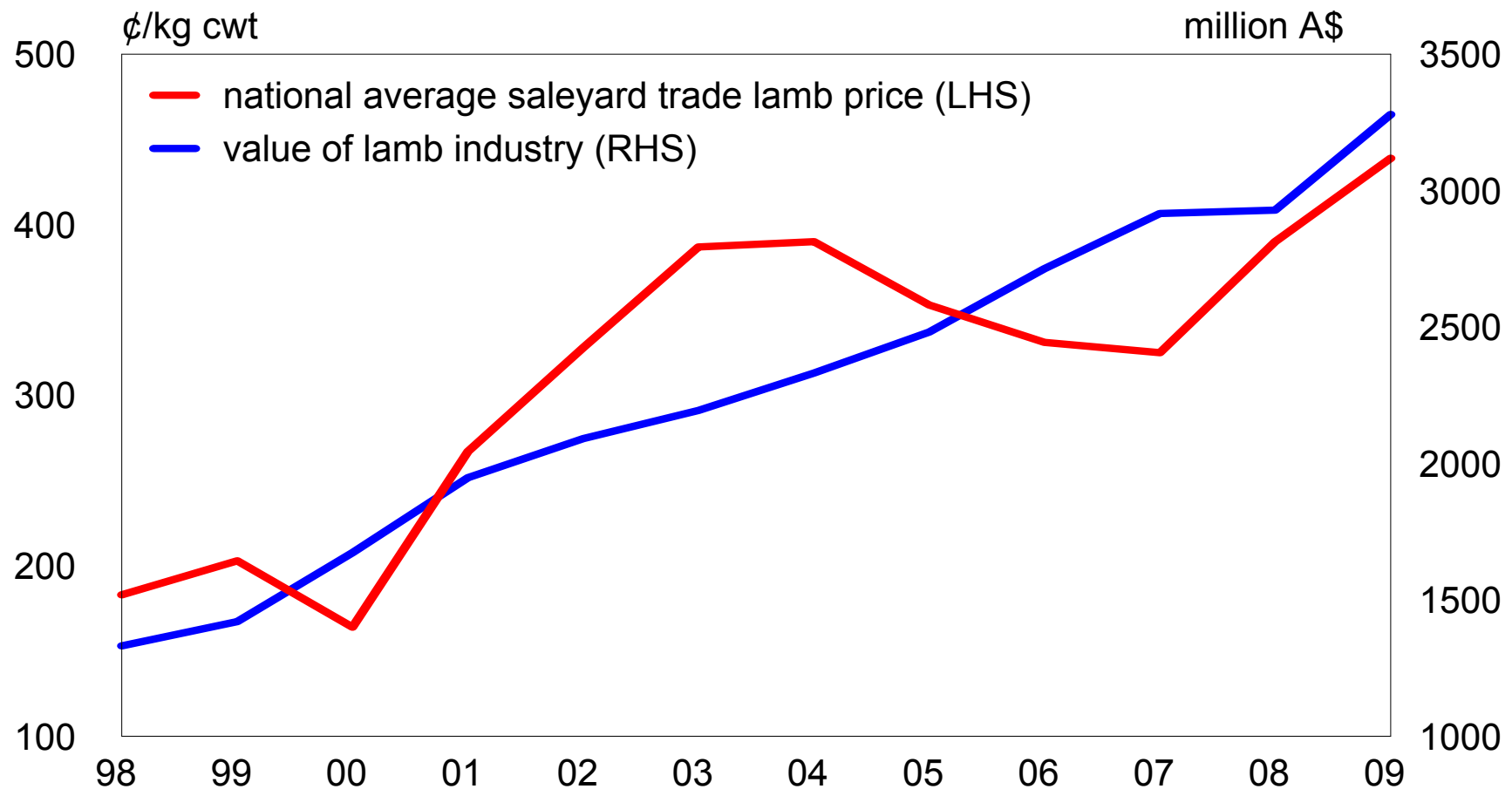




The Australian lamb industry: a growing opportunity

David Palmer
Managing Director

