

PURPOSE

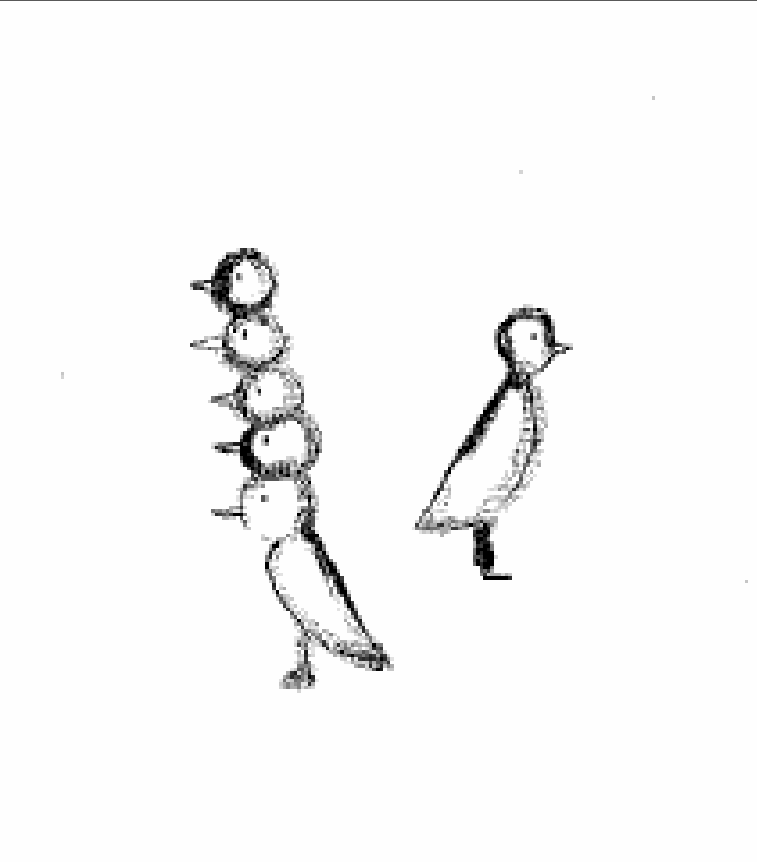
FOR

profit

PROFIT

FOR

purpose



relooking

at the **supply** chain

Performance

Linking to **consumers** (marketing)

**

Product (strength)

Resources (people and finance)

*

Productivity (metrics) (efficiency) (structure)

*

Impact (**waste**)



Current state

Future state

More flexibility
More change
More freedom

Lurking around every corner ...

