

meatup FORUM

For the latest in red meat R&D

Meeting processor and consumer demands

Will Barton
Gundagai Lamb



MLA MEATUP FORUM
Meeting processor & consumer demands

AUGUST 2022

Overview

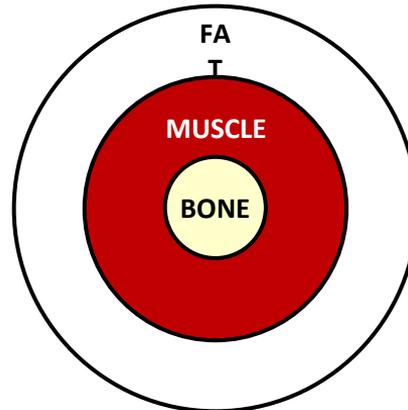
- GMP – objective measurement journey
 - DEXA (LMY), MEQ Probe (IMF), H4W (Animal Health)
 - The feedback evolution
- Gundagai Lamb – our approach to market
 - The GLQ Score
 - What about breed?
 - What's next?

DEXA – lean meat yield (LMY)

- GMP has the first “hot side” DEXA unit in Australia – it measures Lean Meat Yield, Fat and Bone percentages on the slaughter floor.

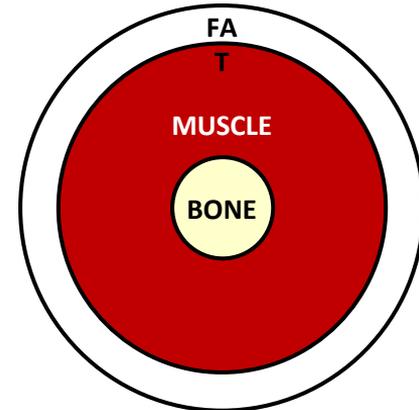


Low Yielding Carcass



Fat 38%
Meat 48%
Bone 14%

High Yielding Carcass

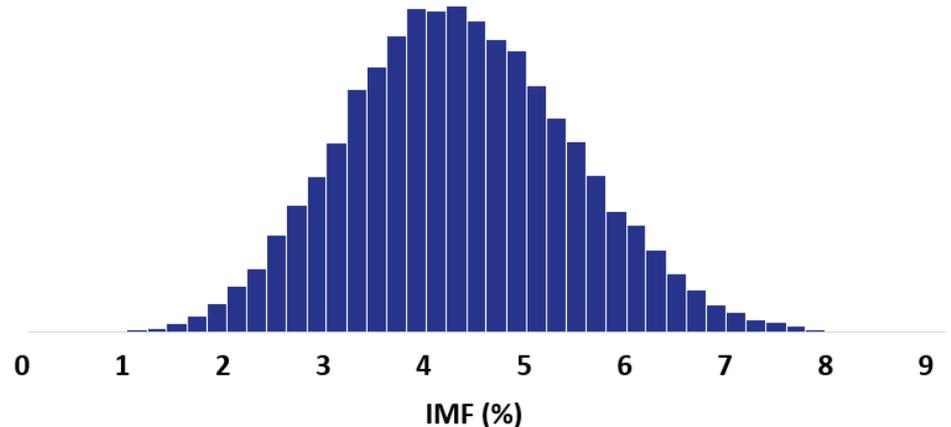


Fat 27%
Meat 58%
Bone 15%

MEQ probe – intramuscular fat (IMF)

- Another GMP first, the MEQ Probe is the only device accredited by AUS MEAT to measure Intramuscular Fat levels in a carcass.
- Identified by MLA as having the single greatest influence on eating quality outcomes in lamb.

