

QUALITY GUARANTEE

CLEANER

**GUND  
AGAI  
LAMB**

FAIRER

BETTER

# Our Approach to Market

A lamb brand which is constantly improving via an open feedback loop to increase value for the consumer and profit for the producer and processor.

- **BETTER** – Intramuscular Fat (IMF) graded for guaranteed eating quality.
- **CLEANER** – Lean Meat Yield (LMY) graded to reduce excess fat production;
  - Animal health reporting to reduce disease burden over time.
- **FAIRER** – building trust via transparency, paying producers for quality.

This represents our understanding of what our producers and consumers value.

# GLQ Score

Our unique grading system brings together our ability to objectively measure intramuscular fat, lean meat yield and animal health in a single carcass score.

$$GLQ = \frac{\text{round}(\text{global\_multiplier} \times lmy \times lmy\_decay \times imf\_decay, 1)}{10}$$

$$imf\_decay = (1 - imf\_max\_penalty) + \left( \frac{imf\_max\_penalty}{1 + e^{(-imf \times imf\_offset) \times imf\_steepness}} \right)$$

$$lmy\_decay = (1 - lmy\_max\_penalty) + \left( \frac{lmy\_max\_penalty}{1 + e^{(-lmy \times lmy\_offset) \times lmy\_steepness}} \right)$$

# GLQ Score

The GLQ Score is designed to;

1. Encourage lambs with above average marbling;
2. Discourage the over-fattening of lambs; and
3. Reward lambs free of animal health conditions and carcass defects.

|     |      | GLQ Score |     |     |     |     |
|-----|------|-----------|-----|-----|-----|-----|
|     |      | 48%       | 51% | 54% | 57% | 60% |
| IMF | 1.0% | 0.7       | 1.3 | 1.4 | 1.4 | 1.5 |
|     | 3.0% | 1.6       | 2.8 | 2.9 | 3.1 | 3.2 |
|     | 5.0% | 3.0       | 5.2 | 5.6 | 5.9 | 6.2 |
|     | 7.0% | 4.0       | 7.0 | 7.4 | 7.9 | 8.3 |
|     | 9.0% | 4.3       | 7.7 | 8.1 | 8.6 | 9.0 |

# GLQ Score

Improving your GLQ Score.

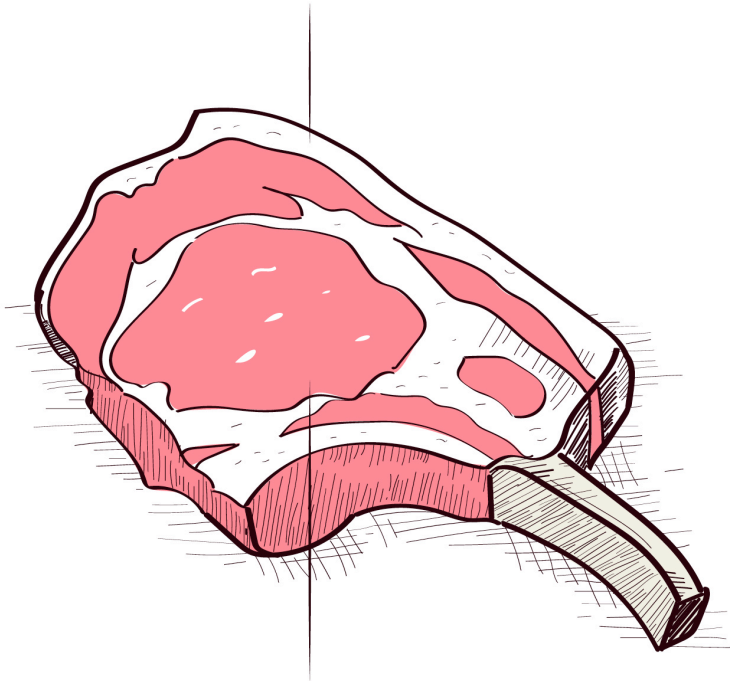
| Current IMF                    | 1                                   | 2 | 3 | 4 | 5  | 6 | 7   | 8 | 9 | 10 |
|--------------------------------|-------------------------------------|---|---|---|--|---|---|---|---|----|
| GLQ Improvement Strategy (IMF) | Increasing IMF will improve GLQ     |   |   |   | Increasing both IMF & LMY will improve GLQ |   | Increasing IMF will only marginally improve GLQ |   |   |    |
| GLQ Improvement Strategy (LMY) | Increasing LMY will NOT improve GLQ |   |   |   | Increasing both IMF & LMY will improve GLQ |   | Increasing LMY will improve GLQ                 |   |   |    |

