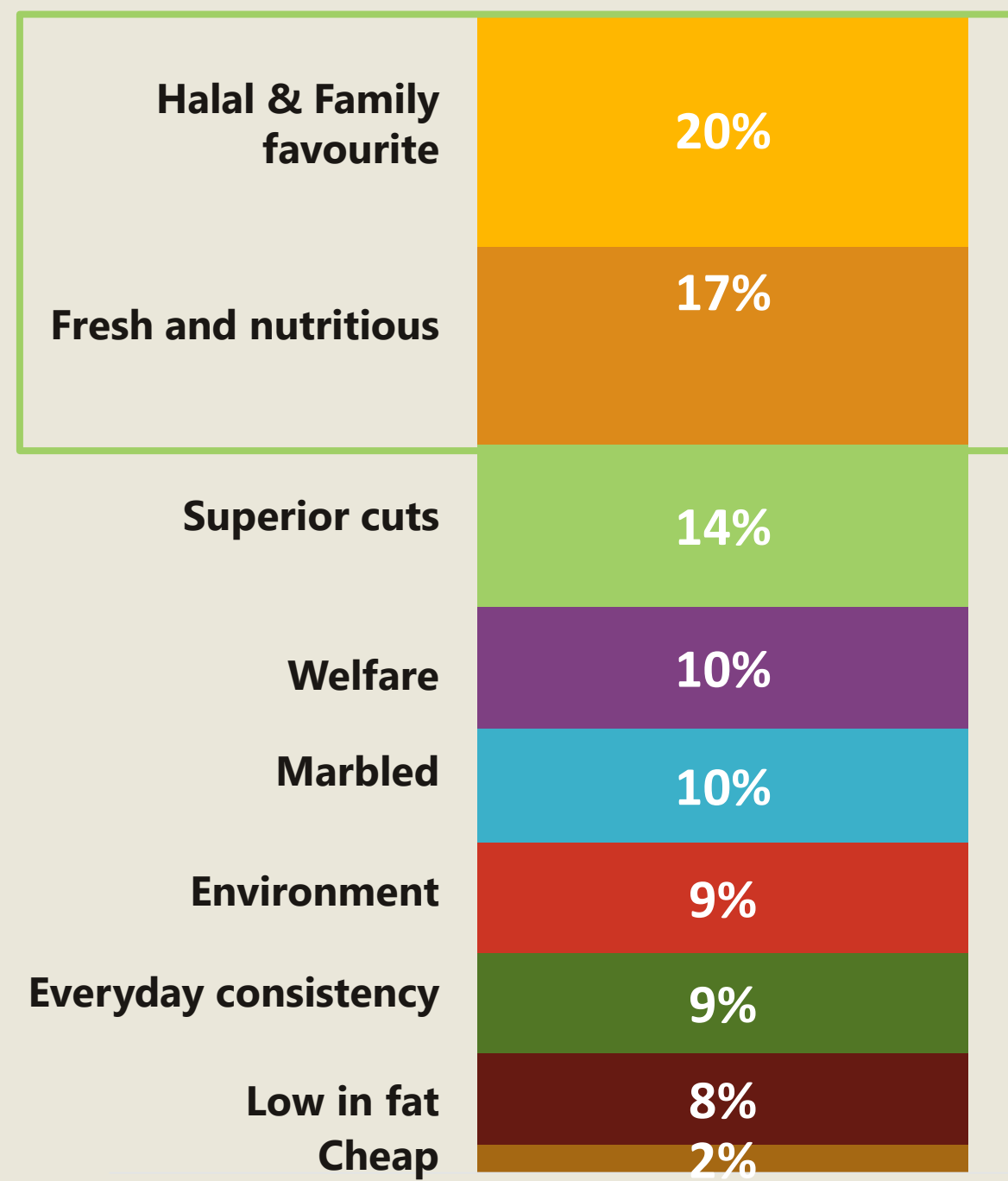
Strong perceptions of being Halal, a family favourite and Fresh & Nutritious are most important in driving Demand Power and justifying a Premium price in KSA



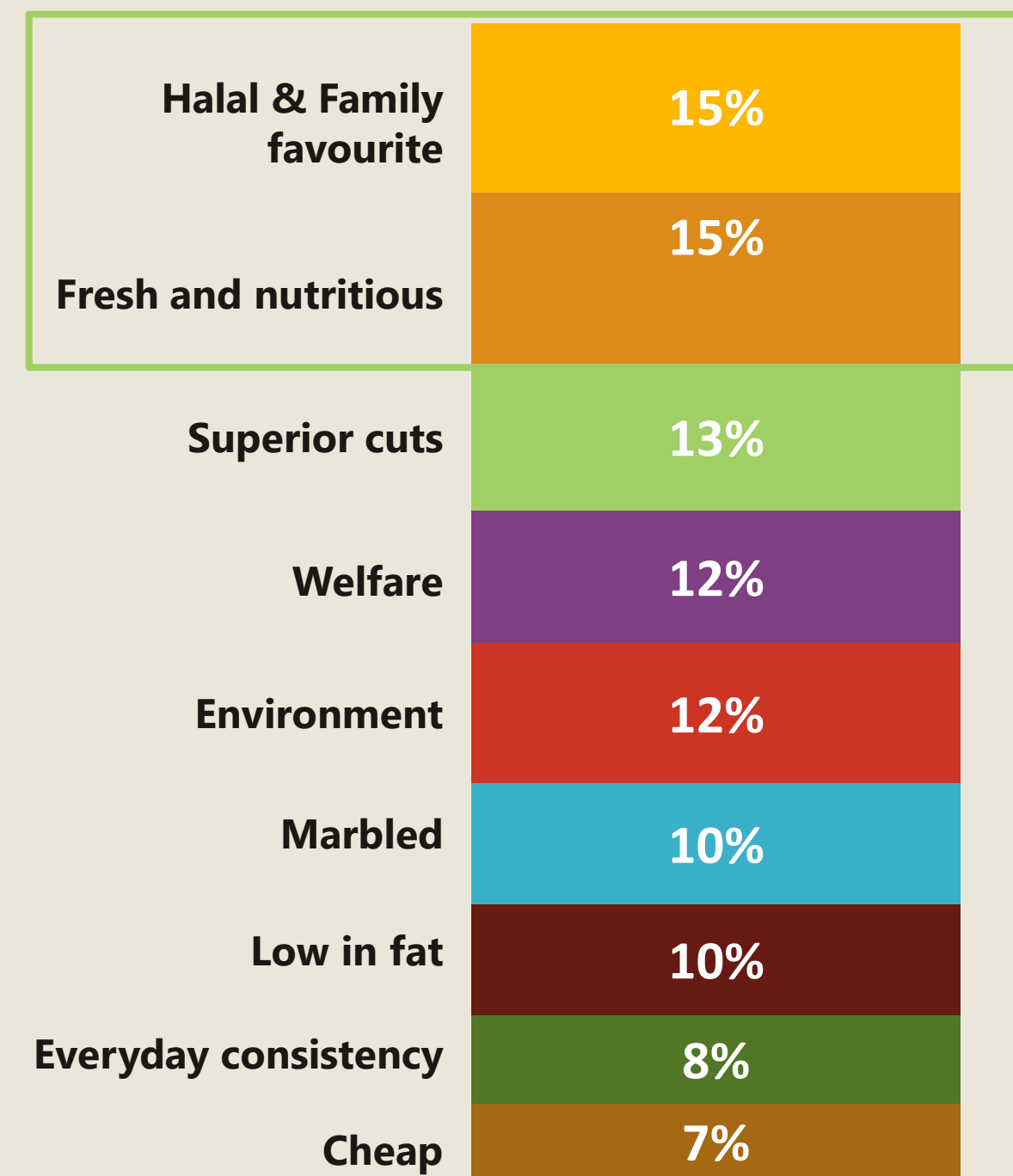
WHAT DRIVES DEMAND POWER AND PRICING POWER?