Hollow logs

Fire fighting

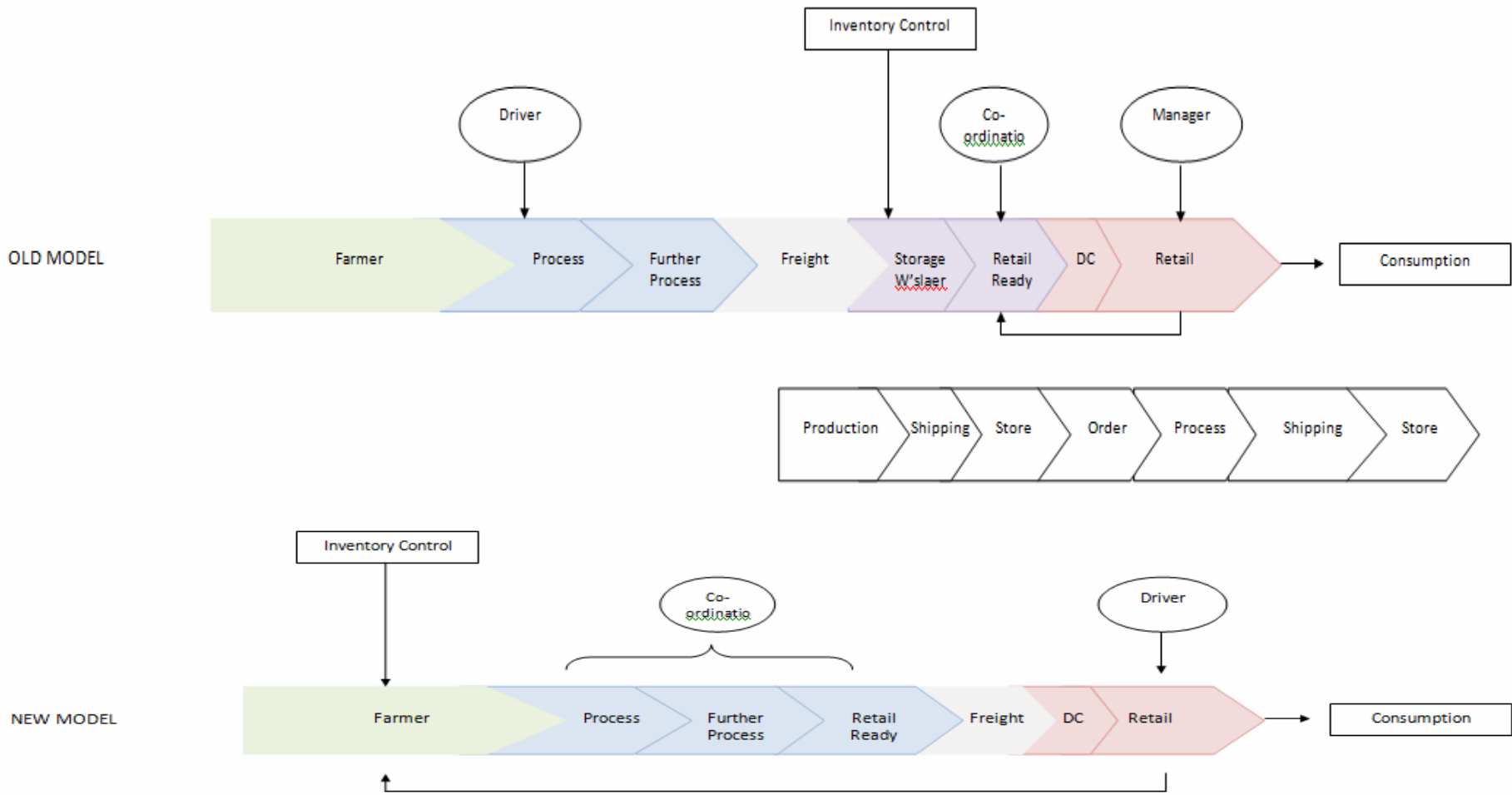
Poor costing/ data

Problem solving

Decision making

Make decisions when you
have real information.

lamb about town value chain



shift happens

KNOW the difference - steps and roles

Strategy

Business plan

Implementation

Leadership

Industry (macro)

Business (micro)

the **good**, the bad and ...

Charles Darwin

“The Leopard”

Machiavelli

But were they -
Passionate and happy?
Well rounded?
Quick learner?
Trustworthy?

the pain

Competitive situation

Australia

USA

Cocaine

Food prices increasing

Concentration of retail

feel the hurt

what **else** can go **wrong**?

Exchange rate

Domestic demand

Trader mentality/ price

Economies of scale

Seasonality

Carcass balance

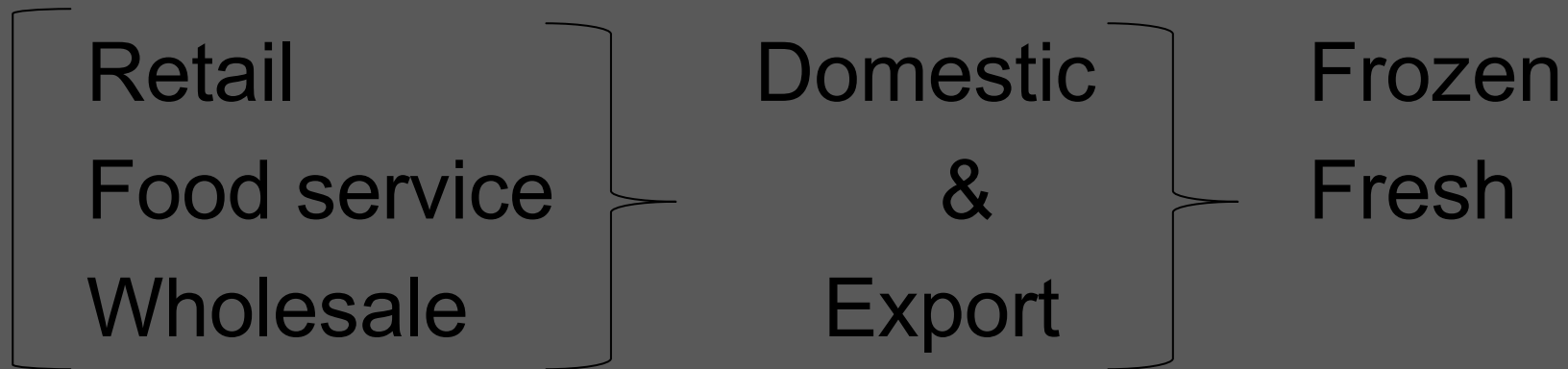
Criminal element

Carbon/ climate

Competition doing better than lamb

Start thinking
Start challenging
Start experiencing
Start changing

current market



Legs - Australia

Middles - USA

Shoulders - Japan

Commodities – China

Carcases – Middle East, Australia

where is the margin?