# Product Lines

**GUND  
AGAI  
LAMB**

Fig 1. GLQ SCORE GRADED

STANDARD LEAN MEAT YIELD  
TRIED AND TRUE AUSSIE LAMB



STANDARD INTRAMUSCULAR FAT (IMF)  
EVERYDAY QUALITY

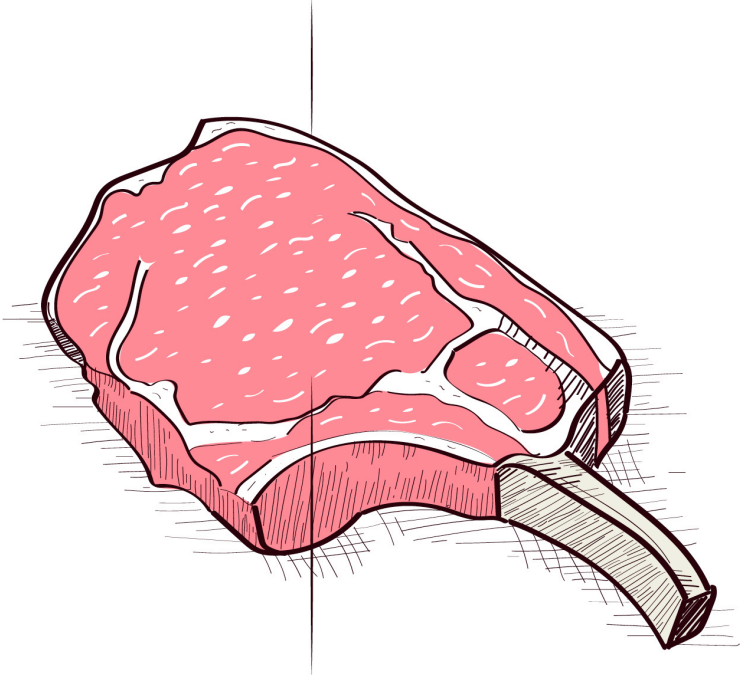


# Product Lines

**GUND  
AGAI  
LAMB**

Fig 2. GLQ SCORE 5+

HIGHER LEAN MEAT YIELD  
NO EXCESS FAT. NO WASTE



HIGHER INTRAMUSCULAR FAT (IMF)  
DELICIOUS MARBLING



# The Year in Review

- Key Statistics
  - Hot Standard Carcase Weight (HSCW)
  - Lean Meat Yield (LMY)
  - Intramuscular Fat (IMF)
- Lamb Supply Distribution