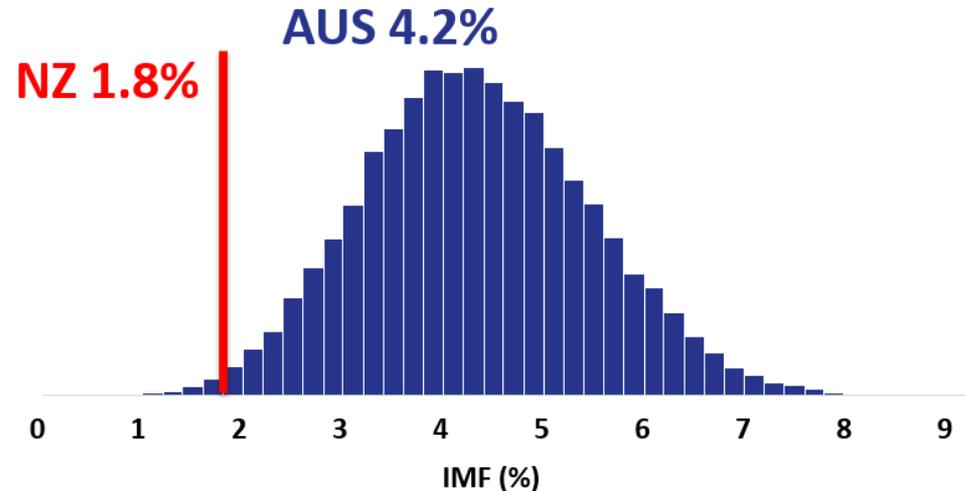
AUS 4.2%



MEQ

MEQ probe – intramuscular fat (IMF)

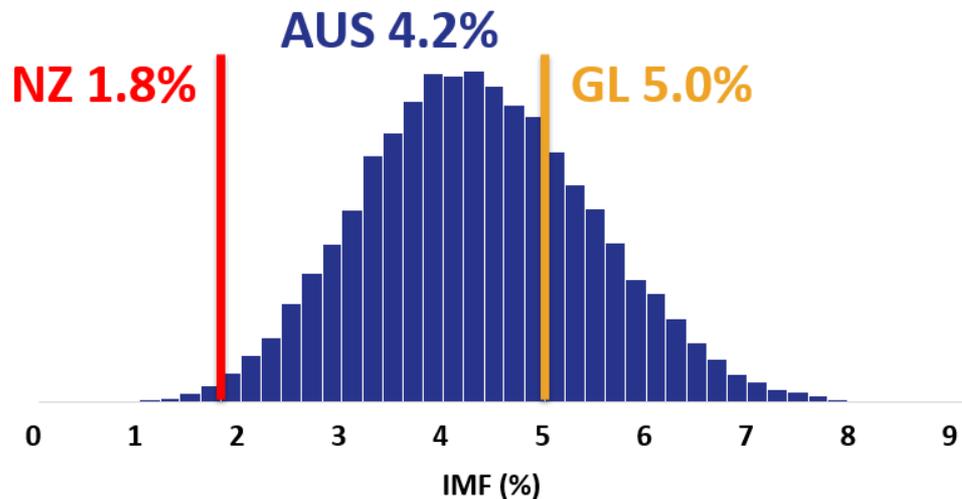
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MEQ

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MEQ

Health 4 Wealth – Animal Health (H4W)



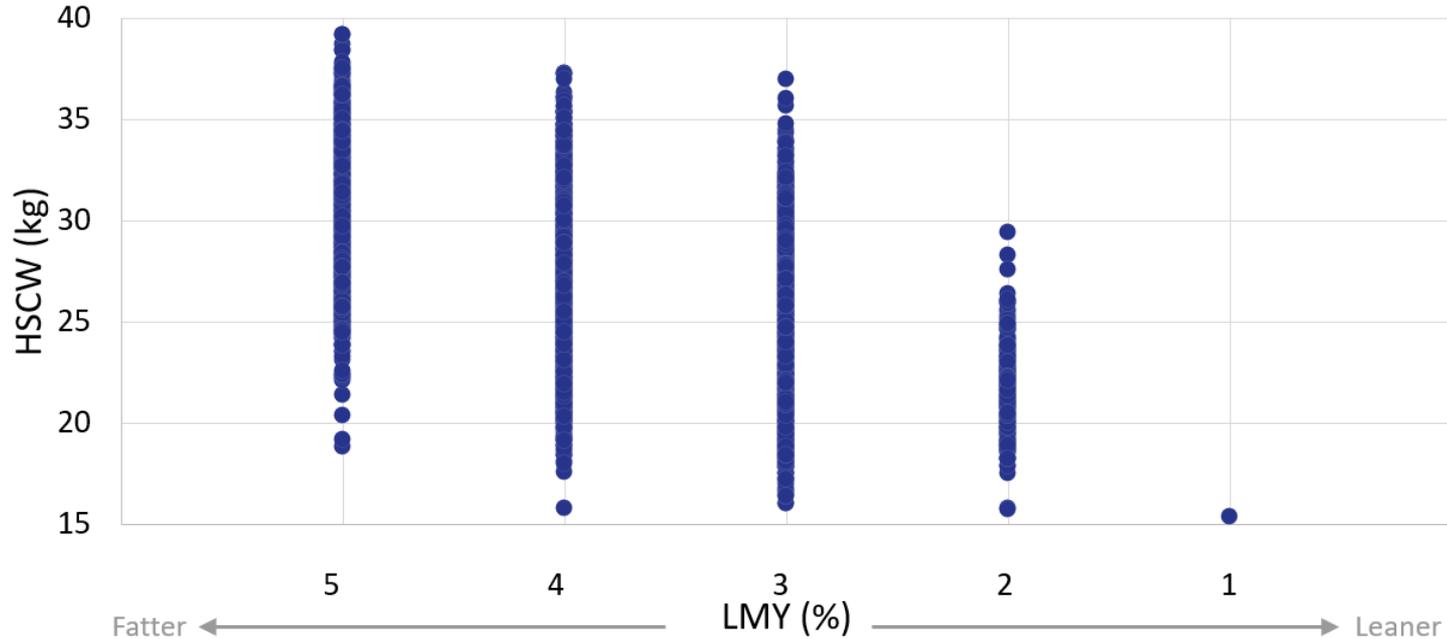
- Monitoring of 20 significant animal health conditions
- Shift from mob-based estimates to individual feedback by carcass