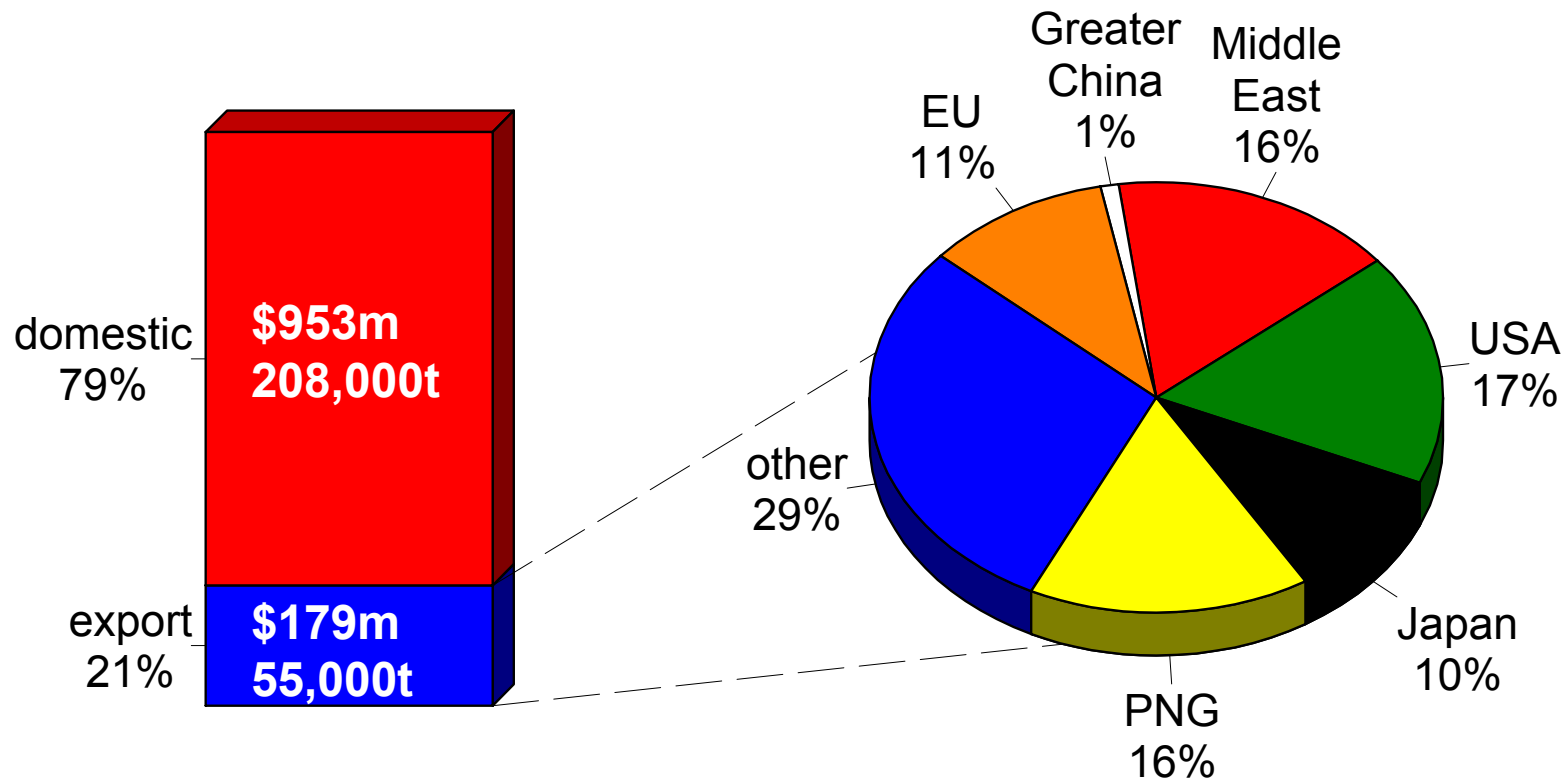
From by-product to prime product Lamb farm-gate prices vs value of the lamb industry