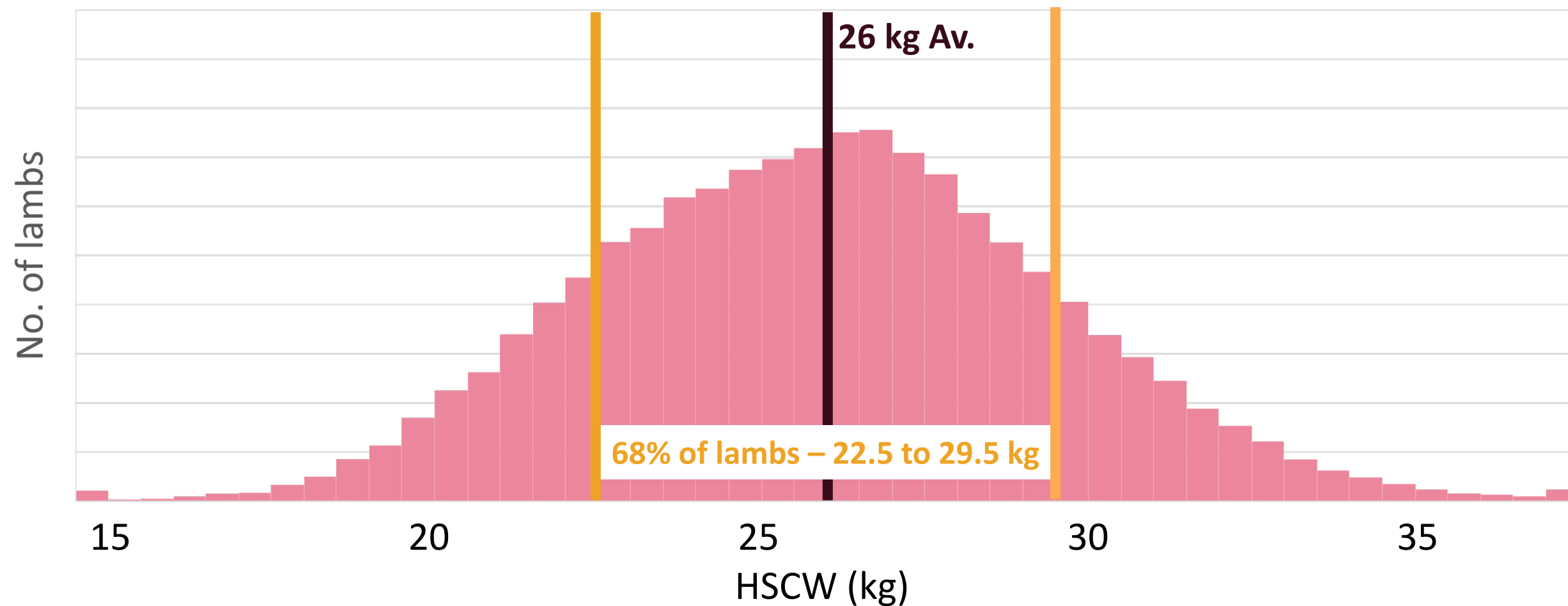
*Data presented is the 13-month period from 1 July 2021 to 31 July 2022.*



