

SUMMER 2020

# OFF THE HOOK

ISSUE 10

An Outback Lamb publication



*Inside*  
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FOUNDERS2FARMERS  
& VALUE ADDING TO  
FARM COMMODITIES

TAIWAN TRIP -  
ALL THE  
HIGHLIGHTS

FINALISTS IN THE  
AUSTRALIAN FARMER  
OF THE YEAR





"Is it not  
delightful to  
have friends  
coming from  
distant  
quarters?"  
Confucius

"Westpoint" TULLAMORE NSW AUSTRALIA

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ACN 615 539 216







Congratulations

*Fiona Aveyard*

Finalist

2019 Australian Farmer of the Year

Host partners



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## Welcome

Hello and welcome to a bumper first issue for 2020 of **OFF THE HOOK**. 2019 is now behind us and I'm taking this opportunity to refresh and refocus on making 2020 an absolute cracker for Outback Lamb.

2019 threw down the gauntlet to challenge all of us involved in the Australian agricultural industry.

Between fires, floods and drought we've all had plenty to think about for the last 365 days.

Regardless, even during this time of adversity it has been a big year for Outback Lamb. The highlight was no doubt being chosen as one of three finalists in the ABC/Kondinin Australian Farmer of Year. If we crack on for 2020 here's hoping we have a shot at the main prize at the end of the year!

We were also selected to participate in an accelerator program called Farmers2Founders. The objective being to help us to find ways to value add to our existing farming businesses. We are trying to grow from being price taking commodity producers to becoming a branded entity. This journey started with the branding of our lambs and wholesaling them into boutique butcher shops. For us the next step now is to create an Outback Lamb gourmet sausage roll. Further down the track we plan to add other products, all with a focus on whole animal consumption with minimal waste. I cannot sign off without mentioning my recent trip to Taiwan, read more about this and check out the photos inside!

*Fiona Aveyard*







## Taiwan Trip

I was invited by the Asian Productivity Organisation and the China Productivity Centre to be guest lecturer at their annual **Animal Brand & Product Marketing Forum** in Chaia City, Taiwan. The brief was to discuss brand strategy and product market segmentation, the challenges of agricultural brands, livestock marketing strategy, internet marketing and community operations, all from an Australian sheep raising perspective.

We covered business objectives, target markets, the look and the message that content and strategy can create. I identified how a unique story can create a sustainable advantage as well as long term value when building an agricultural brand. A key component of the discussion was identifying market opportunities, responding to global trends and adding value to existing products in order to extract the most value from commodity production. One important point made was the value in identifying what it is that really 'matters' to the next generation of consumer.

This led into a focus on ways to appeal to the consumer via identified food trends. This included further discussion on sustainability and regeneration; snacks and convenience food; plant based foods; food provenance and the source of food; food as medicine as well as the masterchef revolution. When discussing the challenges of agricultural brands two main areas of concern were identified, this being food security closely linked to food safety and the other being climate change. The take home message relating to livestock marketing was that when developing a marketing plan it requires a strategic focus and a deep understanding of the target customer. The marketing activities should all progressively build an enduring relationship. We went on to outline a number of marketing activities that a producer can utilise in the transition from commodity to branded entity.







## Chih-Nan Temple

This was a flying visit to Taiwan - just 5 days, but it was an incredibly eye opening experience for me and a rare glimpse into a foreign and beautiful place. Taiwan is a bustling, modern country filled with warm and friendly people. From amazing highways and bypasses to the High Speed Rail; I was blown away by the engineering and quality of the infrastructure that we travelled on.

Without a doubt it makes Australia look like a 2nd world country! As someone who is involved with lobbying to improve our local, poorly designed road and transport networks - we could certainly learn a lot from Taiwan. I arrived on the Sunday evening and was met by Vincent & Sara from the China Productivity Centre.

The next morning Sherry the translator joined Sara and we took the opportunity to explore a wide variety of retail outlets to see how lamb and goat are marketed in Taiwan. This was followed by lunch at renowned local restaurant Din Tai Fung at the landmark Taipei 101 building. Next we toured the city and visited the Chih-Nan Temple.

An early start the next morning saw Sherry, Sara, Vincent & I catching the HSR train to Nantou. We toured the Jing-Chuan processing plant and enjoyed their goat product in a traditional Taiwanese hotpot at a local restaurant. Then to the He-Tian goat farm to inspect livestock and machinery and be interviewed by a local TV crew. That night in Chiaya City we met up with our counterpart farmers and producers attending the conference and enjoyed excellent company and a great meal once again!