Source: MLA

Australian lamb production and exports 1995

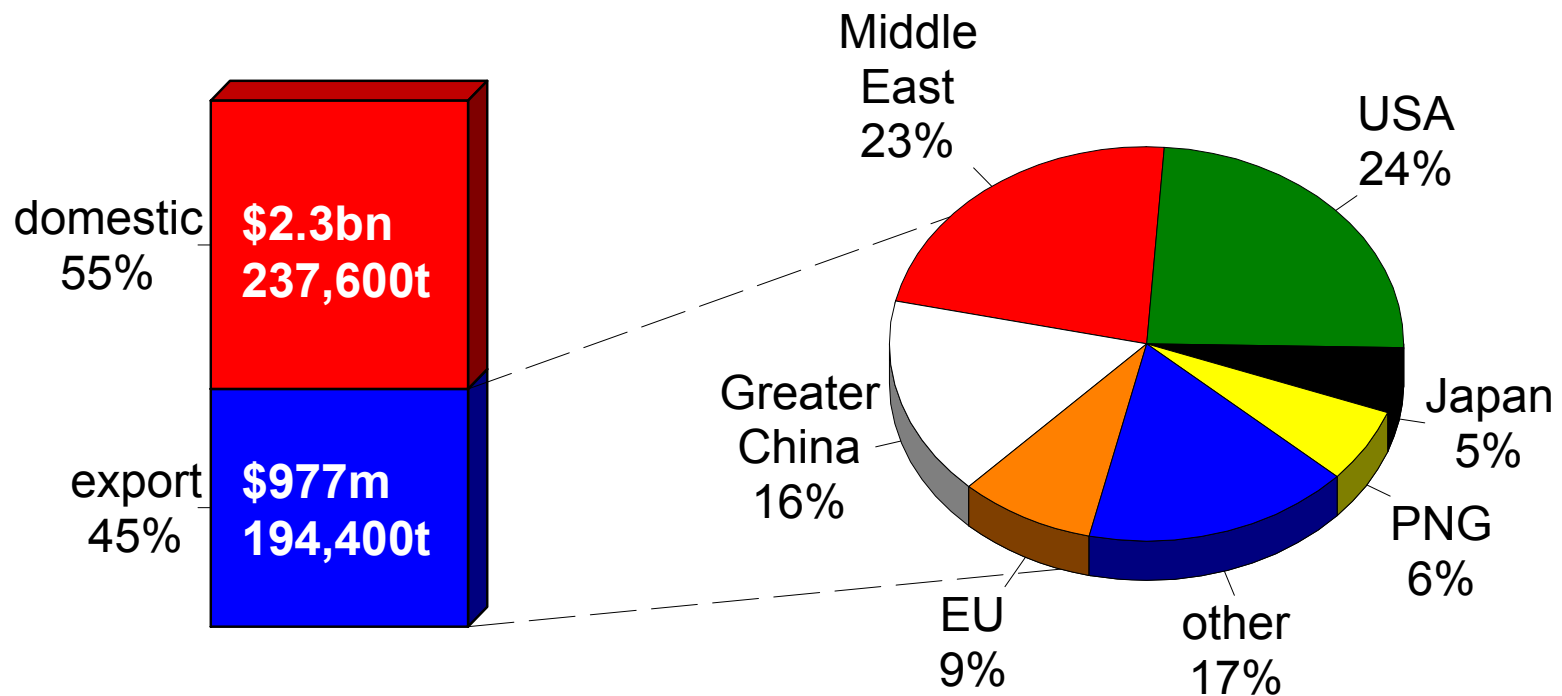
1995 lamb production = 263,000 tonnes cwt