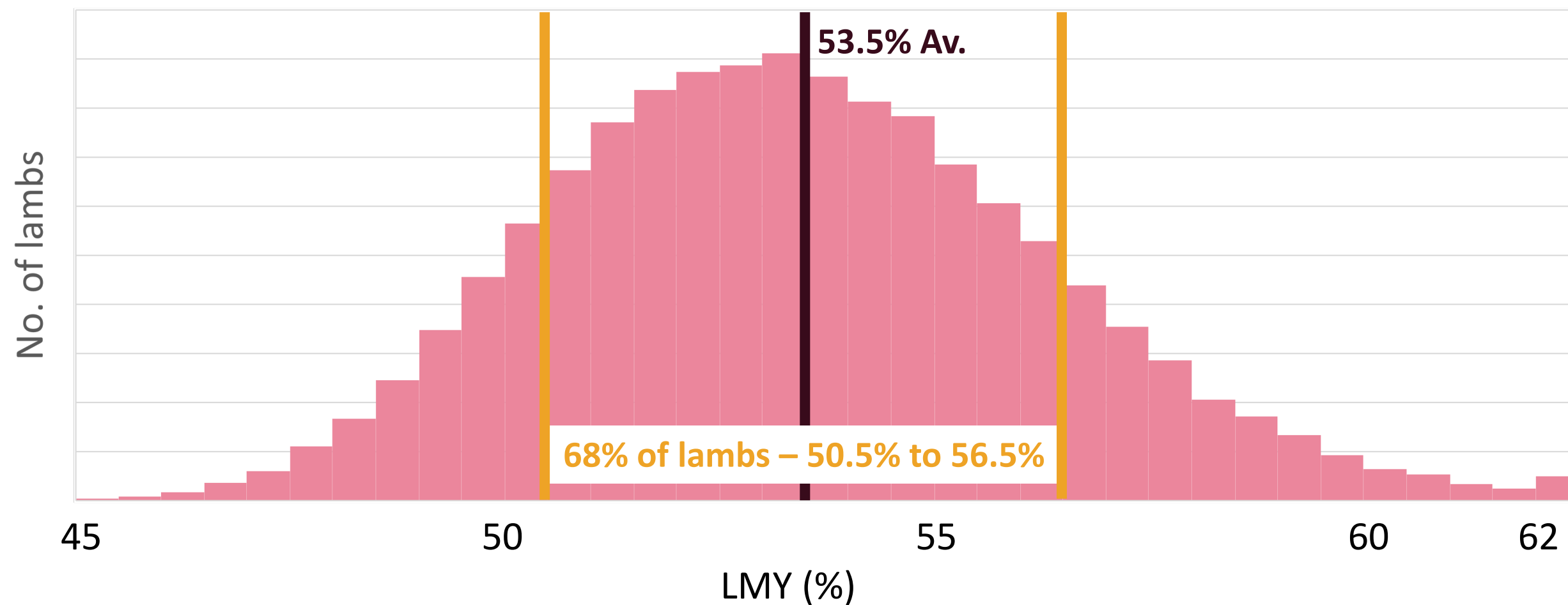
# Key Statistics

| Description                             | Result |
|---|--------|
| Number of lambs processed               | 78,000 |
| Number of producers                     | 171    |
| Average number of lambs per consignment | 200    |
| Average number of lambs per producer    | 460    |