Arthritis	Dog bites	Liver fluke	Sarcocystis
Bladder worm	Fever / septicaemia	Lung worm	Sheep measles
Bruising	Grass seeds	Nephritis	Vaccination lesions
Cheesy Gland	Hydatids	Pleurisy	Rib fractures
Cirrhosis	Knotty gut / pimply gut	Pneumonia	OJD (on request)

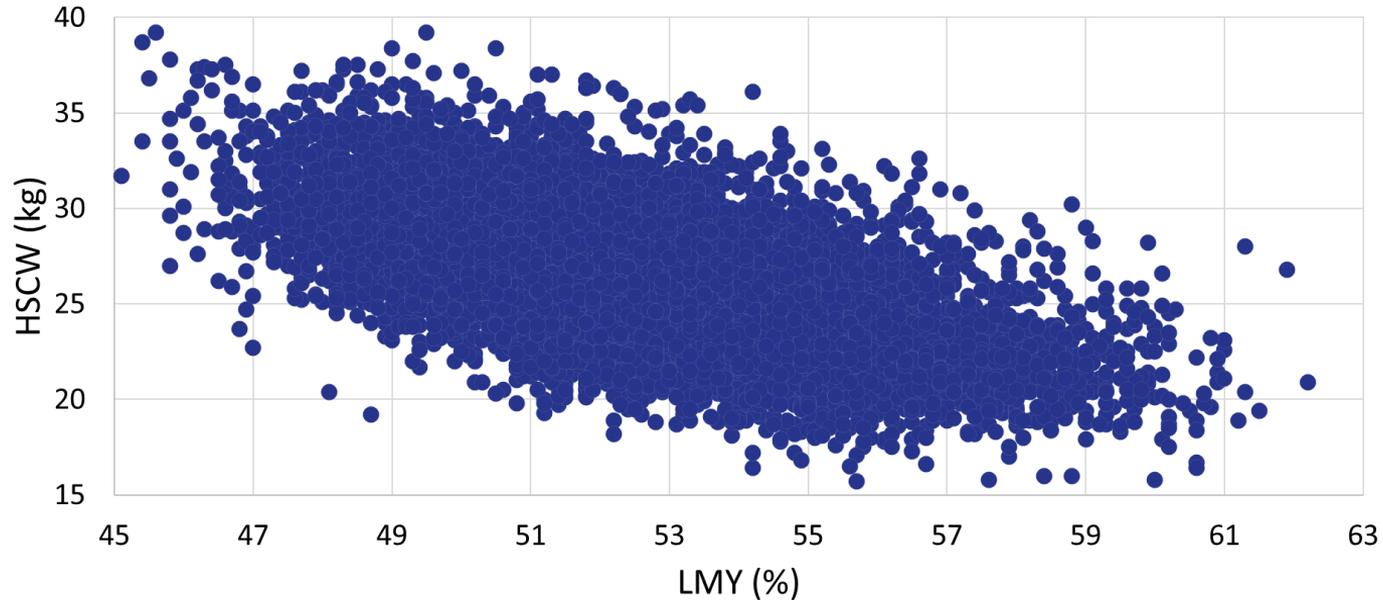
The feedback evolution – start point

Weight & Fat Score Distribution



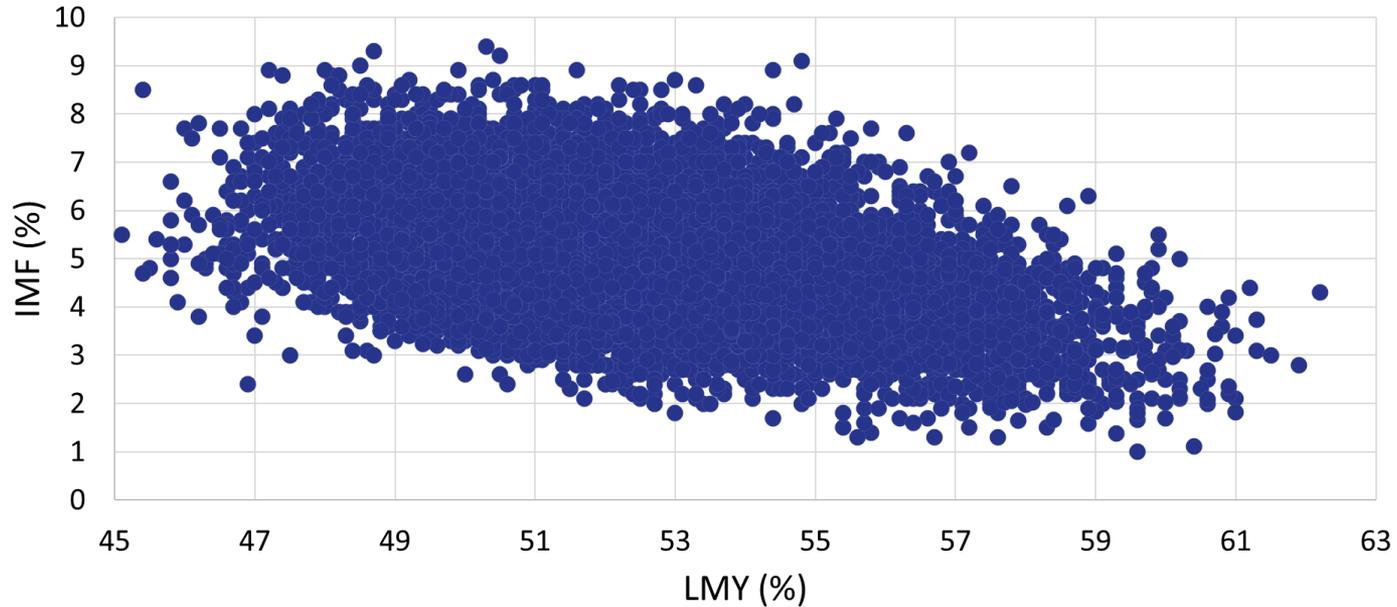
The feedback evolution

Weight & Lean Meat Yield Distribution



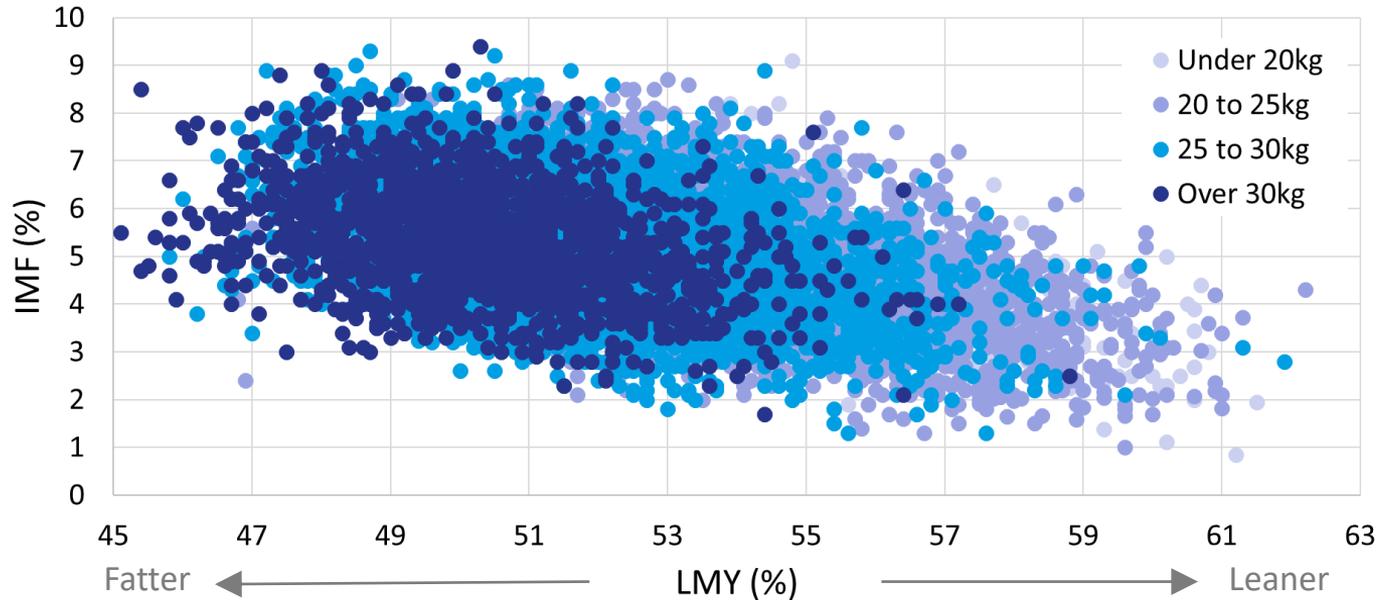
The feedback evolution

Intramuscular Fat & Lean Meat Yield Distribution



The feedback evolution

Intramuscular Fat & Lean Meat Yield Distribution with weight



QUALITY GUARANTEE

CLEANER

**GUND
AGAI
LAMB**

FAIRER

BETTER

Approach to market

