



Sheep specification information sheet

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Feedback across the supply chain between stakeholders is essential to ensure alignment with consumer demands and the end product delivered. Improvements in genetics and productivity have allowed producers to increase weight gain and yield. Australian lamb carcase weights are ever-increasing with the pursuit of heavier carcasses, driven by the US market which encourages carcasses of 32kg and above. This report looks at three main groups of stakeholders: butchers, food service and retailers.

Butchers

Lamb carcasses are easier to handle and thus butchers are more likely to deal in carcasses opposed to carton meat.

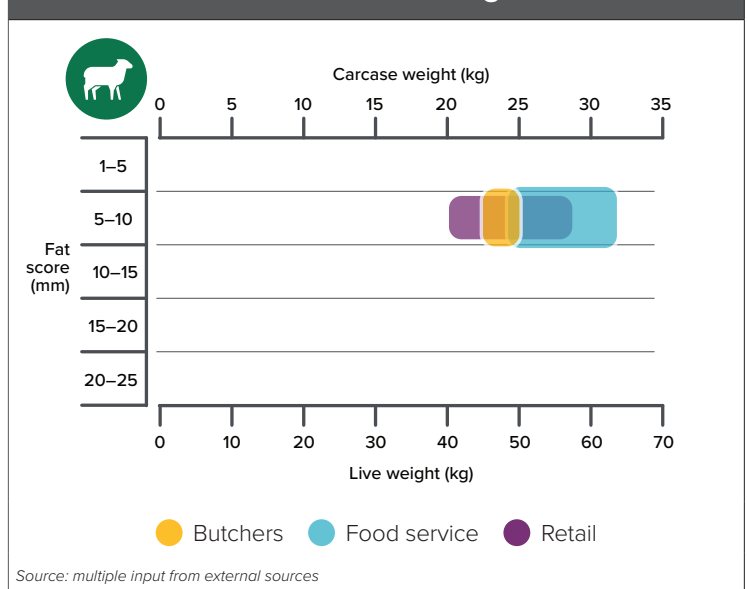
Food Service

More secondary cuts are becoming available; thus, a wider variety of products are being offered and changing what is a centre of plate item.

Retail

Consumer preferences have shifted towards preparedness and convenience leading to more boneless products compared to 10yrs ago. This is resulting in more single portion or quick family dinners. Meat products need to be portioned ready leading to a presentation that requires lighter lambs to ensure they fit and marketability.

Preference for lamb carcase weight and fat score



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