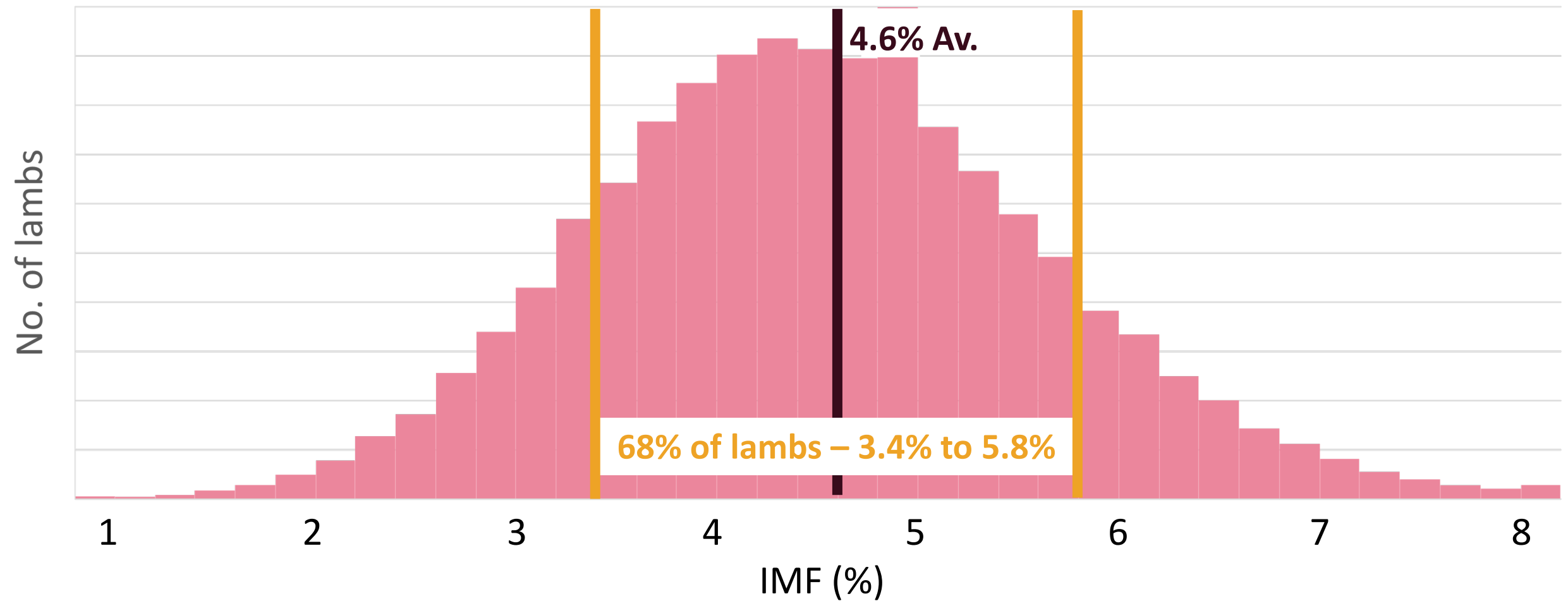
# Key Stats - HSCW



# Key Stats - LMY

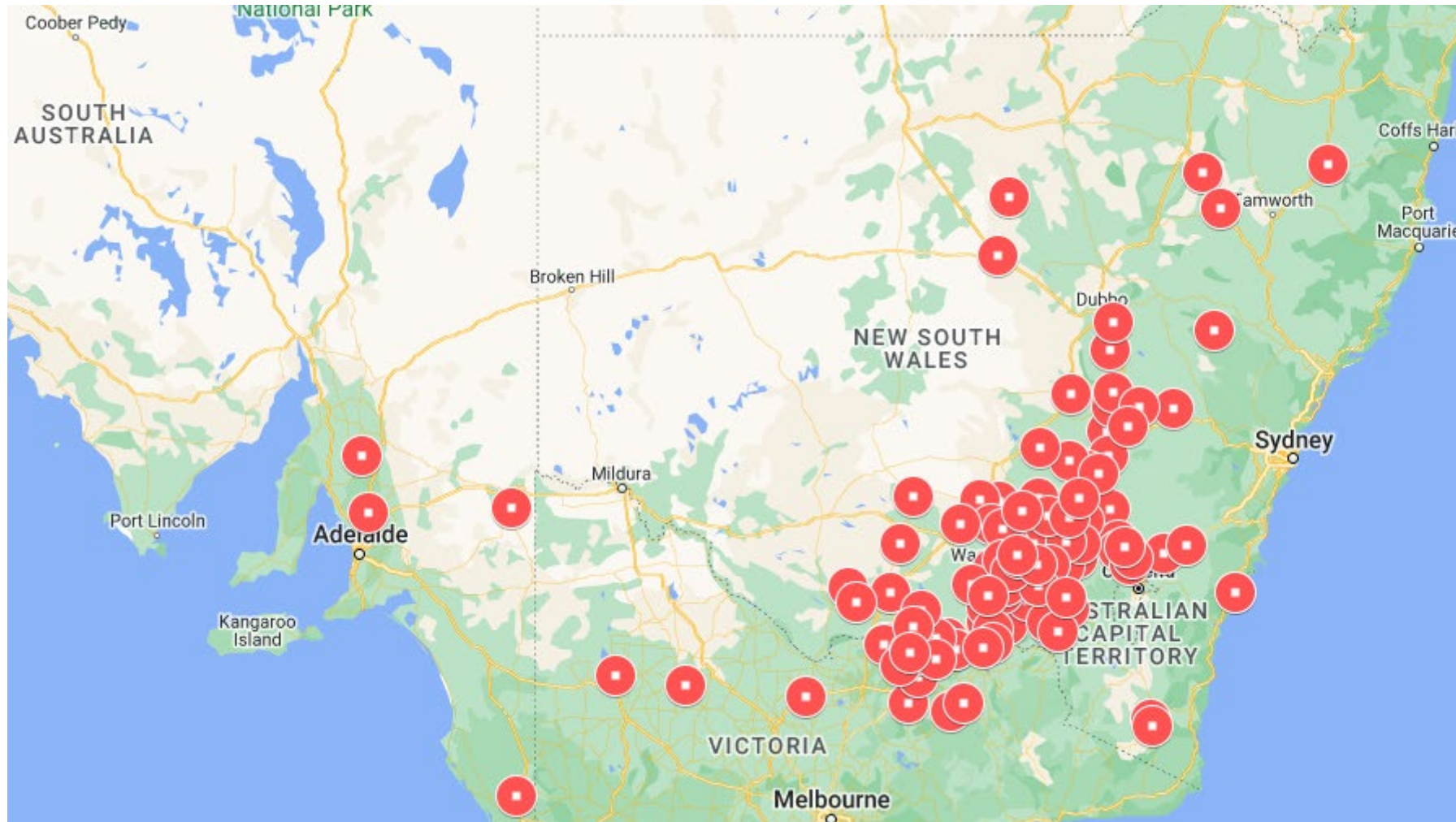


# Key Stats - IMF



# Lamb Supply Map

**GUND  
AGAI  
LAMB**



Min 500m

Max 1,050km

Average 180km

# So many breeds...

**GUND  
AGAI  