Demand Power



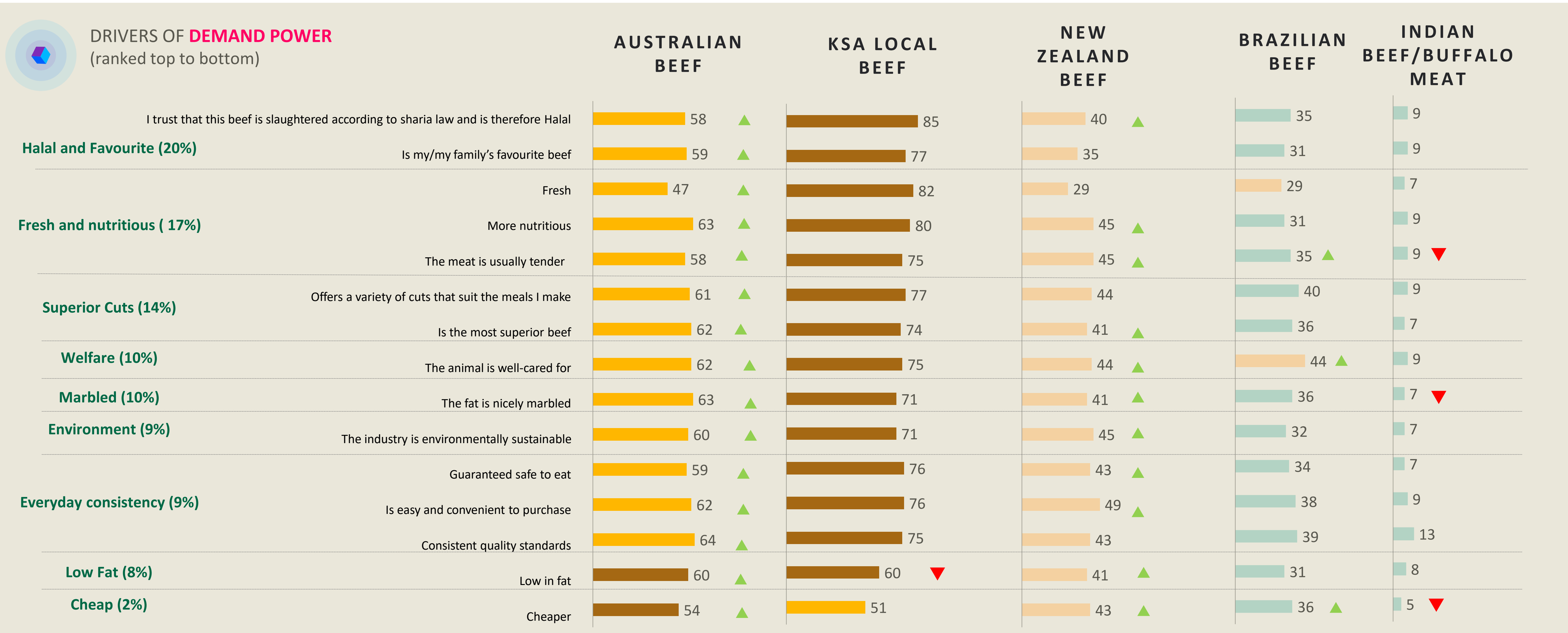
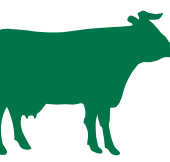
Pricing Power



HALAL & FAMILY FAVOURITE
 I trust this beef is slaughtered according to sharia law and is therefore Halal
 Is my/my family's favourite beef

FRESH & NUTRITIOUS
 Fresh
 More nutritious
 The meat is usually tender

While Local beef has the strongest associations, AU beef's perceptions have strengthened along with NZ.



KANTAR

▲ ▼ Sig. different at 95%

BBH9. Here are some things which people have said about beef. We would like to know which of the following statements apply to beef from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Base: (n=xxx). Attributes are grouped according to level of co-endorsement i.e. when respondents endorse one attribute for a brand, they are likely to endorse the others in the group. In this way the attributes are linked, then the groups are given an appropriate, summary name.

■ Highest Association
■ Second Highest
■ Third Highest



Big brands naturally attract high endorsement, which can limit insights.
 But we can run a statistical analysis to strip out size to identify relative strengths and weaknesses.

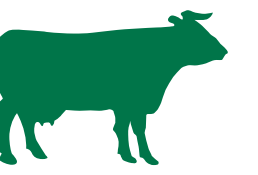
BIP ANALYSIS AND WHY WE SHOULD LOOK AT IT?



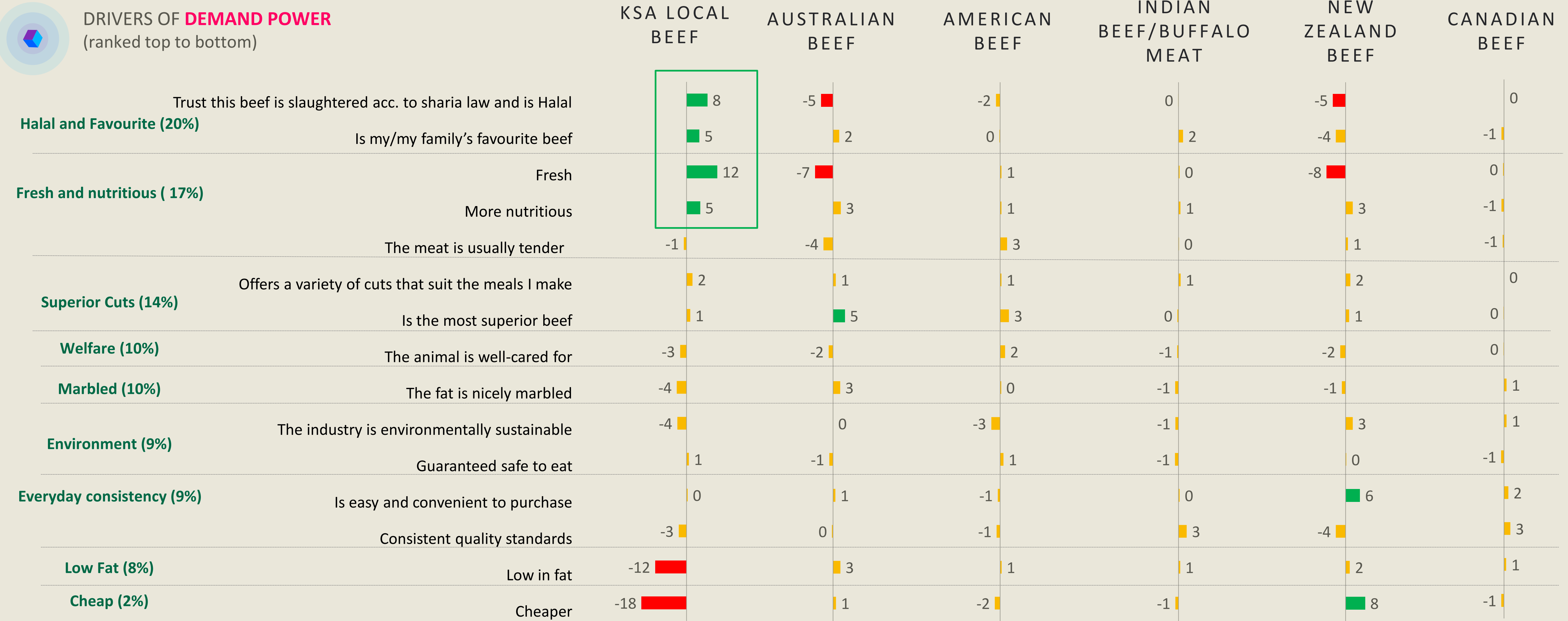
Limited Insights:
 Big Brand leads on everything, followed by Medium Brand and Small Brand.

- More Insights:**
- Big brand’s strength is driven by Association 2
 - Medium brand’s role is clear in consumers’ minds – it is known for Association 3, but not for Association 1
 - While small, Small Brand is a threat on Association 1

We can then **overlay what drives demand and willingness to pay** to help you pursue what matters most (choice/price driving associations, differentiation/competitive white space)



Local beef is the only brand differentiated on key equity drivers, while AU beef stands out as Most superior. AU beef can deepen its strength in Superiority via building Nutritious & Family favourite credentials.



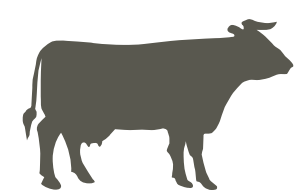
+5 or more = relative category strength
-5 or less = relative category weakness.



BBH9. Here are some things which people have said about beef. We would like to know which of the following statements apply to beef from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Base: (n=xxx). Attributes are grouped according to level of co-endorsement i.e. when respondents endorse one attribute for a brand, they are likely to endorse the others in the group. In this way the attributes are linked, then the groups are given an appropriate, summary name.

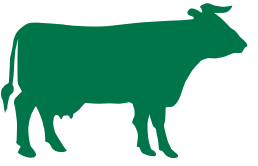


What does AU beef need to focus on to target further growth in KSA?



All questions in this section were asked of beef buyers only (must have ever bought beef). They also must have previously bought, or would consider buying, imported beef.

To efficiently grow Demand and sustain a premium price, AU beef can strengthen its perceptions of Nutritious and tender, showcase its variety of cuts and cover the key hygiene factor of Halal.



Top 5 Associations to Grow - Volume & Value (Ordered based on impact on building equity*)



1. Halal



2. More nutritious



3. Meat is usually tender



4. Offers a variety of cuts



5. Is my/my family's favourite beef

Summarising Beef Module

Take advantage of the momentum to continue to solidify our position:

AU beef has increased awareness, consumption, and trust in Saudi Arabia. It holds a solid position and is trusted by Saudis, at a comparable level to their local produce.

