



Meat the Market

Objective carcass measurement for maximised sheepmeat profitability

Meat the Market is a profitable grazing systems program delivered as part of the four-year (2022- 2025) Objective Carcass Measurement (OCM) Feedback project to assist Western Australian producers with understanding carcass feedback, improving carcass quality and hitting market specifications.

OCM is part of the SheepLinks program – a partnership between the Department of Primary Industries and Regional Development and Meat & Livestock Australia.

Carcass measures of lean meat yield and eating quality in sheep currently do not exist or are inaccurate, leading to poor carcass

feedback to producers. Carcass lean meat yield and eating quality can be highly profitable, however the lack of feedback and payment systems for these traits make it difficult to improve from the farm gate.

Objective carcass measurement technologies are currently being developed and commercialised to measure these traits. This includes Dual Energy X-ray Absorptiometry (DEXA) for lean meat yield, and multiple devices to measure intramuscular fat as a measure of eating quality.

Program overview

Meat the Market is a profitable grazing systems program that takes producers on the journey of adopting objective carcase feedback.

Producers will learn about:

- the importance of lean meat yield and eating quality
- solutions for improving carcase compliance to the grid
- how to improve carcase yield and quality
- how to turn off lambs more efficiently
- MSA sheepmeat requirements
- future marketing and branding opportunities.

The program also includes open and transparent discussions with processors around feedback options, future grading, price signals, and value-based marketing.

Producers will receive objective carcase data and with the help of trained coaches and farm consultants, develop on-farm management strategies to improve carcase performance, including:

- ✓ genetic selection and breeding objective strategies
- ✓ matching growth rates with feedbase and nutrition
- ✓ lamb assessment.



More information

For more information on Meat the Market or if you are interested in joining the program please contact claire.payne@dpird.wa.gov.au or visit agric.wa.gov.au/OCM



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