

Welcome to a Fresh New Week!

The Australian meat market remains firm, with cattle prices continuing to rise while increased lamb supply is beginning to provide some selective relief. Careful product selection and well-planned promotions will be important for protecting margins and driving customer value.

Quality meat. Stronger stores!



WEEK 38

QUALITY MEAT
STRONGER COMMUNITIES



BEEF MARKET

CATTLE PRICES REMAIN ELEVATED



Cattle prices remain elevated, with strong buyer competition continuing across NSW.

The National Young Cattle Indicator increased to 533¢/kg liveweight, while NSW online cattle sales averaged above 592¢/kg. Gunnedah also recorded a significant increase in yardings; however, the additional supply has not yet delivered meaningful price relief.

National cattle processing declined again, with NSW slaughter remaining below the same period last year.



WHAT THIS MEANS FOR STORES

- Premium beef cuts—including porterhouse, scotch fillet and rump—are expected to remain firm.
- Avoid committing to extended promotions without first confirming pricing and supply.
- Whole primals and bulk trays may provide greater flexibility and better margin opportunities.
- Burgers, sausages, mince and portion-controlled lines can offer customers a more affordable price point.



SALES OPPORTUNITIES

DRIVE VALUE. GROW SALES. BUILD LOYALTY.

- 1 Feature fresh chicken breast fillets as the week's leading meat-value promotion.
- 2 Build displays around affordable family-meal options, including mince, sausages, burgers and chicken.
- 3 Use whole primals and bulk trays to create stronger margin opportunities on beef.
- 4 Promote new-season lamb on improved quality and presentation rather than price alone.
- 5 Keep premium beef promotions targeted and confirm stock before advertising.
- 6 Pair meat displays with complementary fresh produce to create easy meal solutions for customers.



LAMB MARKET

INCREASED SUPPLY PROVIDING SELECTIVE RELIEF



National lamb yardings increased during the week, with larger numbers of new-season lambs moving through the market.

Most lamb indicators eased slightly as supply improved, providing the first sign of selective relief. However, lamb processing also declined, and some categories remain above last year's levels.



WHAT THIS MEANS FOR STORES

- Improved new-season quality is beginning to create stronger presentation opportunities.
- Pricing relief may vary between individual cuts and products.
- Confirm availability and pricing before advertising lamb promotions.



THIS WEEK'S FEATURED VALUE OPPORTUNITY



FRESH CHICKEN BREAST FILLETS

\$12.99
PER KG

Available Monday 14 September to Friday 18 September 2026, while stocks last.

With beef prices remaining firm, fresh chicken breast fillets provide an excellent family-friendly value option. They are versatile, easy to prepare and ideal for:

- ✓ Stir-fries
- ✓ Salads
- ✓ Schnitzels
- ✓ Barbecues
- ✓ Meal preparation
- ✓ Family dinners



Speak with your Dark Earth Fresh sales representative for current availability, pricing and tailored promotional opportunities for your store.

Quality Meat



Local Support



Stronger Together

Dark Earth Fresh
PEOPLE · PRODUCE · POSSIBILITIES



4989 6801



admin@darkearthfresh.com.au



www.darkearthfresh.com