Local and AU beef are perceived as premium options, with local beef leading due to its strong positioning as a Halal, Family favourite and that's Fresh/nutritious.

AU beef is on the right track, with the opportunity to stand out as the superior import.

Quality and superiority are key to grow

Drivers such as being Halal, a family favourite, and fresh & nutritious are leading drivers for both Demand Power (Volume) & Pricing Power (higher willingness to pay).

Overall, perceptions of AU beef have improved. There is an opportunity to leverage the increased awareness of the Australian Beef and strongly reinforce credentials of Trust, Safety, and Sustainable practices.

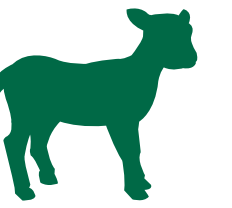
LAMB

COUNTRY OF ORIGIN



All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.

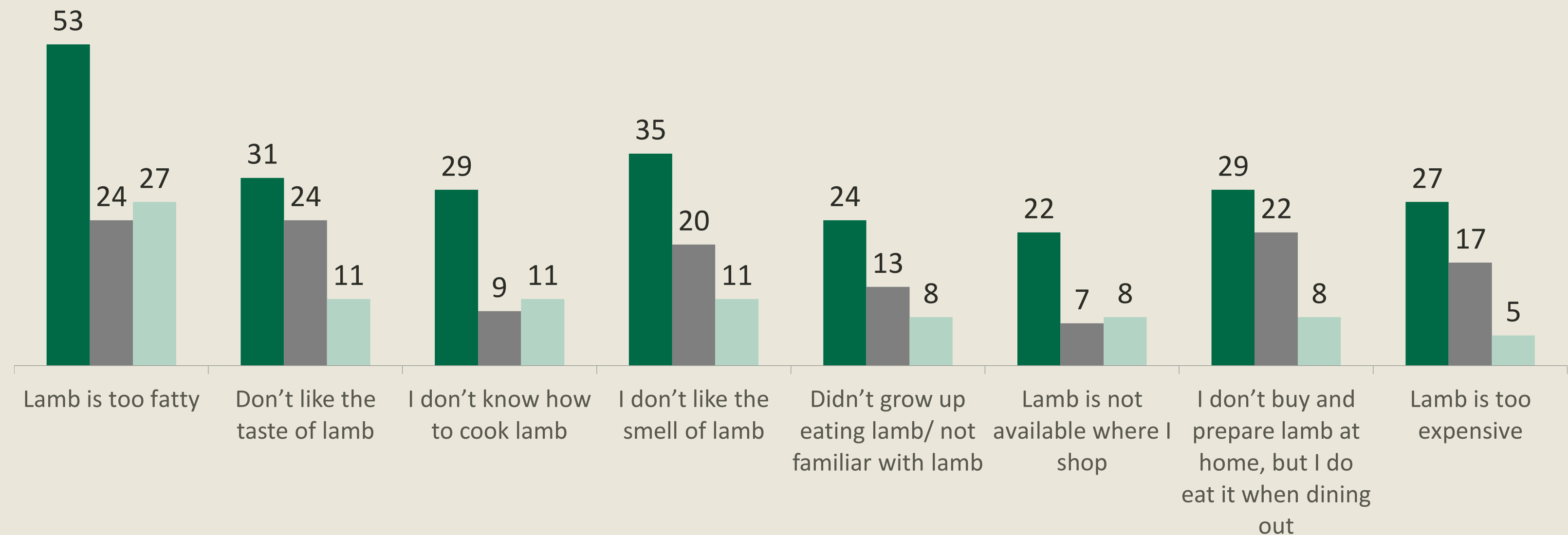
Most Saudis eat lamb, and for a small proportion who don't, fat content remains the key barrier. Other barriers have reduced over time.