A lamb brand which is constantly improving via an open feedback loop to increase value for the consumer and profit for the producer and processor.

- **BETTER** – IMF graded for guaranteed eating quality.
- **CLEANER** – LMY graded to reduce excess (wasteful) fat production; and
– Animal health reporting to reduce disease burden over time.
- **FAIRER** – building trust via transparency, paying producers for quality.

This represents our understanding of what our producers and consumers value.

The GL Grid

World-first lamb grid – pays lamb producers for weight and lean meat yield – and offers intramuscular fat (marbling) and animal health feedback at the individual carcass level.

Weeks 31-32 1 August 22 8 August 22		LEAN MEAT YIELD (%)				
		<50	50 – 53	53 – 57	57 – 60	> 60
HSCW (kg)	<18	\$5.75	\$6.15	\$6.60	\$6.95	\$5.95
	18 – 24	\$6.75	\$7.15	\$7.60	\$7.95	\$6.95
	24 – 32	\$7.05	\$7.35	\$7.70	\$7.95	\$6.95
	32 – 34	\$6.85	\$7.15	\$7.50	\$7.75	\$6.75
	>34	\$5.55	\$5.85	\$6.20	\$6.45	\$5.45

All lambs with IMF greater than 5.0% receive \$0.50 premium per kg

GLQ Score

Our unique grading system brings together our ability to objectively measure intramuscular fat, lean meat yield and animal health in a single carcass score.

The guiding principles are;

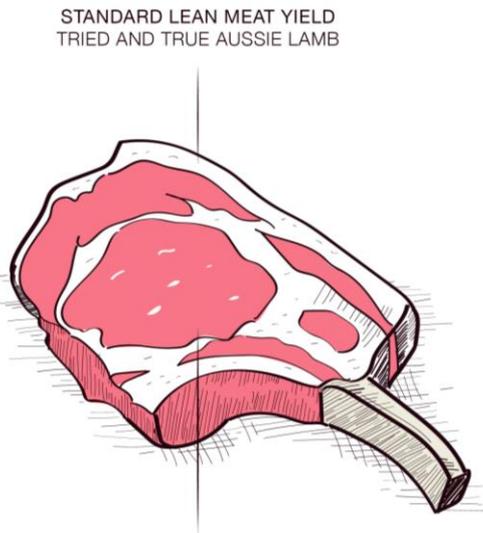
1. If you have a low IMF (<5), the only way to meaningfully increase it is to improve IMF.
2. If you have a high IMF (>5), the only way to further increase it is to improve LMY.
3. Animal health conditions reduce the GLQ Score.