Source: DAFF, ABS, MLA

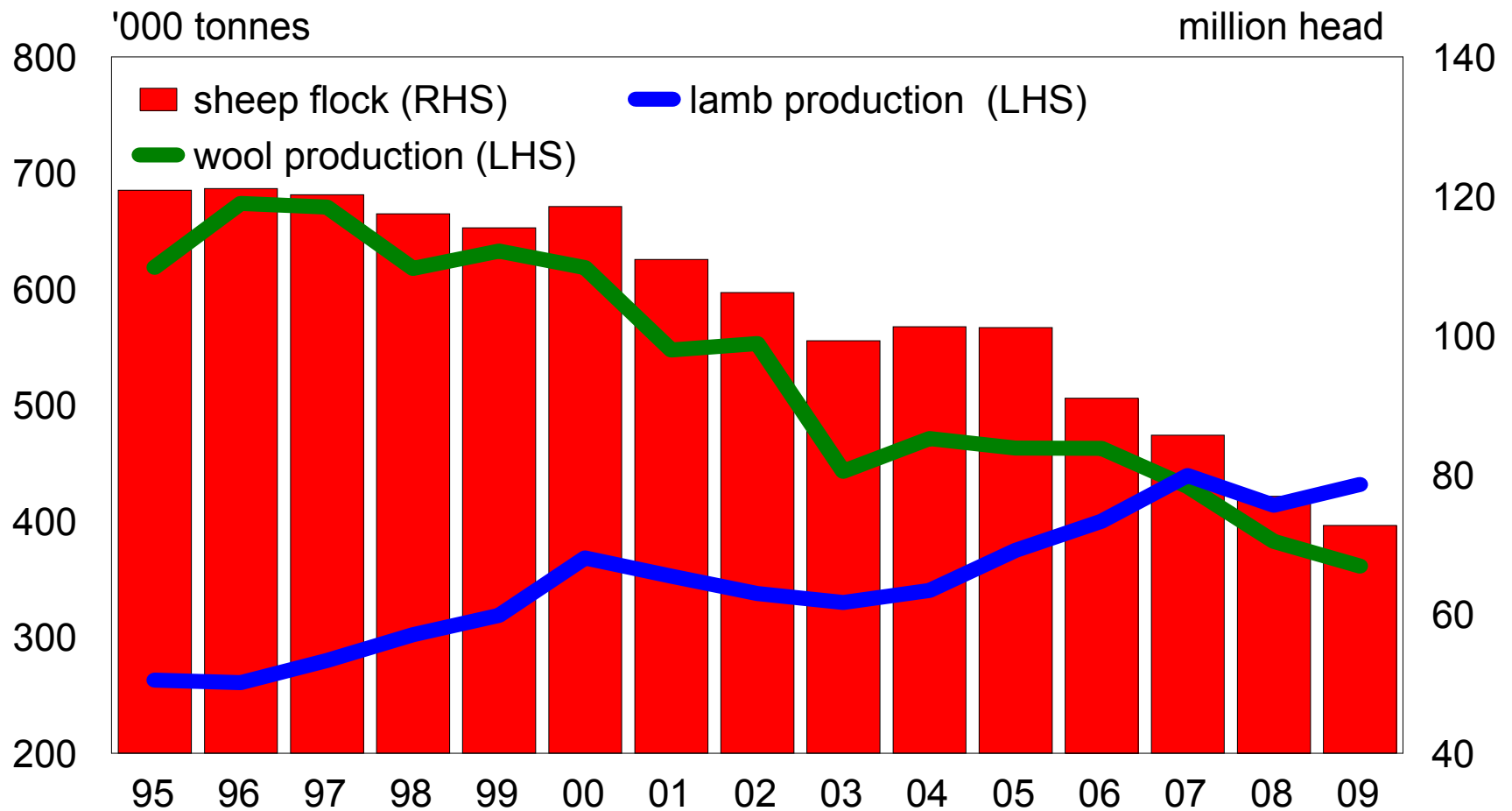
Australian lamb production and exports 2009