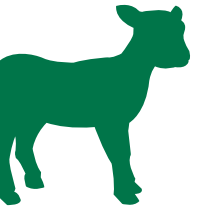
LAMB BUYING BEHAVIOUR

Barriers to eating lamb

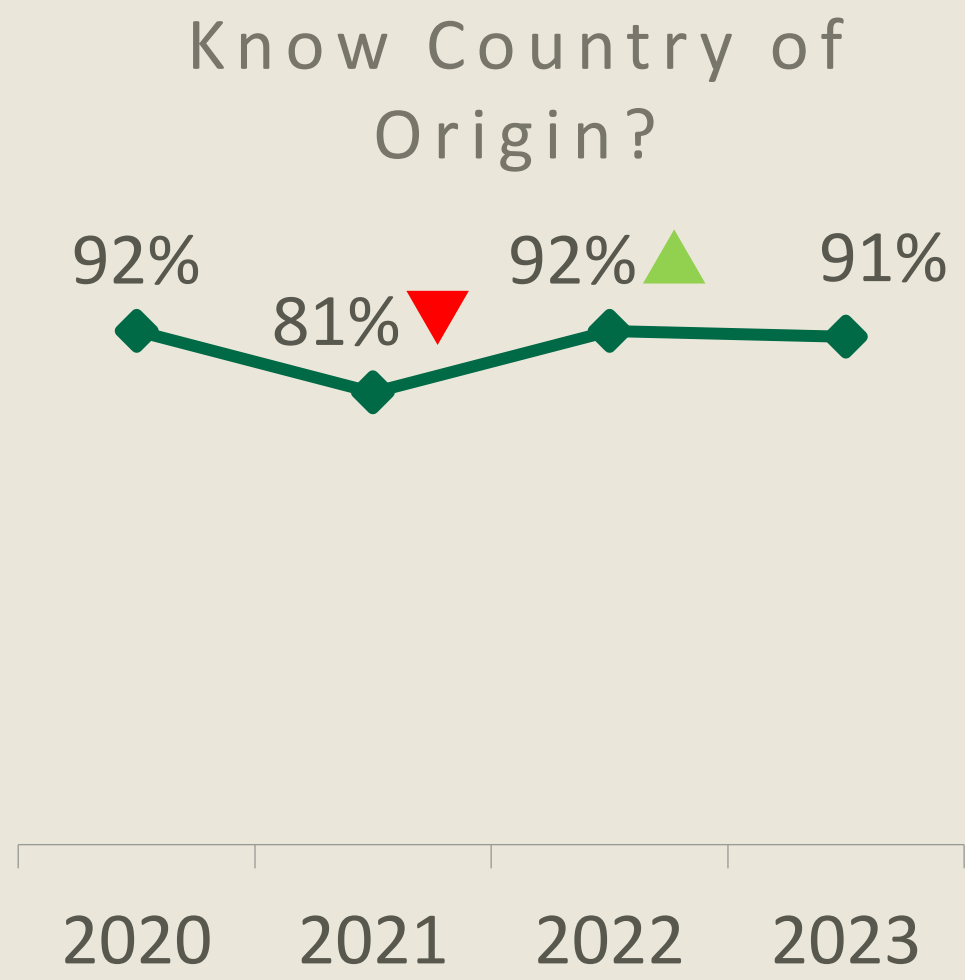
■ 2021 ■ 2022 ■ 2023



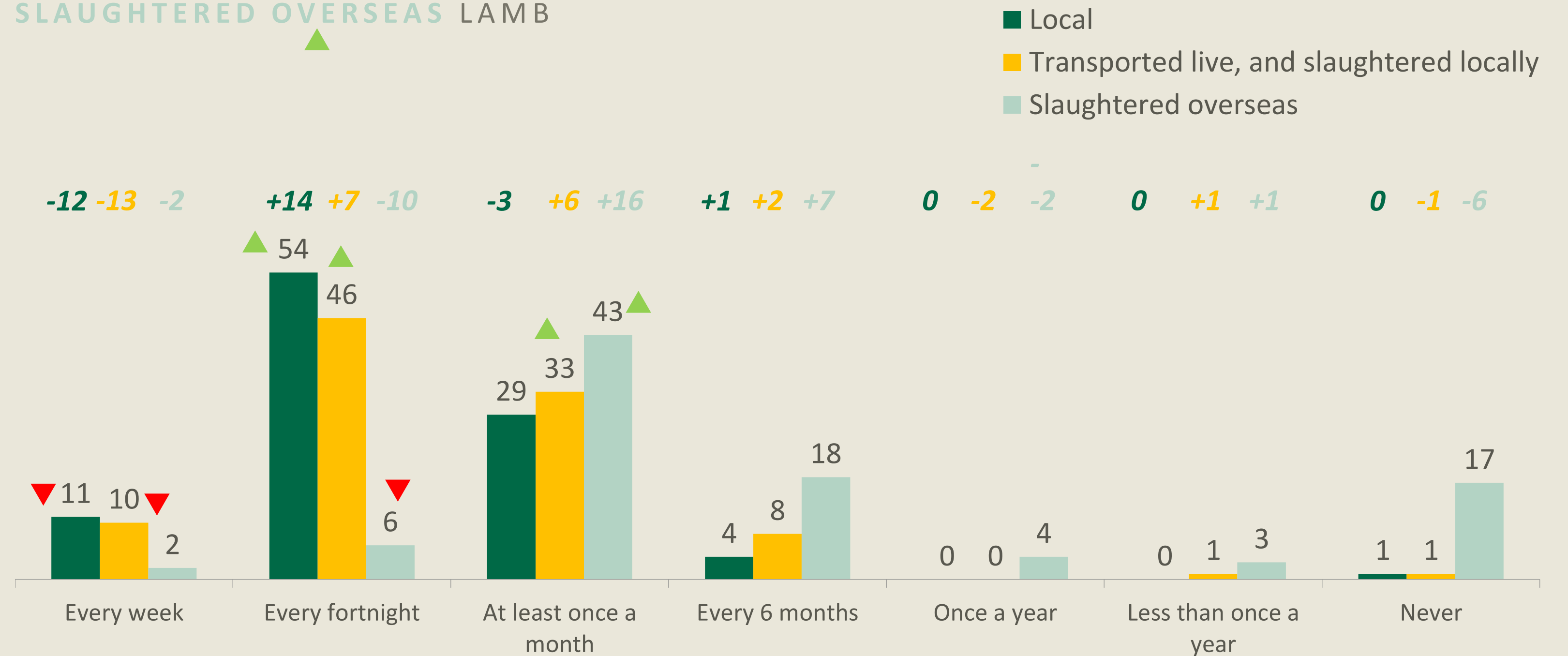
Country of Origin awareness is high for lamb as well. Purchase frequency has declined, Local slipping from Weekly to Fortnightly, and imported towards fortnightly or monthly.



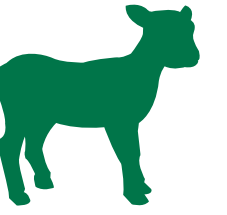
LAMB BUYING BEHAVIOUR



FREQUENCY OF BUYING LOCAL, TRANSPORTED LIVE, AND SLAUGHTERED LOCALLY & SLAUGHTERED OVERSEAS LAMB



Brand list was consistent with 2022



LAMB BRANDS TRACKED IN 2023

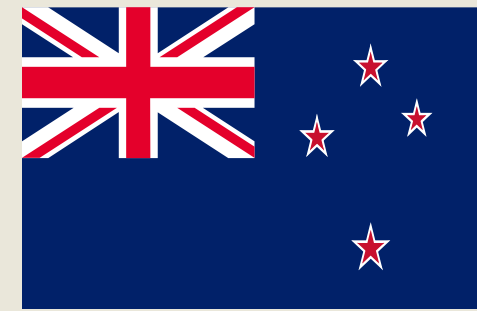
Local KSA lamb



Australian lamb



New Zealand lamb



Syrian Lamb



Sudanese lamb



Ethiopian lamb



Somali lamb



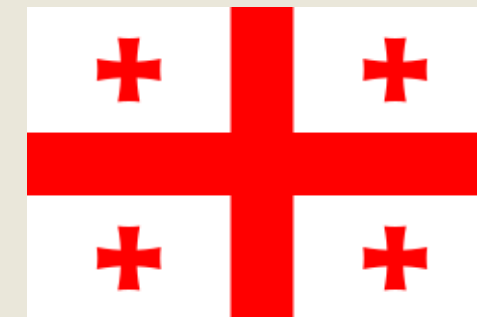
Welsh lamb



Indian mutton/lamb



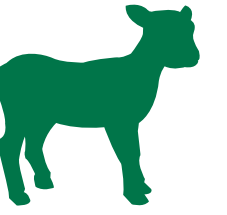
Georgian lamb



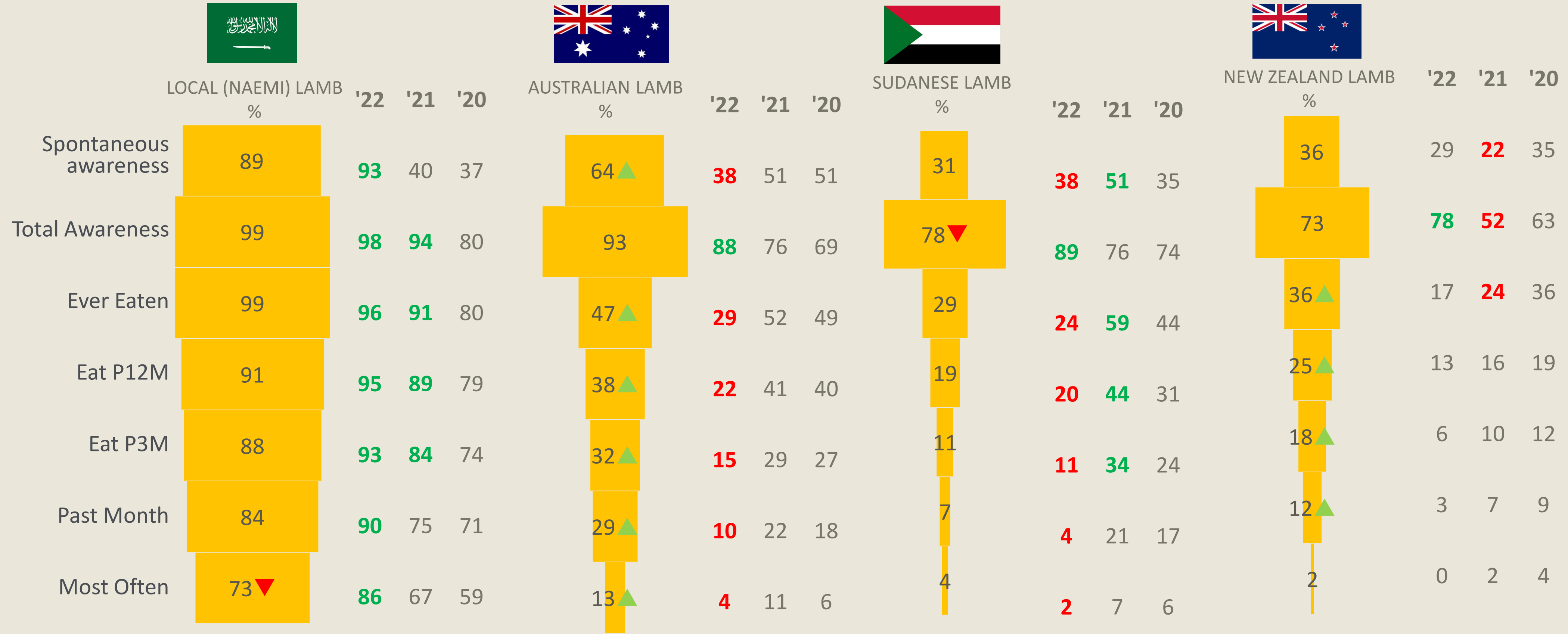
Romanian lamb



AU and NZ lamb have strengthened their brand health by increasing across claimed consumption. Local lamb has lost some loyal customers but continues to be the clear leader.



LAMB - BRAND HEALTH FUNNEL BY COUNTRY OF ORIGIN

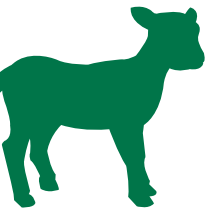


LBH1. Spontaneous Awareness, LBH2. Prompted Awareness, LBH3. Ever Eaten, LBH4. Eaten last year, LBH5. Eaten in the last 3 months, LBH6. Eaten last month, LBH8. Most often

