

MEADOW QUALITY



For joined up thinking in livestock marketing

THE BEEF MARKET – LINKING STORE PRODUCERS & FINISHERS

Who is Meadow Quality Livestock?



- Merged with Graig Producers in October 2012
- A farmer controlled business with over 35 years of marketing experience
- Over 500 Organic Livestock Farmers who use our services
- The merger “increased the voice and strength of organic producers”

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WHAT PROBLEMS EXIST FOR THE ORGANIC STORE PRODUCER?

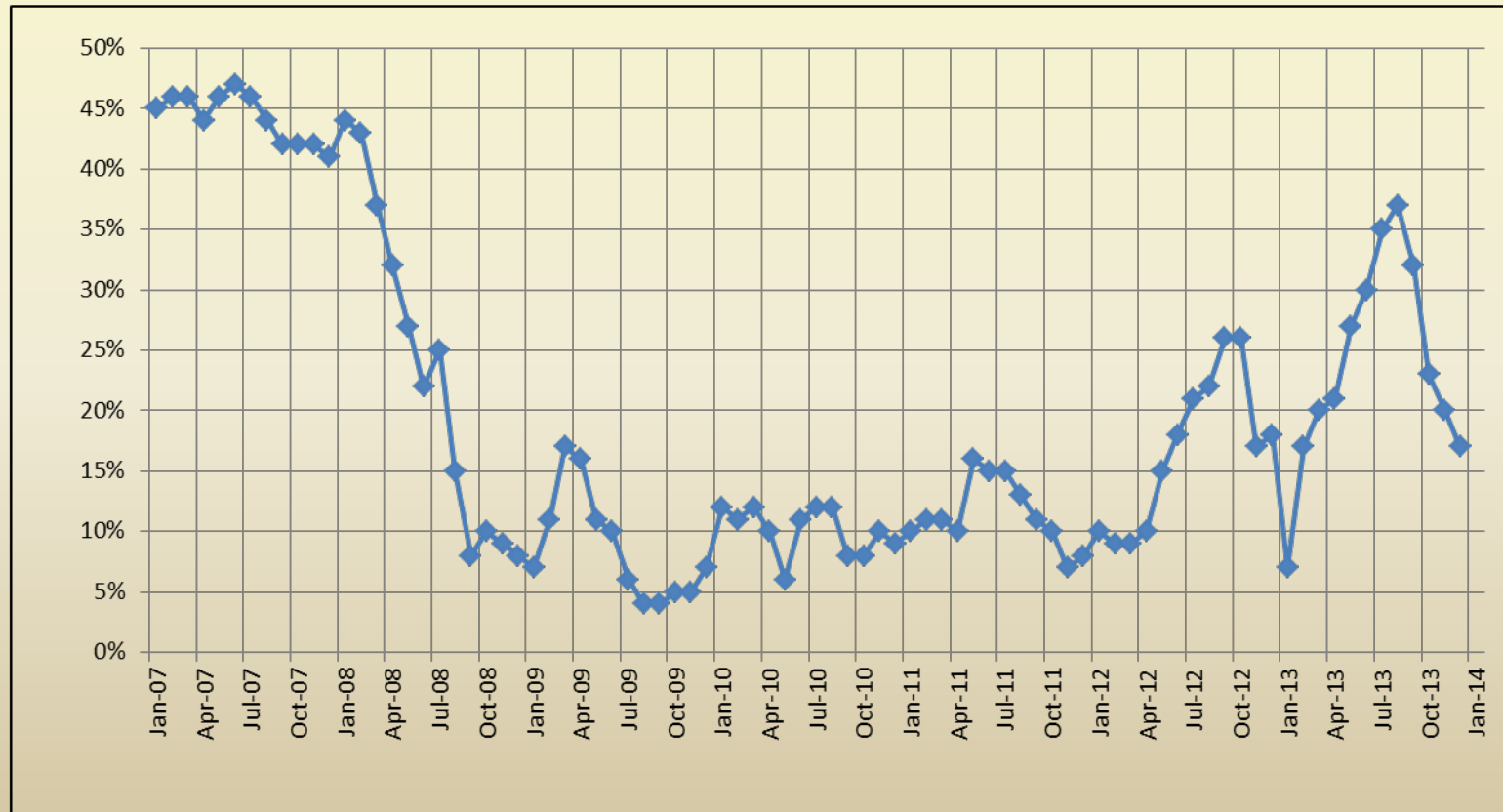
- **What is the premium Price that Consumers are prepared to pay?**
- **What's the Organic Message?**
- **Competition from other sources**
- **The “Store” Producer**

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FARMGATE ORGANIC BEEF PREMIUM



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WHAT'S THE ORGANIC MESSAGE?

- **Need a strong, compelling and easy message to understand the reason to buy Organic grass fed beef v non-grass fed beef**
- **Price is “King”**
- **Quality is “Queen”**
- **Supermarkets are very good at persuading what consumers want to buy**

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COMPETITION FROM OTHER SOURCES

Organic brand under threat from:

- **Ireland – Milk Quotas ending, autumn cattle supplies**
- **Consumer – change habits of purchase**

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THE BEEF STORE PRODUCER

Link Problems:

- **Organic Producer numbers falling**
- **TB movement restrictions increasing**
- **Marketing of Store Cattle**
- **Dairy Producers – part of the problem?**

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PROPOSALS FOR IMPROVEMENTS

1. **Forward 3-4 month price from abattoir/processors**
2. **New organic purchasers – smaller chains? Farm shops**
3. **Processors/supermarkets need to accept increased age limits for beef suppliers from 30 to 36 months**
4. **The “message” – need to highlight scientific health benefits**
5. **Competition – better distribution of supply of cattle from Feb to June**
6. **The Producer – establishing finishing units, may be on a B&B basis**
7. **Use of beef breeds that can quality for other outlets with premium values, e.g. Angus 30-36 months available**

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THANK YOU

STUART VILE

Livestock Marketing Specialist

Mobile: 07802 379 126

Email: stuart.vile@meadowq.co.uk

www.meadowq.co.uk



@meadowquality



Meadow Quality Ltd