

# Your October Meat Outlook

Firm livestock pricing, reduced yardings, public holidays and recent rainfall are creating market pressure. Careful promotional planning and stock management will help protect margins throughout October.



**QUALITY MEAT  
STRONGER COMMUNITIES**



## BEEF MARKET



National cattle yardings fell approximately 24%. Restocker yearling steer prices rose 2.5%, supported by rainfall and renewed buyer confidence. National processing increased slightly, but NSW cattle slaughter remained around 5% below last year. Immediate wholesale price relief is unlikely.



**Manage scotch fillet, porterhouse, rump and T-bone carefully.**



## LAMB MARKET



National lamb yardings declined approximately 15.6%. The National Trade Lamb Indicator rose 5% to 1,153¢/kg carcass weight. Processing improved, including NSW slaughter, but stronger livestock prices may pressure wholesale costs.



**Lamb loin chops offer an opportunity where buying is favourable. Confirm pricing and available volume before advertising.**



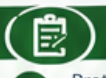
## RETAIL OPPORTUNITIES

- 1 Use selected beef specials to attract shoppers.
- 2 Promote whole primals and bulk formats for value.
- 3 Build barbecue displays around steak, chicken and barbecue packs.
- 4 Control premium-cut quantities and confirm replacement costs before extended promotions.



## MARKET & SUPPLY WATCH

- Beef and lamb: pricing remains firm.
- Mutton: stronger prices limit short-term relief.
- Chicken: an accessible promotional option.
- Secure quantities and confirm replacement costs.
- Whole meat products: approximately 20 days shelf life.
- Overwrapped bulk trays: around five days shelf life.



## RECOMMENDED ACTIONS

- 1 Protect premium beef margins with selected specials.
- 2 Offer whole primals and bulk formats for value.
- 3 Use lamb loin chops where buying supports a competitive offer.
- 4 Build chicken breast volume.
- 5 Include pork for choice and value.
- 6 Match promotions to the weather.
- 7 Confirm supply and replacement costs before advertising.
- 8 Combine meat and produce orders for freight efficiency and complete meal solutions.



## CHICKEN & PORK VALUE



Fresh chicken breast is an accessible family-meal option while red meat stays firm. Build volume with competitive weekly buying.



Promote chicken across salads, stir-fries, meal preparation and barbecues.

Boneless pork leg roast and versatile pork cuts offer additional value for roast meals and barbecue promotions. Review weekly buying opportunities.



## OCTOBER RETAIL FOCUS



**WARMER DAYS:** Steaks, barbecue packs, chicken breast, T-bone, porterhouse and quick-cook meals.



**COOLER OR WETTER DAYS:** Beef and pork roasts, slow-cook beef, lamb loin chops and family-sized meals.



**Match displays and order quantities to the weekly weather forecast.**



## Contact Adam Grogan

For current availability, pricing and tailored promotional recommendations.

**Adam Grogan**  
Meat Manager  
Dark Earth Fresh

**P: (02) 4989 6801**  
**M: 0413 199 556**