

Commodity Prices at a Glance



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*Approximate prices

GRAIN (\$t)	F'mtle Cash Prices	Previous Week
2010-11 Season Cash Prices		
Lupins	220.00	210.00
Barley (Malting)	300.00	282.00
Canola	541.00	533.00
Field Peas	225.00	225.00
Chickpeas	POA	POA
Faba Beans	POA	POA
Wheat	296.00	302.00

See Farm Weekly: (Section 2) Pages 44-47

WOOL (c/kg)	This Sale	Last Sale
18 m	N	N
19 m	O	O
20 m		
21 m	S	S
22 m	A	A
23 m	L	L
24 m	E	E

AWEX eastern indicator c/kg:
AWEX western indicator c/kg:

CATTLE (c/kg)		
Vealer beef (steers) c/kg:	195	200
Yearling beef (steers) c/kg:	165	165
Cow beef (c/kg):	111	130

See Farm Weekly Market pages start 38

SHEEP (c/kg)		
Lambs (c/kg):	N/A	540
Mutton (c/kg):	N/A	350
Wethers (\$ head):	N/A	125

AUS \$ (USc)	91.62
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As at, August 10, 2010

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Trust a key to consumer

By CAITLYN WEST

IN a society where 64 per cent of people under 35 have never stepped foot on a farm, how do you successfully promote the sheep industry?

This was just one of the many challenges Meat and Livestock Australia's (MLA) community communications manager Samantha Jamieson faced when she outlined the promotional progress MLA and the sheep industry were making at LambEx last week.

Ms Jamieson began her presentation with a snapshot of the current domestic population and the community's impressions and expectations of the red meat industry.

The Australian population continues to grow at record levels, almost double the world average, which is primarily due to increased migration.

This explained the figures Ms Jamieson presented, where 24pc of Australia's population had been born overseas and 60pc were ethnically mixed.

So it wasn't surprising when 73pc of urban Australians surveyed acknowledged they had little to no understanding or knowledge of the Australian red meat and livestock industry.

"It is essential when we develop our marketing materials and communication messages, that we recognise the increasing multicultural composition of the Australian population," Ms Jamieson said.

"We need to keep the messages simple and easy to understand."

Ms Jamieson said consumers were becoming more demanding, and the sheep meat industry needed to retain consumers' trust as expectations increased.

"To satisfy consumer demand for lamb, they've got to be able to trust the safety of the product," she said

"I think Australian lamb producers have done an excellent job at satisfying consumer demands to date, and that's demonstrated by the growth in Australian lamb sales, both in our domestic market and export markets."

But Ms Jamieson said now the emphasis has shifted more to an ethical and environmental demand.

"Consumers are now starting to focus on the ethics of how we produce our lamb, and particularly here in WA, they are starting to focus on the ethics of live exports," she said.

"And there's another storm approaching, an environmental storm, where consumers are focusing on environmental sustainability.

"They want to see responsible farming practices and improved animal welfare standards.

"I'd love to say it's a storm in a teacup but I don't think so, the consumers' expectations are becoming higher and our industry is subject to even more scrutiny."

In an effort to close the gap between the information divide, Ms Jamieson gave a concise look at the outcomes MLA has been working toward.

Initiatives to promote positive and factual messages to the wider community included stands at royal shows, trying to establish an agricultural component in Australian primary school curriculums, and impel city families onto farms for 'Farm Day'.

"We're taking these messages into schools and trying to get agricultural content into the curriculum, to get children to learn about how producers raise their animals and how we look after the environment," Ms Jamieson said.

Cruise time

See competition entry details on page 67

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