GLQ Score		LMY				
		48%	51%	54%	57%	60%
IMF	1.0%	0.7	1.3	1.4	1.4	1.5
	3.0%	1.6	2.8	2.9	3.1	3.2
	5.0%	3.0	5.2	5.6	5.9	6.2
	7.0%	4.0	7.0	7.4	7.9	8.3
	9.0%	4.3	7.7	8.1	8.6	9.0

Product lines

**GUND
AGAI
LAMB**

Fig 1. GLQ SCORE GRADED



STANDARD LEAN MEAT YIELD
TRIED AND TRUE AUSSIE LAMB

STANDARD INTRAMUSCULAR FAT (IMF)
EVERYDAY QUALITY

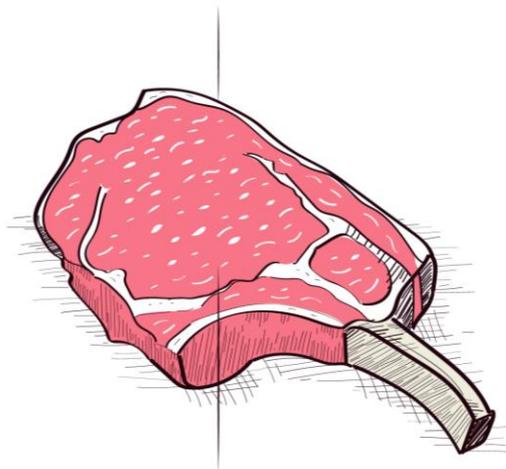


Product lines

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Fig 2. GLQ SCORE 5+

HIGHER LEAN MEAT YIELD
NO EXCESS FAT. NO WASTE



HIGHER INTRAMUSCULAR FAT (IMF)
DELICIOUS MARBLING

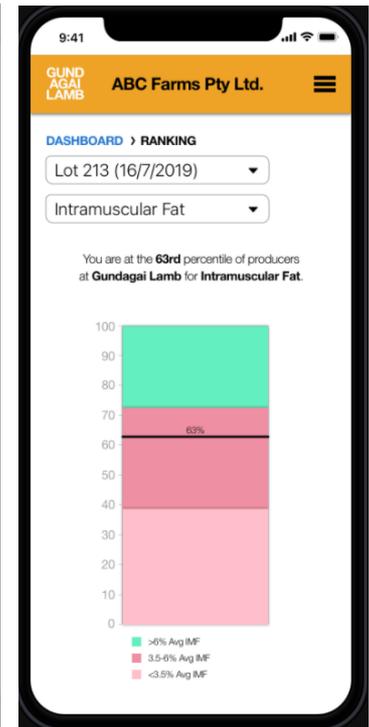
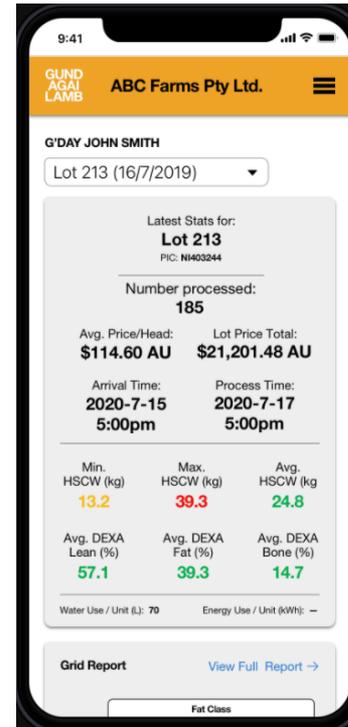


GL Producer Portal

Producers receive the following information for each carcass;

- Hot Standard Carcass Weight (HSCW)(kg)
- Lean Meat Yield (LMY)(%)
- Intramuscular Fat (IMF)(%) also known as marbling
- Animal health feedback

All lots benchmarked against the Gundagai Lamb averages for GLQ Score, LMY & IMF.



What's next...

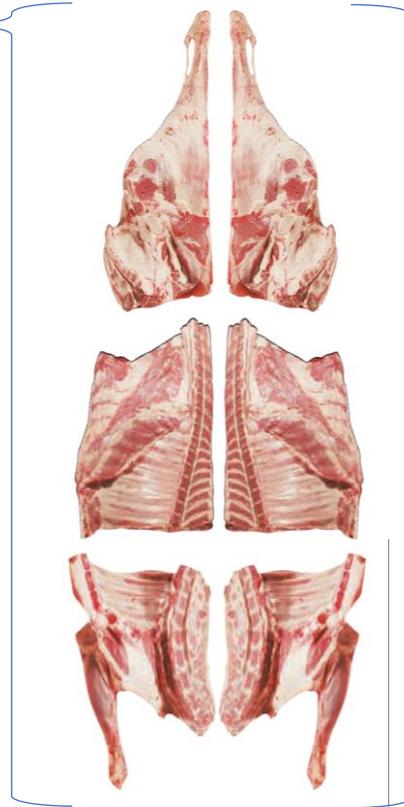
We currently weigh the entire carcass and DEXA captures carcass level Lean Meat Yield.