<i>Farm:</i>	Cost of production vs market price
<i>Processor:</i>	Carcass balance/ throughput (scale)/ costs daily price/ contract price
<i>Wholesalers:</i>	Inventory/ contract price/ spot market/ scale
<i>Retailer:</i>	OOS/ markdowns/ cost/ throws/ scale

ability to **remove waste** ↑ **margin**

Farm	?	←	Various
Value Adding	* * * *	←	People efficiency
Wholesale	*	←	Information
Retailers	**	←	Scanning data
Structure	*****	←	Co-ordination

don't forget to celebrate the small victories

increasing the margin

↑ Demand/ same supply/ same costs
Same demand/ same supply/ ↓ costs
Same demand/ ↓ supply/ same cost

Opportunity (diff)

*

Not sustainable

Is this it?
If not, what is?
Are we doing it?
If not, why not?

where is our waste?

Lambs out of spec	30%
Live weight to carcass weight	40-52%
Chilling	0.5-2.5%
Absenteeism	10%
Contamination	8% of cost
Forecast accuracy	15% of cost
People engagement	30%
↓ Inventory	12%

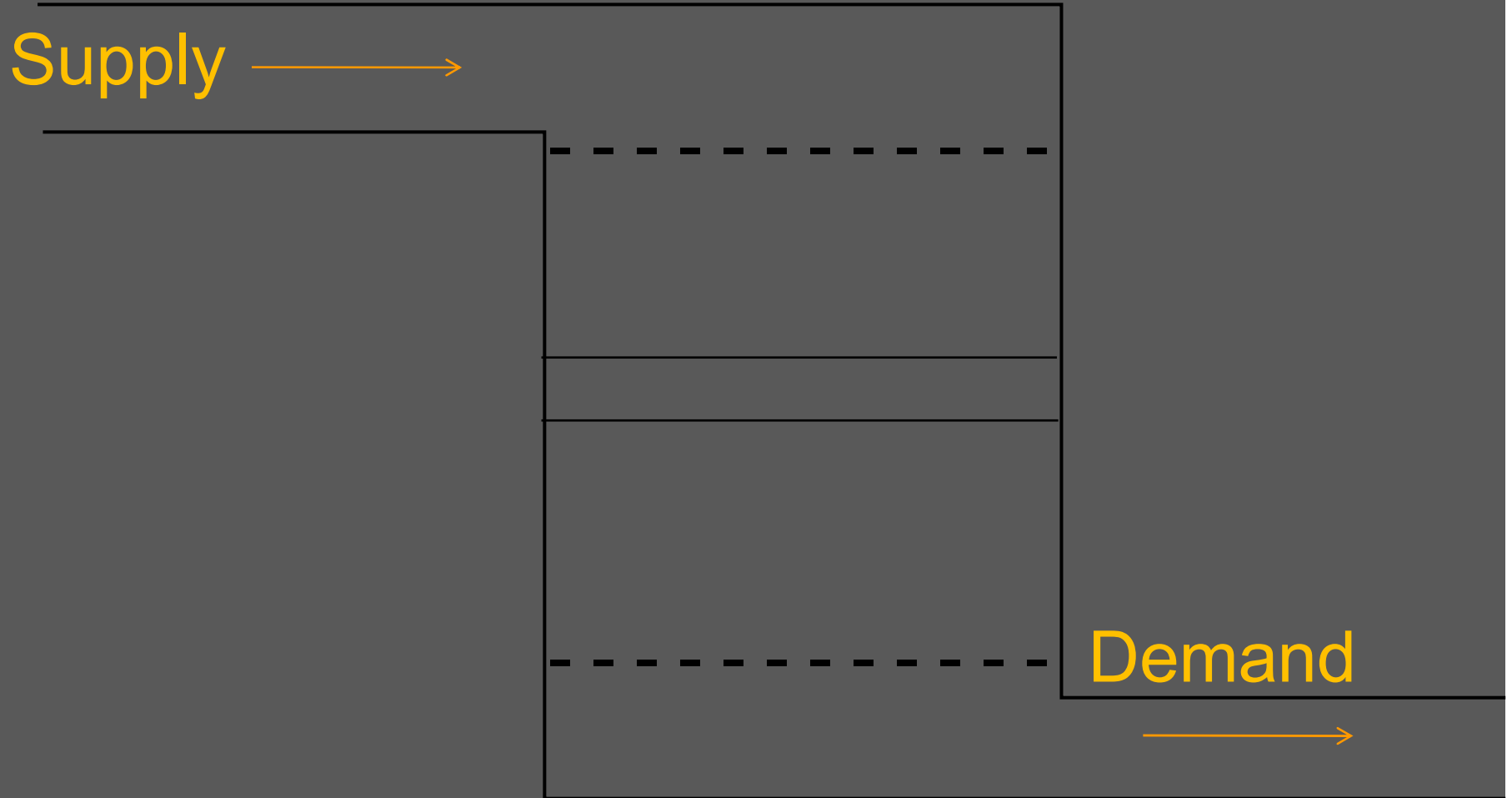
capturing the rent

Case for lamb

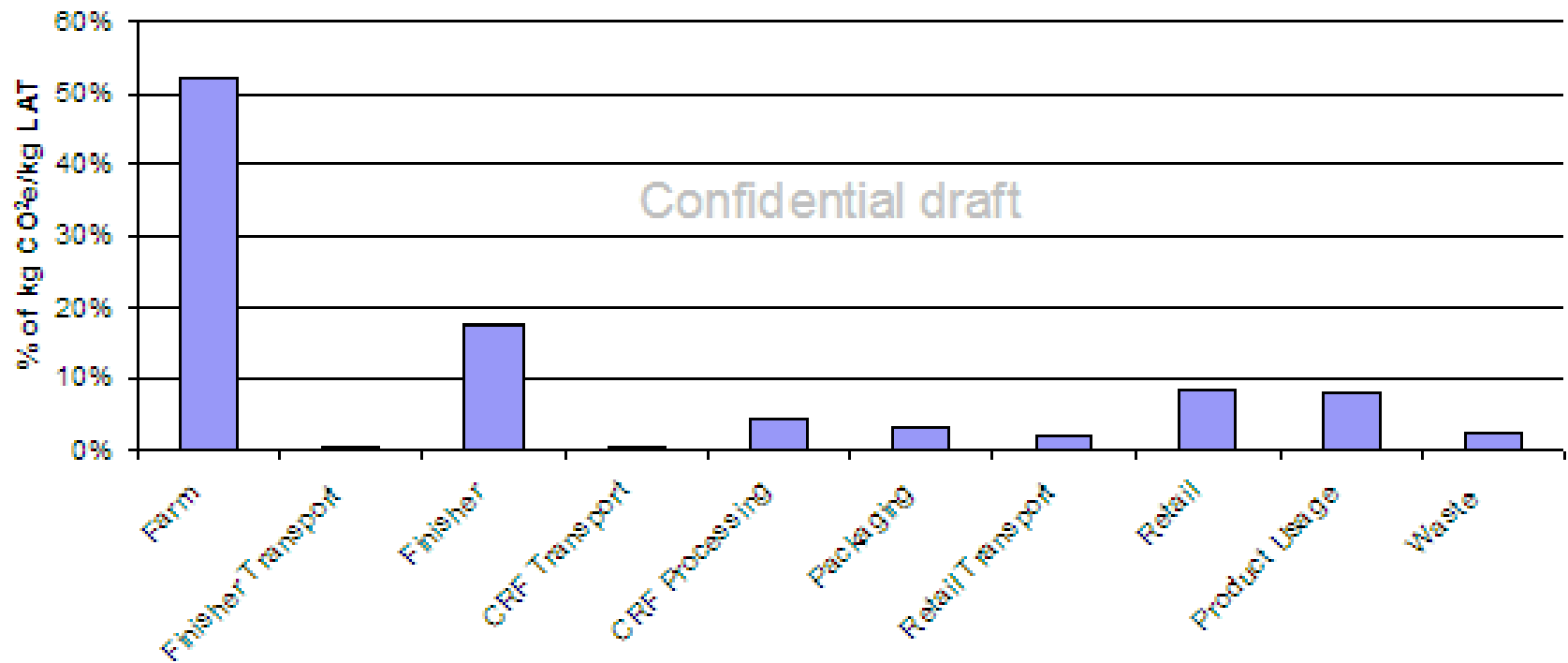
Biodiversity

Rural vs cities

one piece *pull*



CO₂ Story



it's not easy being green

lamb value

FOR

money