2009 lamb production = 432,000 tonnes cwt



Source: DAFF, ABS, MLA

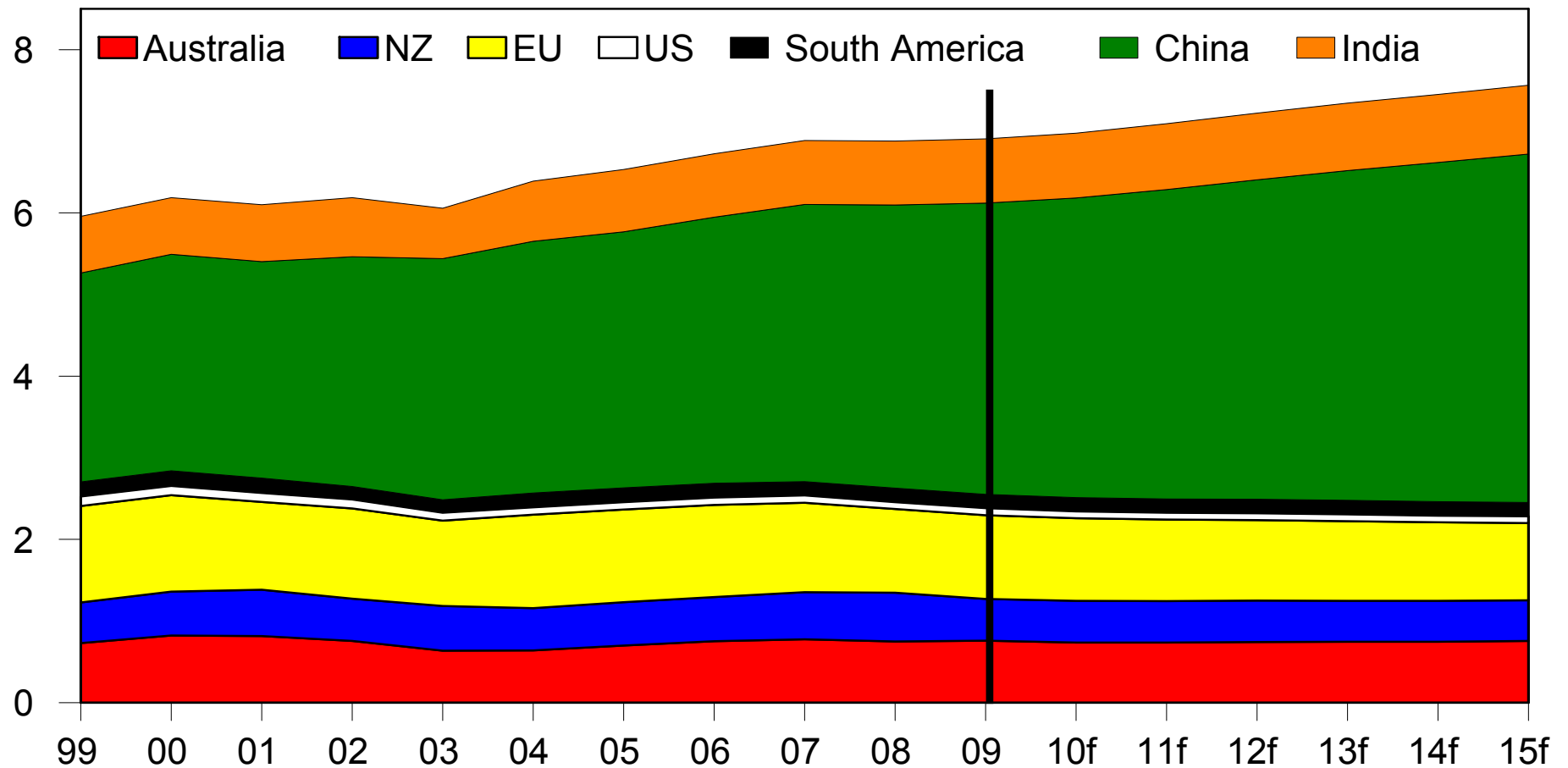
Lamb vs wool production



Source: ABS, MLA