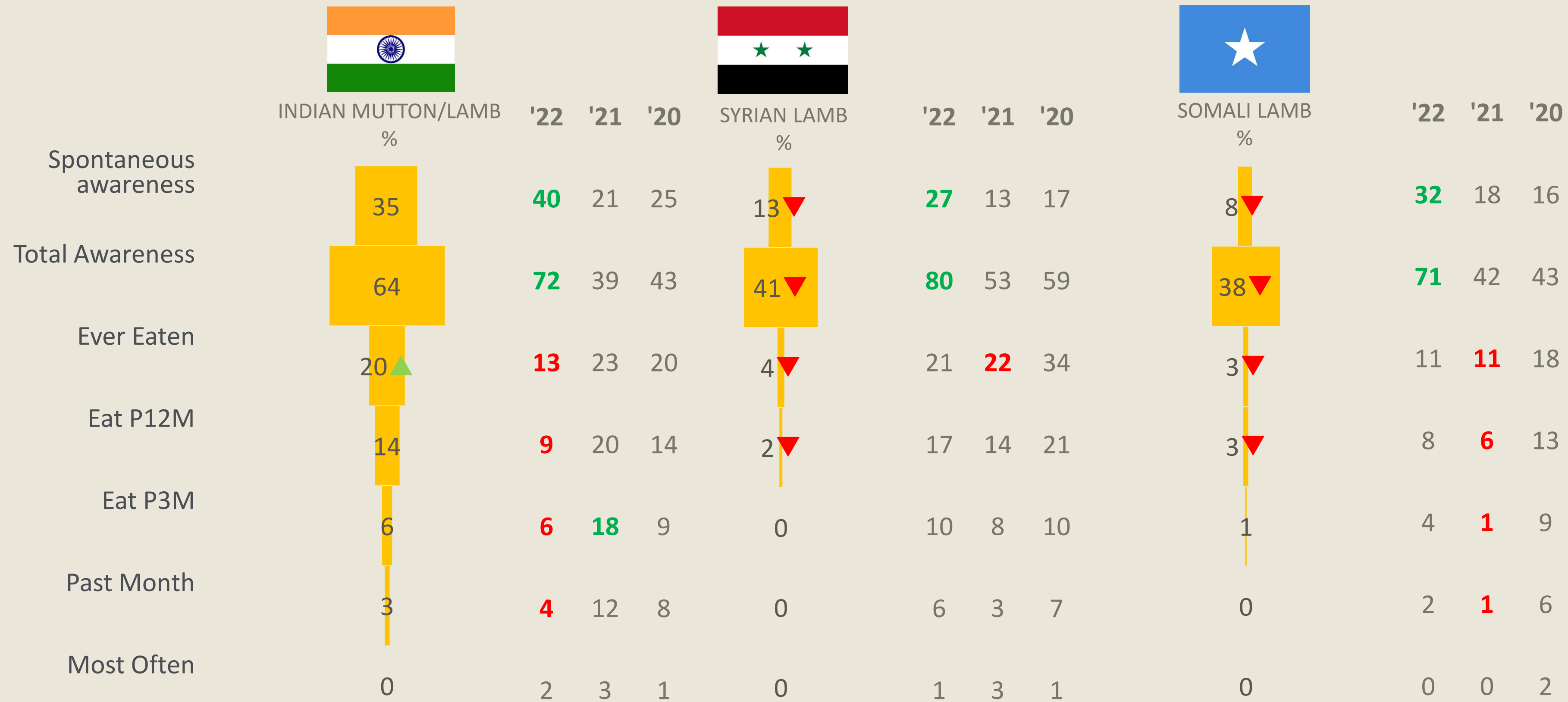
Base: '23 (n=245), '22 (n=249), '21 (n=251), '20 (n=235) – Bought lamb in past month or ever buy lamb

▲ ▼ Sig. different at 95%

Indian lamb bounced back to its previous trial levels, while Syrian and Somali lamb lost awareness and trialists.



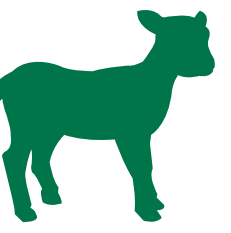
LAMB- BRAND HEALTH BY COO



LBH1. Spontaneous Awareness, LBH2. Prompted Awareness, LBH3. Ever Eaten, LBH4. Eaten last year, LBH5. Eaten in the last 3 months, LBH6. Eaten last month, LBH8. Most often
 Base: '23 (n=245), '22 (n=249), '21 (n=251), '20 (n=235) – Bought lamb in past month or ever buy lamb

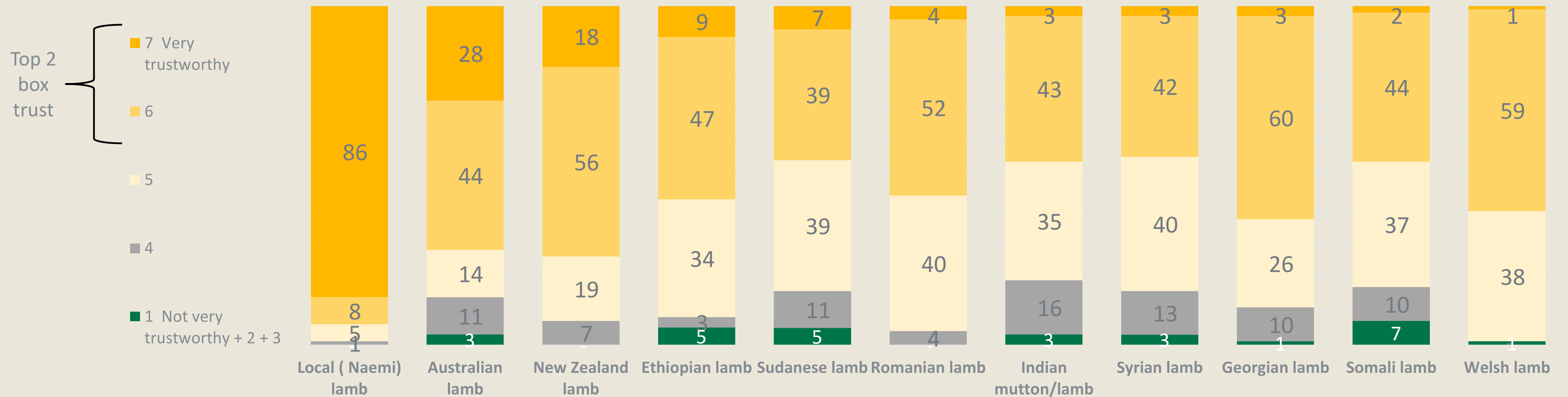
▲ ▼ Sig. different at 95%

Local lamb remains most trusted, followed by AU and NZ. NZ overtook AU on trust – a watch out for AU. While NZ and AU lag Local lamb, they are beginning to differentiate, widening the gap to other COO.



TRUST- LAMB COO

Top 2 Box 2022	98	62	51	50	58	48	46	54	51	45	51
Top 2 Box 2023	94	72	74	56	46	56	46	45	63	46	60



WHAT NEXT FOR AU LAMB IN KSA?

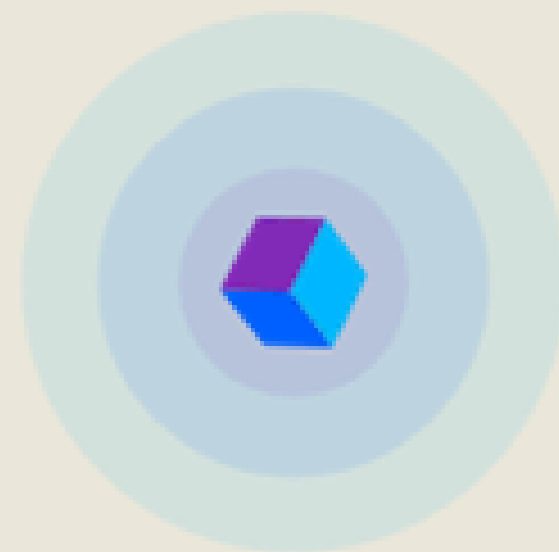


All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.

