

More meat from niche lamb

InShort

By TERRY SIM

SALTBUSH-FED Dorper lamb sold by an Adelaide butcher under the slogan of 'pay more – get a lot more' has outperformed supermarket cuts in a meat yield trial.

Trevor Hill, owner of Bruce's Meat in Torrens Park, claimed Spear Creek saltbush-fed Dorper lamb supplied by Flinders Ranges farmers Jamie McTaggart and Scott Herde was giving customers better consumable meat yield than some supermarket lamb.

At the recent Cleanskin Australia conference in Adelaide, Mr Hill outlined purchasing five lamb chops from a Woolworths store and comparing them with five Dorper chops.

"I didn't go and buy the fattest tray I could buy, so they are fairly consistent," he said.

Mr Hill trimmed all the chops of fat and sinew to determine what each mouthful was costing customers.

He said the Dorper chops were cut a bit thicker, so were a little bit heavier and from possibly larger lambs that would yield better than the supermarket chops.

"But we are looking at this from a customer perspective, what I am putting in my mouth," Mr Hill said.

From the pack of Woolworths chops, Mr Hill got 165 grams of

Costing

	Dorper	Woolworths
Chops	5	5
Weight	652g	344g
Price Per kg	\$25.99	\$23.99
Total cost	\$16.94	\$8.25
Weight of consumable meat	415g	165g
Actual cost per kg of consumable meat	\$40.81	\$50.00
Yield	63.65pc	47.9pc

saleable meat from a pre-trim weight of 344 grams at a price of \$23.99 a kilogram or \$8.24 total cost. The 652g of Dorper chops sold at \$25.99/kg, or a total cost of \$16.94 and yielded 415g of meat after trimming.

"So we've doubled the price to buy five chops – so why would people come to us to buy five chops when they could buy them from Woolworths at half the price?" he said.

"The weight of consumable meat, 415g versus 165g – so the cost per kilogram of (Dorper) meat going into the customer's mouth is \$40.81/kg," Mr Hill said.

"The same chops from Woolworths cost \$50/kg to put it into your mouth – pay more to get a lot more."

Mr Hill said the meat yield to the customer for the Dorper chops in the exercise was 63.65 per cent versus 47.9pc for the

Woolworths chops.

"That's breeding, managing the breed, animal welfare and care – it is growing the lamb to what the customer wants," he said.

Mr Hill called himself a marketer with butcher's skills and said selling Spear Creek lamb to customers was an opportunity to tell them the story and romance of free range chemical-free lamb.

"They start to fall in love with the product so they buy it and you cross your fingers and hope to hell it eats as good as you think it does," he said.

The quality and story of the product led to customers becoming experts among their peers, he said.



MEAT YIELD: From Woolworths chops, Mr Hill got 165 grams of saleable meat from a pre-trim weight of 344 grams at a price of \$23.99 a kilogram or \$8.24 total cost. The 652g of Dorper chops sold at \$25.99/kg, or a total cost of \$16.94, and yielded 415g of meat after trimming.

"So we've made our customers the experts and champions of the brand," he said.

Mr Hill said he trimmed the Dorper lamb cuts to minimise wastage in the customers' kitchens.

"I'm prepared to trim it and my customers are prepared to pay for it because when they eat it, they throw nothing in the bin."

"Now we are 100pc Spear Creek – we buy no lamb from anybody else," he said.