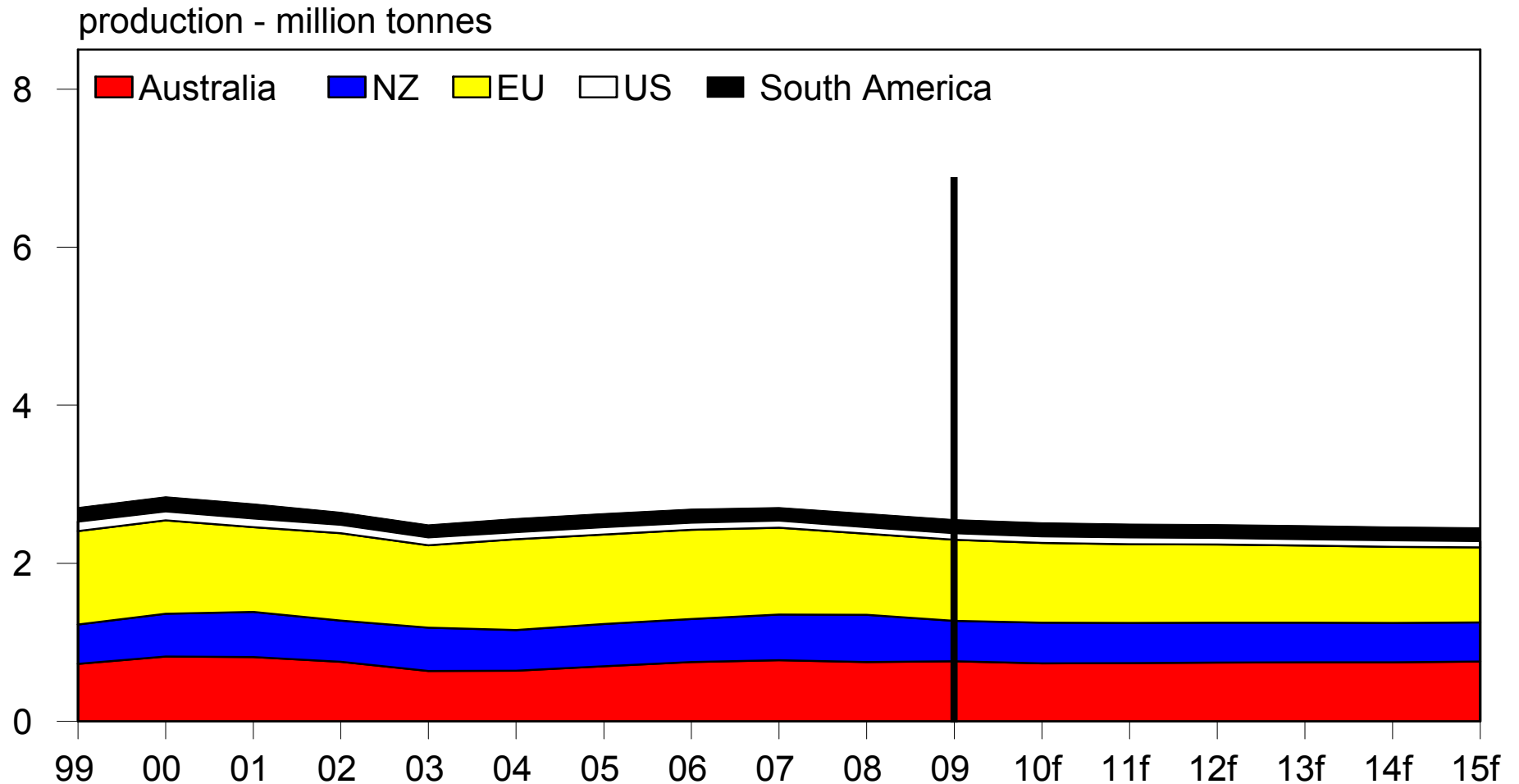
Global sheepmeat production

production - million tonnes



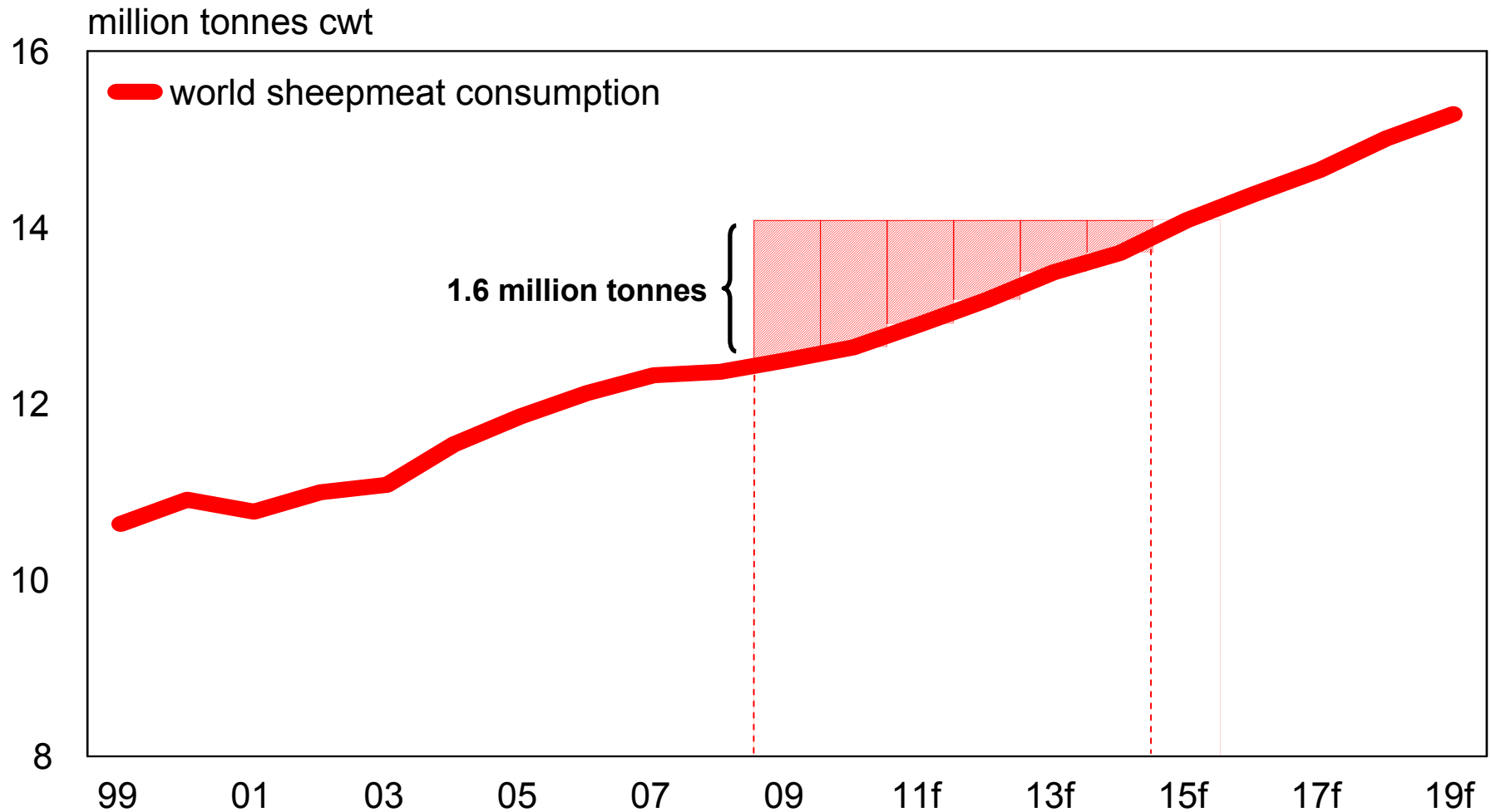
Source: OECD -FAO Agricultural Outlook Database