LAMB**

Sheep Master cross      Texel      Corriedale

White Suffolk      Merino      Composite      Dorset x Merino

Primeline      XB      Dohne      Coopworth

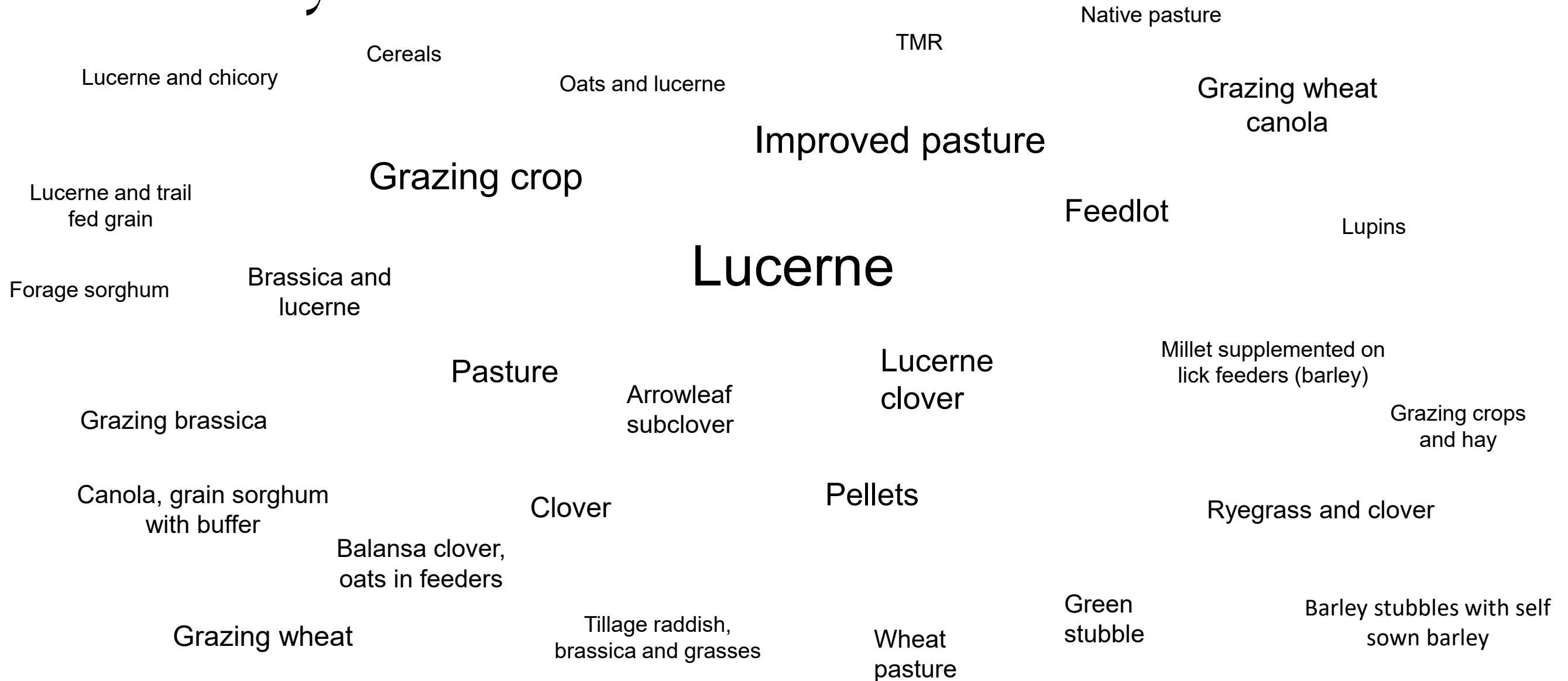
Hampshire cross      Poll Dorset      Dorper      Aussie White