6 There are two paths to brand growth.

By increasing the likelihood
that a consumer will buy a brand

We call this Demand
Power

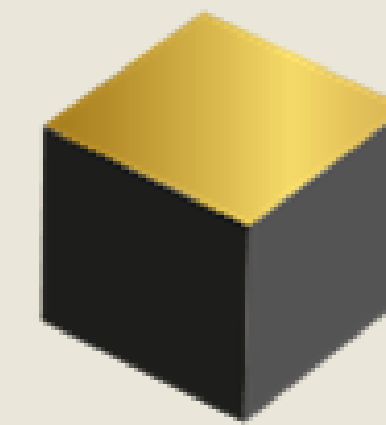


Demand Power

High Demand Power brands capture **5x higher** volume share

By increasing the likelihood
consumers will pay for a brand

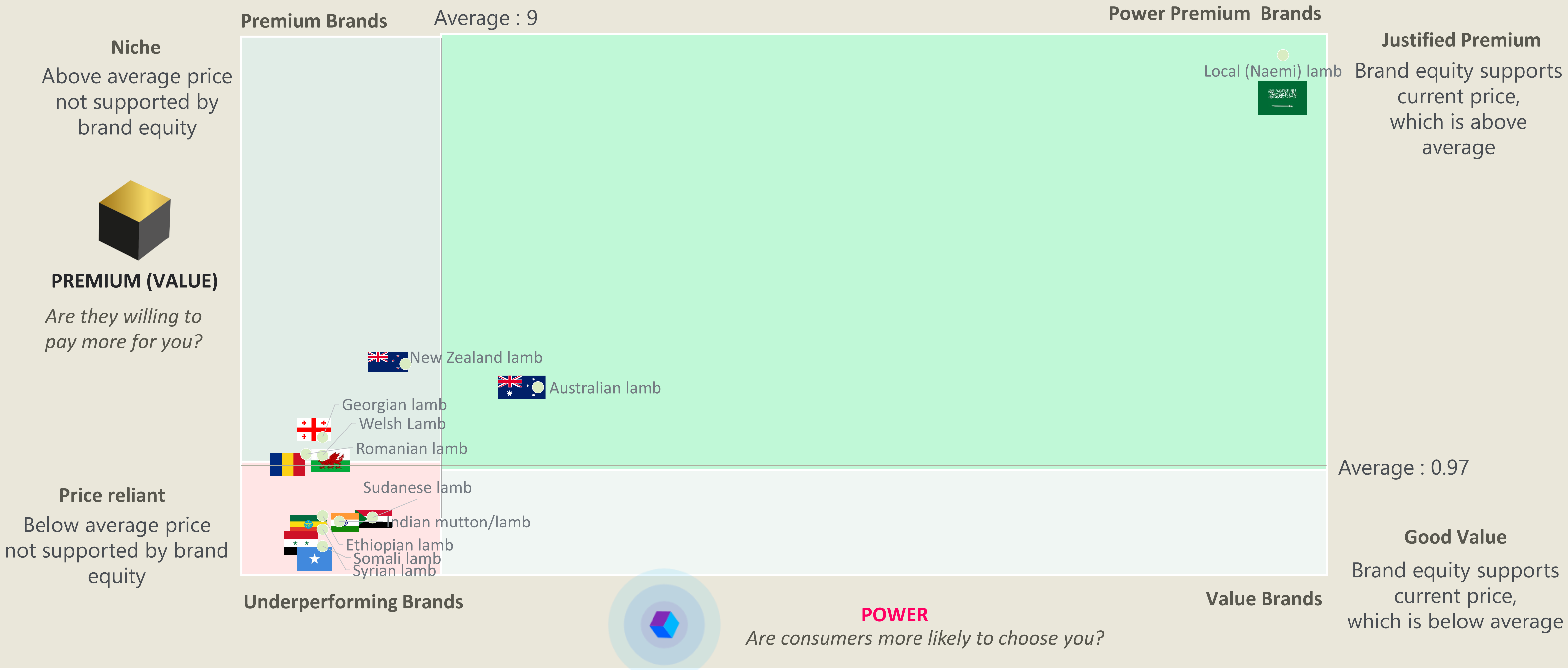
We call this Pricing
Power



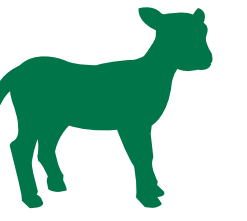
Pricing Power

High Pricing Power brands can charge **25% more** than
brands with a low Pricing Power score

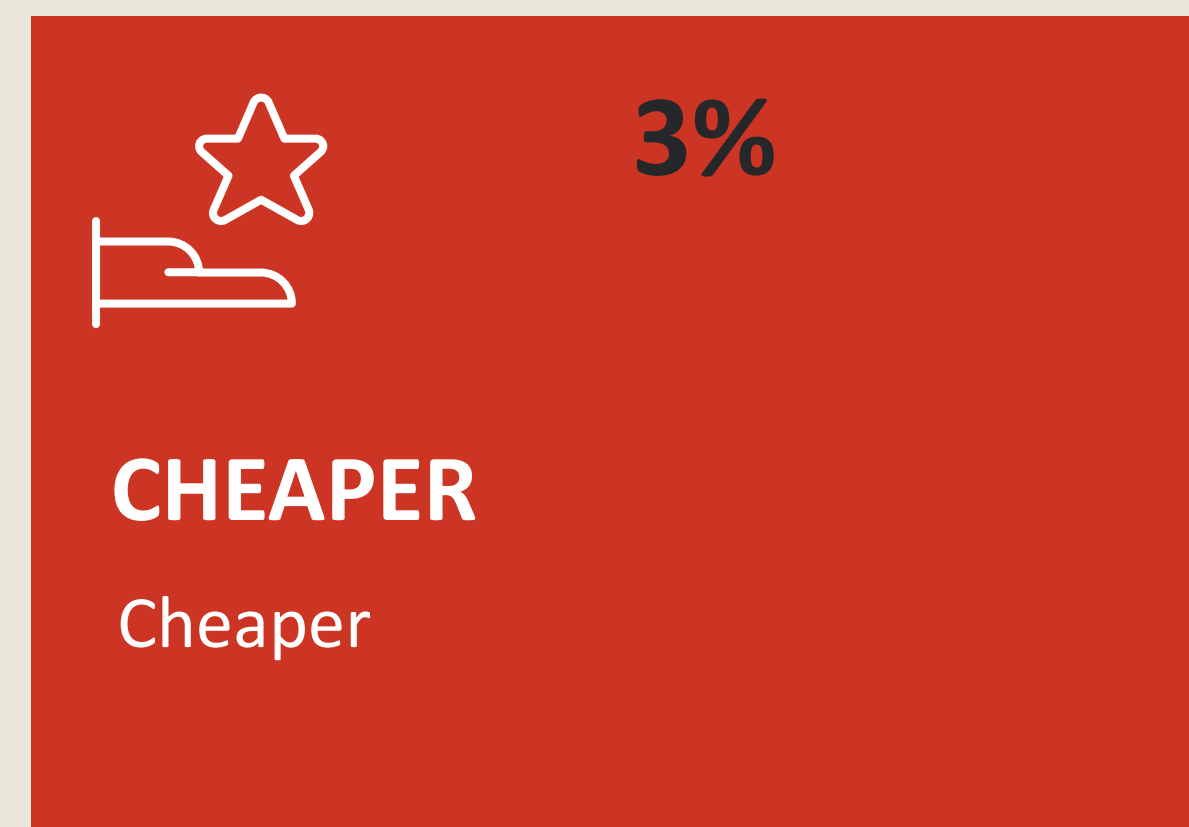
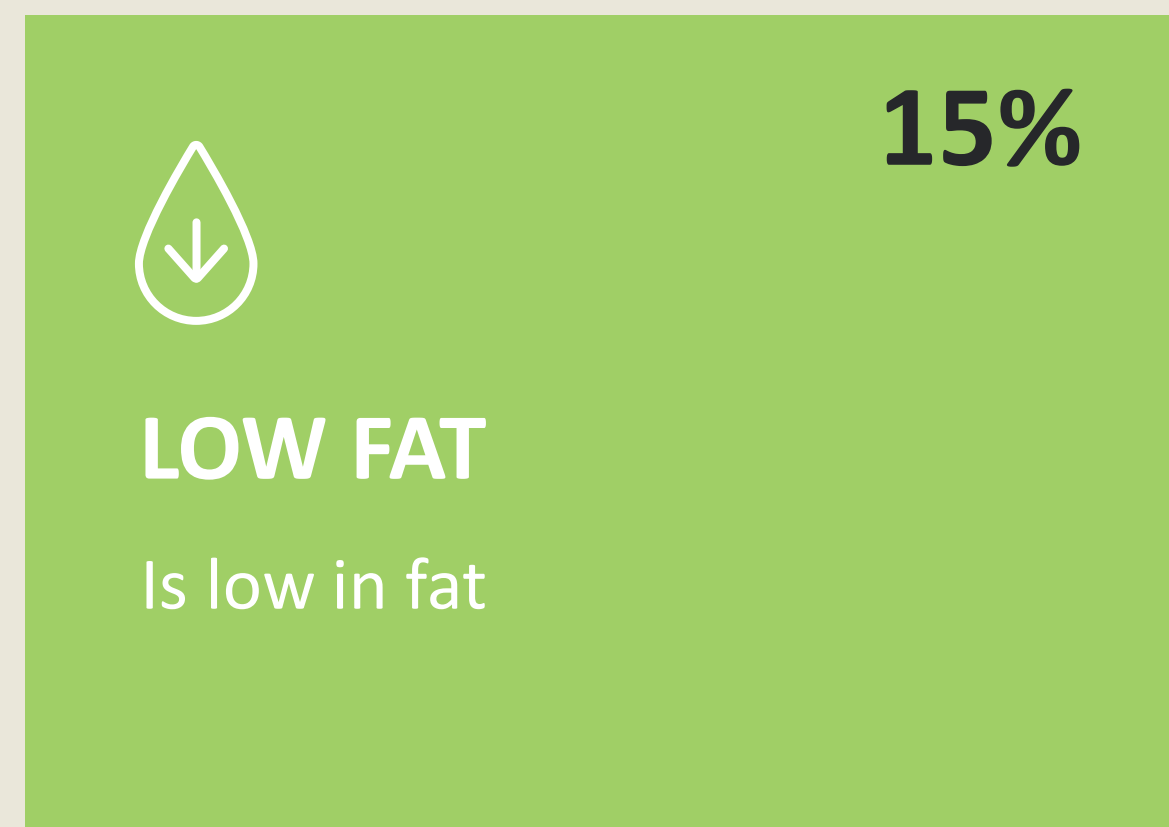
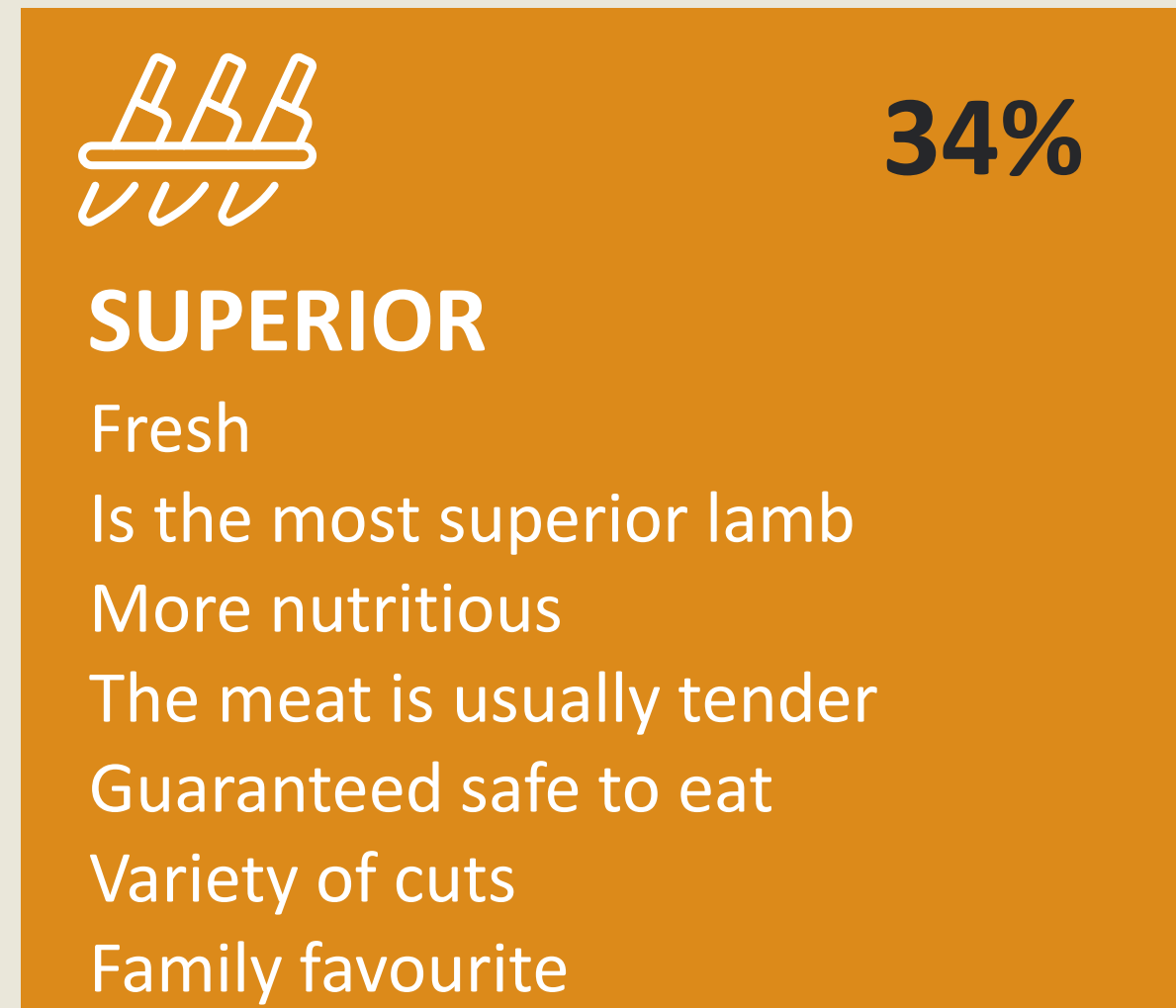
AU lamb is the only imported COO that plays a Justified Premium role with Local lamb
Similar to AU beef, key task for AU lamb as well is to maintain the strong position.