Australia and its export competitors



Source: OECD -FAO Agricultural Outlook Database

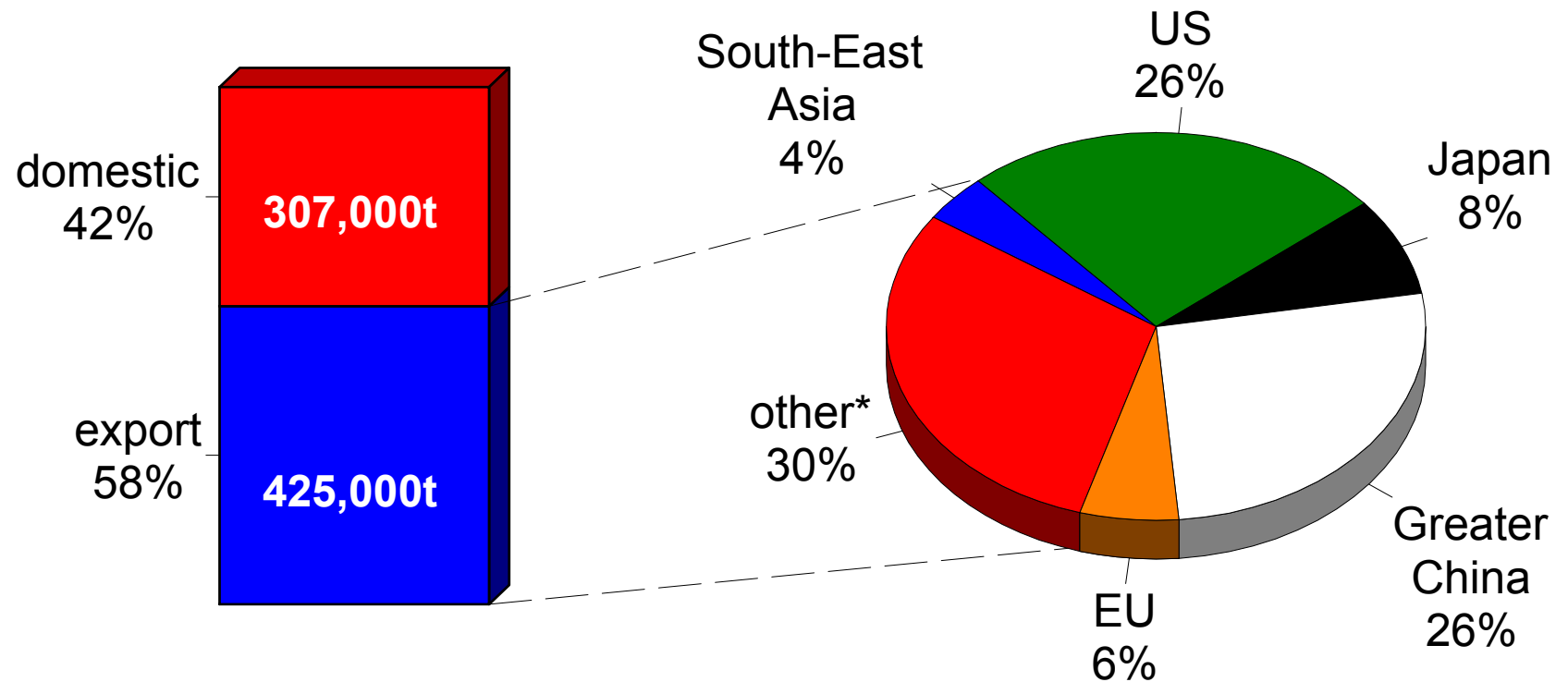
FAO world sheepmeat consumption forecast