Suffolk      White Suffolk Cross      White Suffolk x Merino

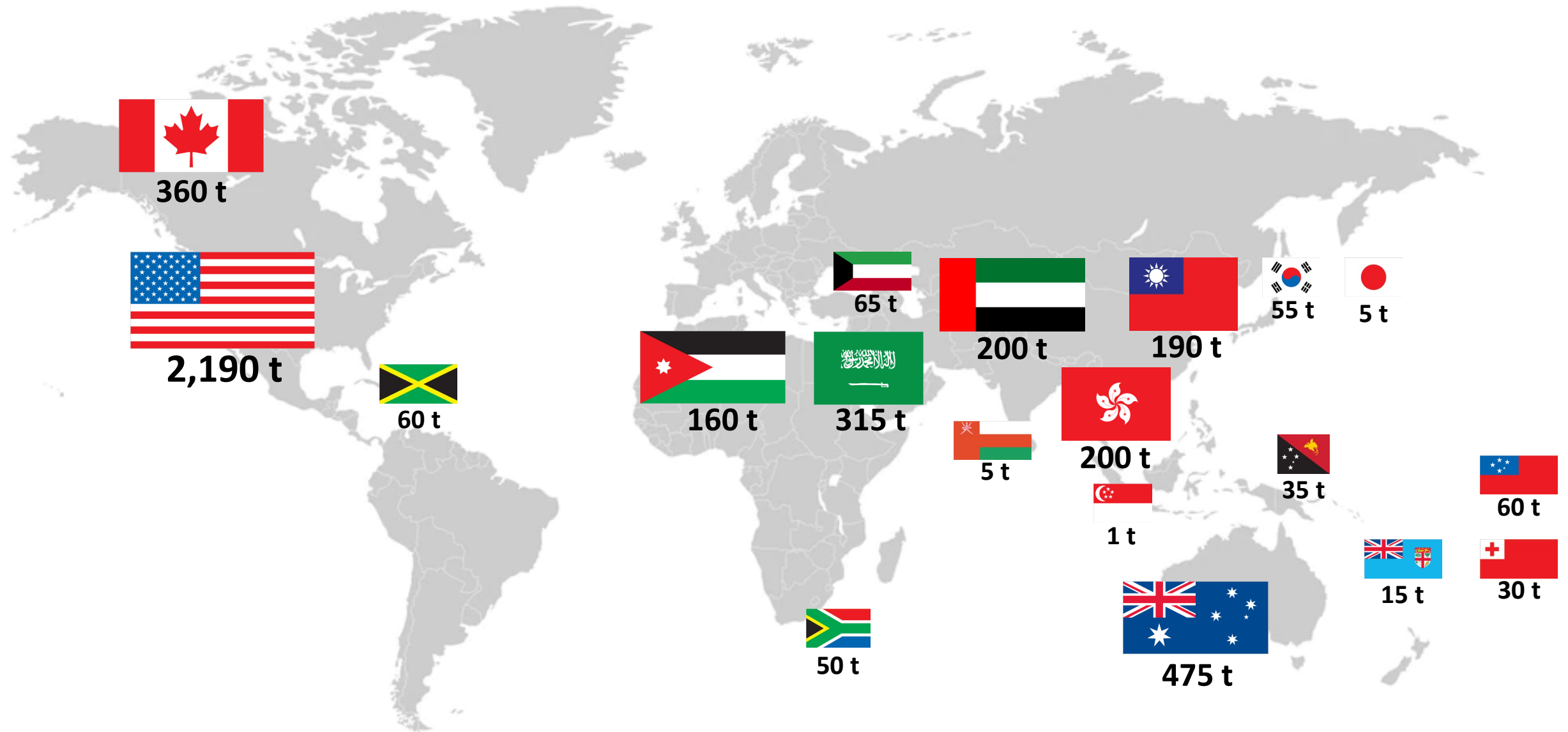
Charolais x Coopworth      Hampshire      Meat Plus