Wednesday was the conference and it was a busy day. Thursday saw us visit Executive Yuan & their Livestock Research Institute for discussion and Q&A time. MLA representative Erica joined us and we headed to Kaohsiung to meet local importer Benny. We had lunch at his restaurant and inspected his products in stores and went to the processing facilities. Back onto the HSR at 7:30pm, where we traversed the length of the country to get to the airport in time for a midnight flight home.





## *Farmers 2 Founders*

**FARMERS 2 FOUNDERS** is an accelerator program aimed at developing entrepreneurship & technology capabilities, so that producers can solve critical industry challenges. It's all about equipping businesses like ours with the skills and knowledge to scale industry changing ventures. There are 8 businesses in the current cohort. In the case of Outback Lamb our project is to see if we can scale our speciality sausage roll venture as a value add to try and maximise our return per animal. Essentially F2F is a 3 month business support program that is producer-led for agtech, foodtech or food innovation businesses - particularly those who are looking for resources and support to grow quickly. We did an intense 4 days in Sydney where we worked out of the Technology Park in Redfern. We were given targeted advice aimed at getting more customers, accessing finance, and understanding our path to 'scale up'. Our next catch up is at EvokeAG in Melbourne in February, so stay tuned for developments!







## *On the farm...*

It is pretty hard to sugar coat it, the last few seasons have indeed been challenging. We have measured 80 mm of rain this year. As a guide, our average rainfall is 500 mm. Warranilla has been out of water all year, here at Westpoint we have only enough for a few more weeks. Our Trundle block has a better catch - a few more hills than the house block has to run water, whereas here we need the creek to run in order to catch water. Only time will tell how the next season shapes up, and I want to be optimistic that the next Autumn 2020 issue of **Off The Hook** will be showing plenty of green feed and some decent puddles - maybe even some sowing underway if we get an early break! We enjoyed a successful lambing percentage despite the lack of rain with the XB ewes achieving 160% at lamb marking and 110% in the merinos.





All recipes can be found at [outbacklamb.com.au/blog](http://outbacklamb.com.au/blog)

## Recipes

Don't forget to head to the web page and check out my latest recipe blog. In this issue I've included my latest personal favourite Taiwanese dish - 3 Cup Lamb. I used ribs in this version, just like what we ate at the restaurant in Taiwan, but I have also used diced lamb shoulder as an variation and both were equally delicious. For a slightly more 'summery' spin on this I included a crunchy slaw recipe as an alternative to rice.

I am really looking forward to including a Taiwanese lamb hotpot in the next issue - it is a staple in the cooler months and the lovely Chinese spices make for a warming and flavoursome experience. Like me, I'm sure you will be converted to the taste!

At the Jimmy Barnes concert in Tullamore we did up some delicious lamb salad rolls, served on crusty french style sourdough roll with Swiss cheese, lettuce, mayo and a homemade beetroot relish. Not that you'd need a recipe to make a sandwich, but the shawarma imparts a unique and deep flavour to the meat and is a skill definitely worth adding to your lamb roast repertoire.



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### 3 CUP" TAIWANESE LAMB RIBS

A classic dish from Taiwan



### MARINATED LAMB CUTLETS with SKORDALIA | TOMATO & MINT SALSA

A fresh taste of Summer



### OTTELENGHI'S JERUSALEM LAMB SHAWARMA

ideal for everything from the perfect lamb sandwich through to a Sunday roast



### BEST LAMB SAMBO'S EVER!

Made with leftover lamb shawarma







I cannot wrap up 2019 without mentioning how amazing the people of this country are. In times of natural disaster they just step up, time and time again. Their care, compassion and ability to act effectively is a shining example to all of us. After suffering through drought for the past 3 year (and a flood before that!) we have been blessed to have had some incredible people enter our lives. From strangers who drop cards into the mail box with lollies for the kids; to community and family groups who travel out here in their holidays to do farm tours and deliver Christmas gifts and hampers - we have been on the receiving end of some extraordinary acts of kindness. It is humbling and greatly appreciated. While I'm handing out the accolades I want to say 'thanks' and give a big, big cheerio to all our friends and family who pulled on the apron and helped us to promote Outback Lamb at Trundle Bush Tucker Day and Tullamore's Jimmy Barnes Concert. **Thank you xx**

## *Jim's Joke*

What do you call a sheep rolling down a hill? A lambslide



*A thorn between 2 roses -  
Marnie, Bill & Amanda at TBT*