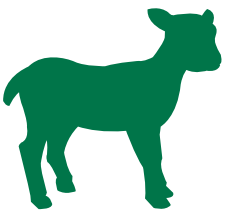
The associations that consumers hold in their minds for lamb in KSA breaks up into 6 themes



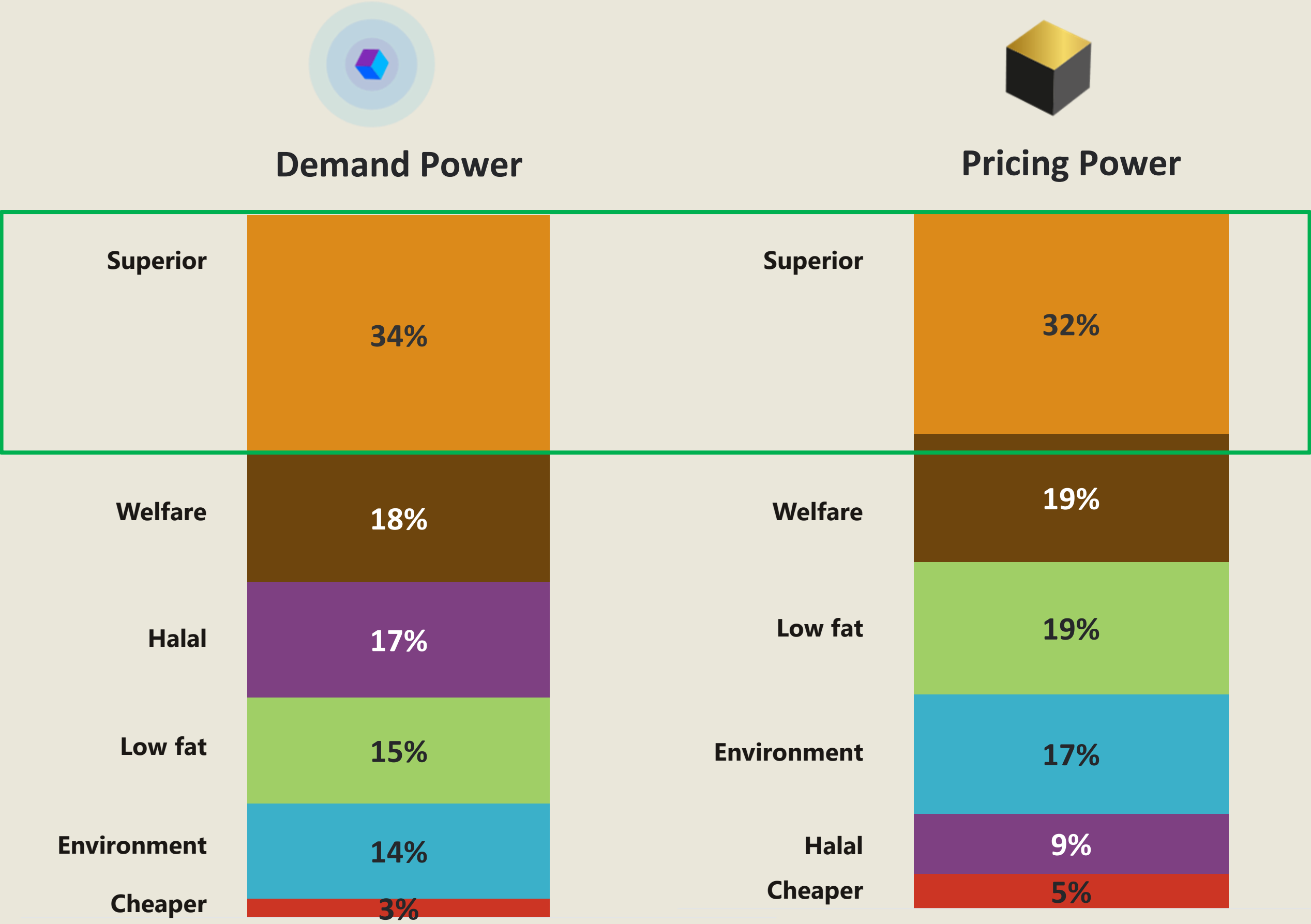
IMPORTANCE IN DRIVING DEMAND POWER



Strong perceptions of Superiority are key to driving both Demand Power and Pricing Power for Lamb in KSA