# So many feeds...

**GUND  
AGAI  
LAMB**



# Global Markets by Weight (t)





# Producer and Agent Awards

*2021/22 Season*  
*(1 July 2021 to 31 July 2022)*

# IMF Award

## Criteria

- Highest average IMF percentage for an individual consignment of lambs

# IMF Award

- 1. Andrew & Deborah Cotter (6.8%)**
2. Morton and Son (6.4%)
3. Tallawong Pastoral Co (6.3%)
4. Zilcas Trust (6.1%)
5. Padany Pastoral (6.0%)

# Grid Performance Award

## Criteria

- Highest proportion of lambs in a consignment within the following grid ranges;
  - HSCW – 24kg to 32kgs
  - LMY – 53% to 60%

# Grid Performance Award

- 1. Hufton Pastoral Co (79%)**
2. Richard Marshall Pastoral Co (67%)
3. Don Mills – Kardinia Dohnes (61%)
4. C Bourne (59%)
5. K Buckingham (58%)

# GLQ Score Award

## Criteria

- Highest average GLQ Score for an individual consignment of lambs
- Minimum 3 consignments over the season.

# GLQ Score Award

- 1. Tallawong Pastoral Co. (7.1)**
2. Zilcas Trust (6.5)
3. Old Bundemar (6.4)
4. Oxton Park (6.2)
5. Wallandoon (6.2)

# Pioneers Award

## Criteria

- Engagement with the Producer Portal.
- Attendance on site for information sessions / producer days.
- Has engaged with the Gundagai Lamb team regarding improvement of performance and actively seeks more information.



# Pioneers Award

- 1. Tom Molineaux, Mollies Trading**
2. Tony Manchester
3. Oxton Park
4. T.A. Field Estates
5. Peter & Kacee Artridge

# Agent of the Year

## Criteria

- The combination of 5 criteria weighted to determine an individual score
  - GLQ Score Average - 40%
  - HSCW Average - 20%
  - Number of Consignments - 20%
  - GLQ Score Standard Deviation (spread) - 10%
  - HSCW Standard Deviation (spread) - 10%

# Agent of the Year

- 1. Jarrod Slattery, Nutrien Ag (90)**
2. Dean Bourlet, South West Slopes (89)
3. Steve Grantham, Elders (89)
4. Trent Head, Elders (75)
5. Tim King, StockDirect (73)

# Producer of the Year

## Criteria

- The combination of 5 criteria weighted to determine an individual score
  - GLQ Score Average - 40%
  - HSCW Average - 20%
  - Number of Consignments - 20%
  - GLQ Score Standard Deviation (spread) - 10%
  - HSCW Standard Deviation (spread) - 10%

# Producer of the Year

- 1. Old Bundemar (72)**
2. Tallawong Pastoral Co (67)
3. Zilcas Trust (66)
4. Oxton Park (65)
5. Crown Ag (65)

# New Season Launch

Each year we intend to announce improvements and advancements at our Annual Producer Event.

This year we have two key announcements;

- New Bonus System
- Pioneers Program

# New Bonus System

To support the success of the GLQ5+ product we are tonight announcing;

- The replacement of the IMF bonus with a GLQ5+ bonus
- We have adjusted the GLQ Score algorithm to make it harder for over fattened lambs to achieve GLQ5+ status.
- **The number of lambs to receive the \$0.50 per kilogram bonus will increase from 35% (IMF5+) to 42% under the new GLQ Score bonus.**

# Pioneers Program

Over the next 3-6 months the “Pioneers Program” will be established as a way for select producers to directly engage with the latest advancements in the Gundagai Lamb offering including;

- Access to Soil Carbon Baselineing
- Enhanced Carcase Feedback and Analysis via our new Traceability Platform
- Input in the Development of our Forward Contract Strategy

**To register your interest, simply send an email to a member of our team.**