



AgHack

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Presented by:



Department of
**Primary Industries and
Regional Development**

CHALLENGE TITLE

Where did my lamb chop come from?

How might we better

Track and provide feedback to lamb producers and processors to maximise price and customer satisfaction of meat?

CHALLENGE STORY

Sheep farmers are always trying to get better feedback to ensure they produce a quality product to the market and to maximise return on their lambing business.

They are currently managing the sheep feed to meet the “fat and weight grid score” which is used by processors to set the prices.

This is leading farmers to focus on weight gain and growth but aren’t doing more because processors do not take into account characteristics such as lean meat yield, flavour and eating quality which customers care about.

By creating a way to track the meat once processed to customers and get feedback farmers would be able to make better breeding and nutrition decisions, influence the price received at the processors and increase market choice.

Scale/Potential:

HIGH

Thousands of sheep are processed each week and with better tracking and feedback farmers could improve their return and customer satisfaction.

Data Description & Source

- Fat score
- Weight score

Mentors & Contacts

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