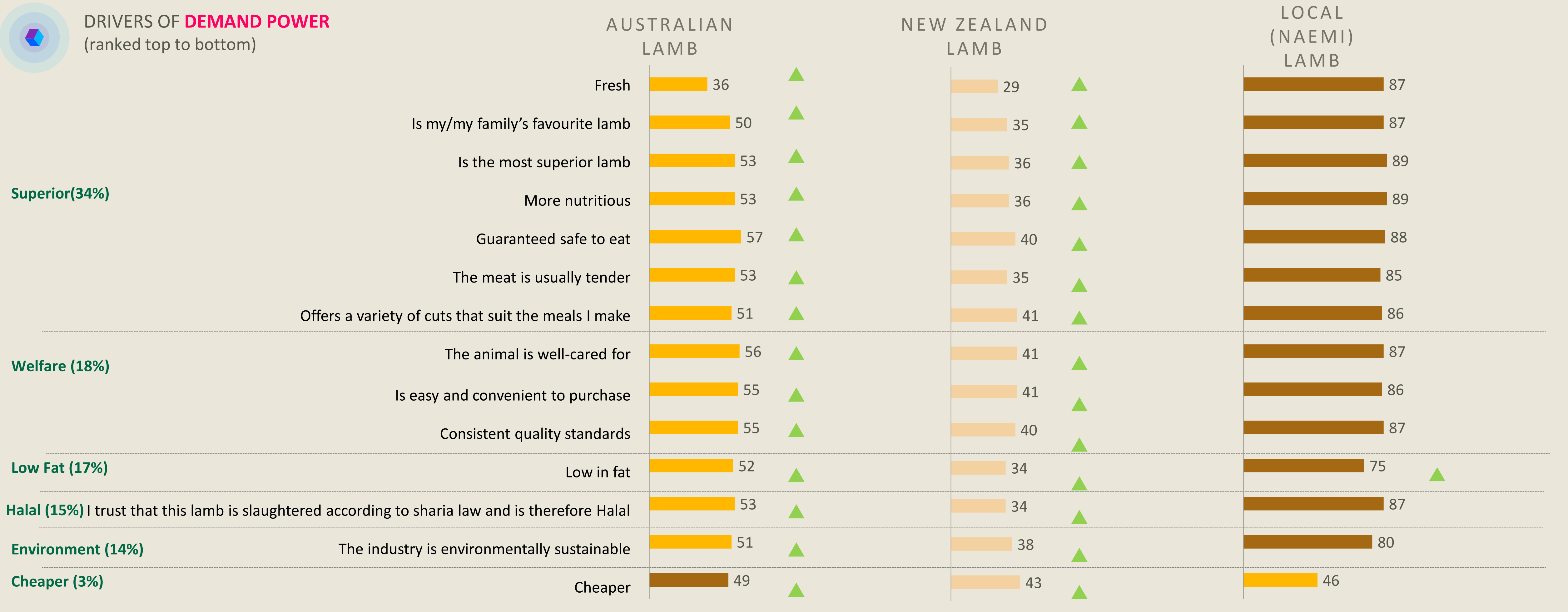
IMAGERY DRIVERS- POWER AND PREMIUM



SUPERIOR

- Fresh
- Is the most superior lamb
- More nutritious
- The meat is usually tender
- Guaranteed safe to eat
- Variety of cuts
- Family favourite

Although still far behind Local Lamb, both AU and NZ lamb have greatly improved brand perceptions on the key driver of Superior cuts as well



LBH9. Here are some things which people have said about lamb. We would like to know which of the following statements apply to lamb from different countries of origin. You may choose as many or as few countries of origin as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Base: (n=xxx). *Attributes are grouped according to level of co-endorsement i.e. when respondents endorse one attribute for a brand, they are likely to endorse the others in the group. In this way the attributes are linked, then the groups are given an appropriate, summary name.*

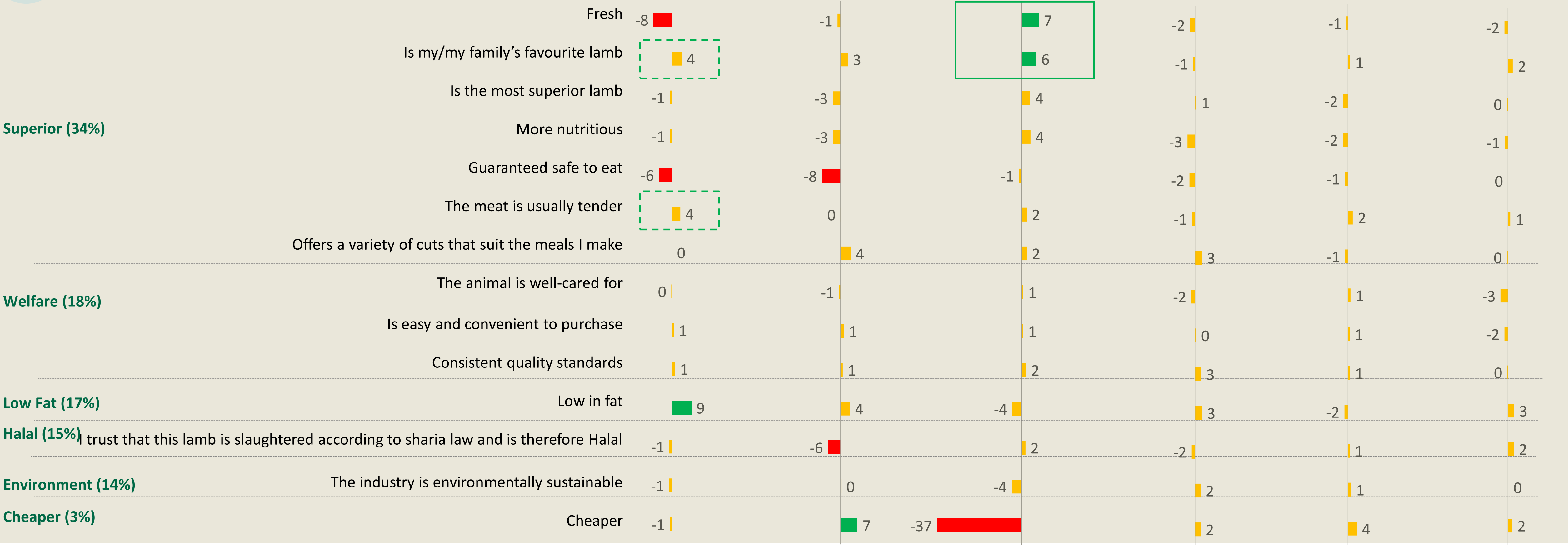
- Highest Association
- Second Highest
- Third Highest

Sig. different at 95%

Like Beef, Local lamb stands out as a fresh family favourite. AU is positioned as low fat (suited to rising health seeking behaviours) and is building tender favourite associations; key to differentiating and justifying price.



DRIVERS OF DEMAND POWER
(ranked top to bottom)

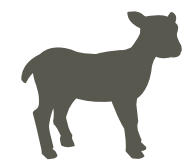


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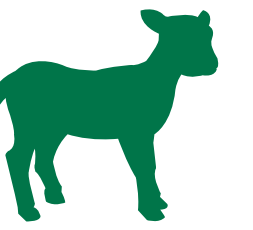


What does AU lamb need to focus on to target further growth in KSA?



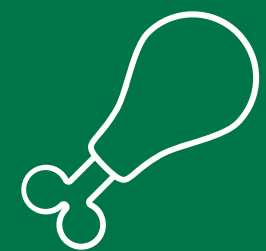
All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.

AU lamb should focus efforts on communicating its superiority and safety to become the most trusted imported brand, while also ensuring reassuring the hygiene factor that our meat is Halal.



Top 5 Associations to Grow - Volume & Value (Ordered based on impact on building equity*)

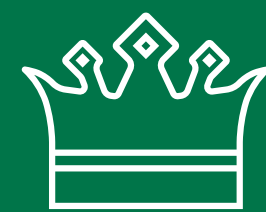
Will grow both volume and premium perceptions



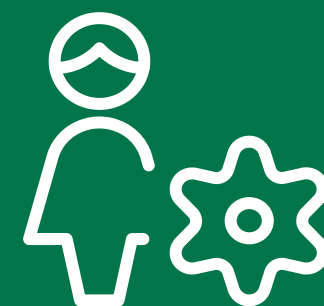
1.
Offers a variety of cuts



3.
Being a family favourite



2.
Being the most superior lamb



4.
More nutritious

Will grow Power



5.
Guaranteed safe to eat

Will grow Premium



6.
Halal

These associations are simulated in the Meaningfully Different model to ascertain which will drive the greatest growth in Power and Premium

Summarising Lamb Module

Strengthen AU Lamb's Leadership over NZ Lamb

Both AU and NZ Lamb have improved their market position through building consumption and a variety of positive associations.

Currently, NZ Lamb slips ahead of AU as the most trusted imported lamb, although AU Lamb is the only imported COO with a strong justified premium positioning.

It will be key to for AU to solidifying a differentiate position vs NZ lamb on the associations which matter to maintain support consumption levels.

Focus on Superiority and Safety

AU lamb has room to build differentiation. While Local plays the role of a fresh family favourite, AU lamb can focus on differentiating on the key drivers which will help elevate performance vs NZ lamb (tender favourite).

As an interest in healthier meals grows, so a perception of being 'Low in fat' can be leveraged as a strength for AU lamb.

FINAL THOUGHTS & DISCUSSION



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