Source: OECD -FAO Agricultural Outlook Database

CIE 2015 Australian production to meet lamb demand

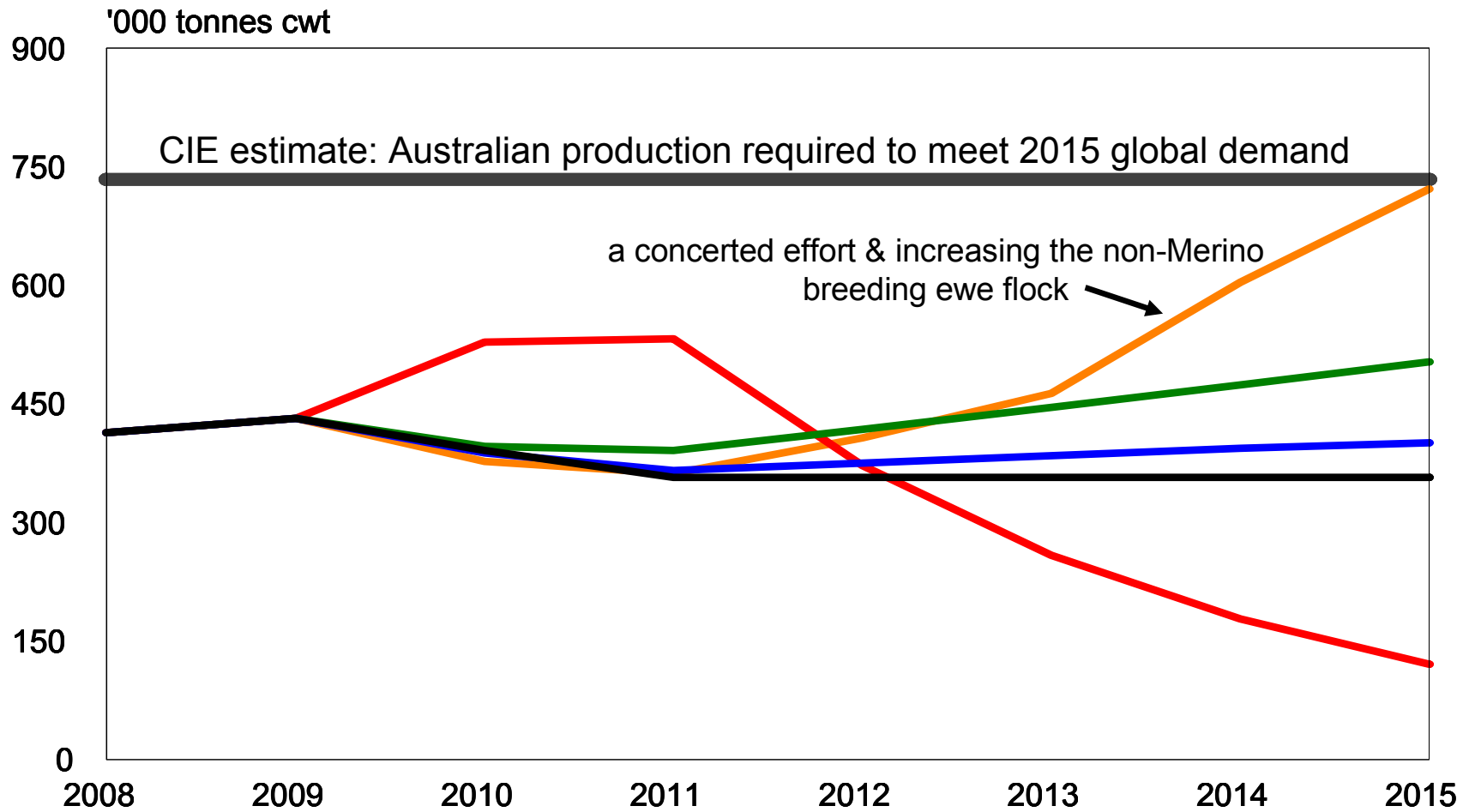
2015 lamb production = 732,000 tonnes cwt



Source: CIE

* exports to 'other' are dominated by the Middle East

Realising the potential – what will it take?



Source: CIE, MLA

It's ewe time... to meet targets

- The tools are available and the targets are achievable
- LAMBPLAN
 - Delivering an additional \$17.5 million to industry every year
- Making More From Sheep – It's ewe time!
 - Wean more lambs per hectare
 - Increase carcass weights
 - Make sheep easier to manage



Food for thought...

- We are all in the food industry

The Australian lamb industry

- currently produces
1.3 billion meals a year
- needs to produce
2.2 billion meals a year
by 2015