LMY

54%

HSCW

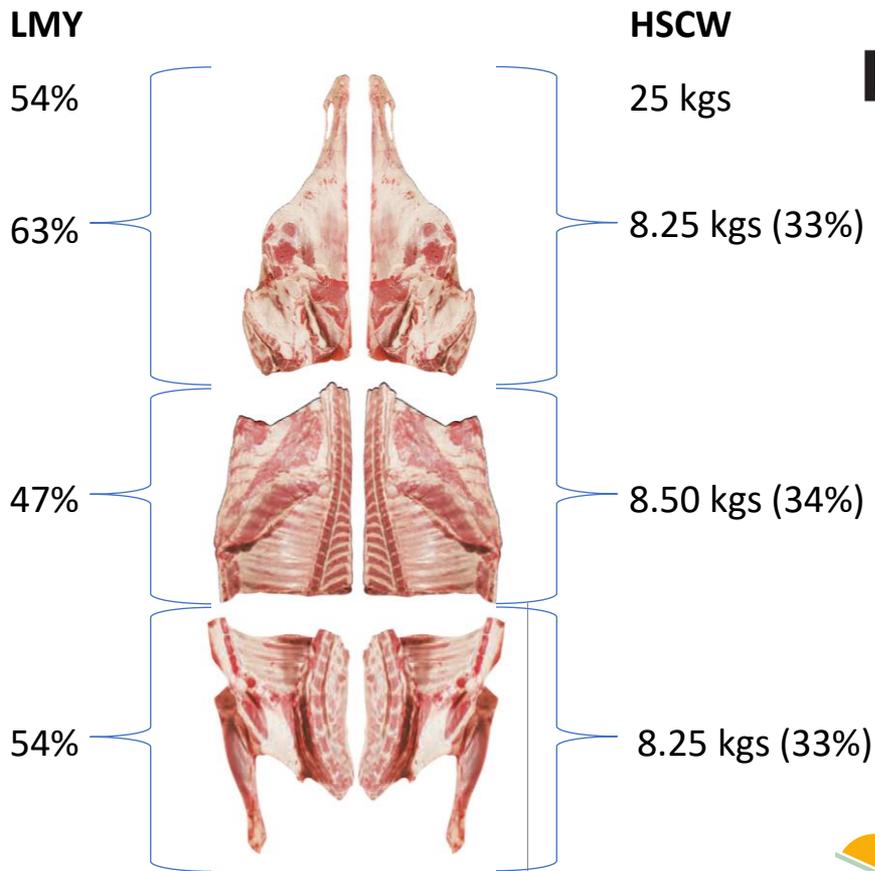
25 kgs



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What's next...

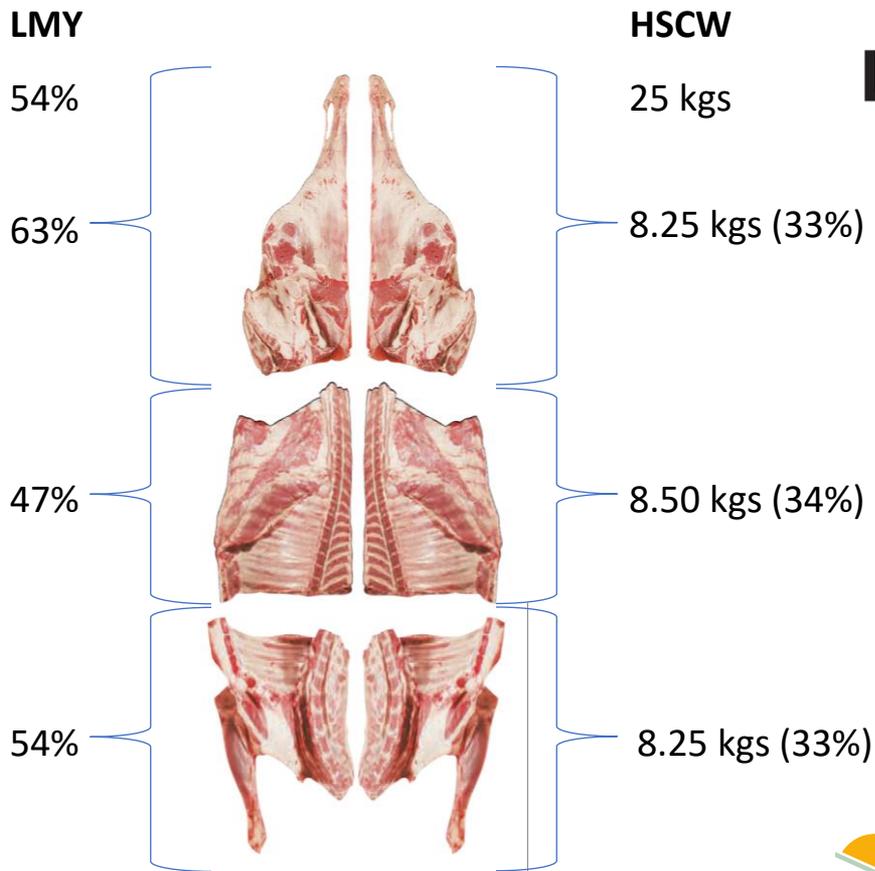
We will soon be able to see the LMY and HSCW by region.



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What's next...

This will allow us to benchmark the Middle Meat Yield (MMY).



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What's next...

Middle Meat Yield (MMY)
= 47% x 34%

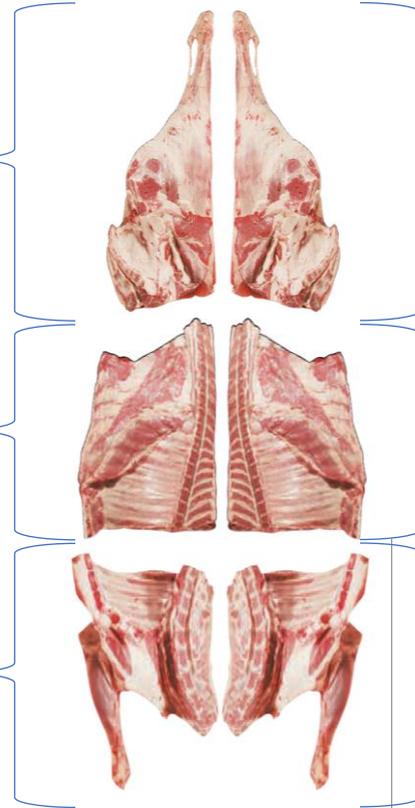
LMY

54%

63%

47%

54%



HSCW

25 kgs

8.25 kgs (33%)

8.50 kgs (34%)

8.25 kgs (33%)

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What's next...

Middle Meat Yield (MMY)
= 47% x 34% = **16%**

LMY

54%

63%

47%

54%

HSCW

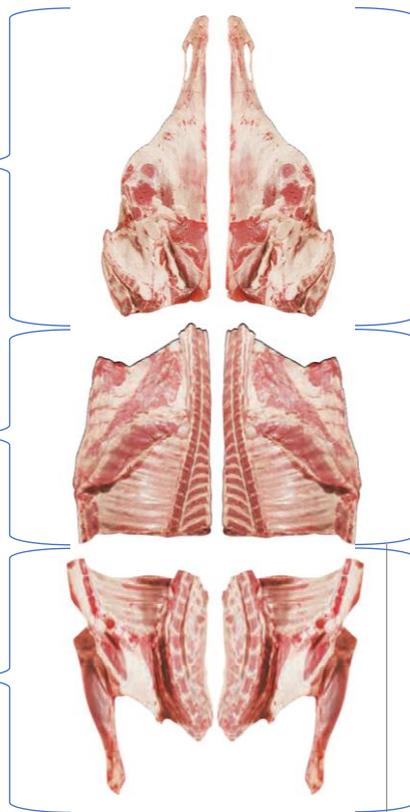
25 kgs

8.25 kgs (33%)

8.50 kgs (34%)

8.25 kgs (33%)

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Take home messages

1. Low IMF poses as great a risk to future profitability, as the opportunity created by high IMF – Gundagai Lamb is using the GLQ Score to recognise the importance of this market dynamic.



2. Consigning to a plant which provides HSCW, LMY and IMF measures will be critical for producers who want to be on the right side of this trend.
3. Gundagai Lamb measures all three and provides feedback in an easy to digest format for analysis and benchmarking.

Tools and resources

- [Meat the Market](#)
- [MLA Improving Lamb Lean Meat Yield](#)
- [MSA Meat Science course](#)
- [MLA DEXA fact sheet](#)
- [Meat Standards Australia \(MSA\)](#)

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