



### GROWER SPECIFICATIONS

Retailers have indicated that Straban Eco Lamb™ is telling their customers a positive story about the lamb meat they buy. This brand, 'Straban Eco Lamb™', has been produced and trademarked so that consumers will know they are purchasing some of Australia's healthiest lamb and supporting ethical farming practices.

In the first year of production we are aiming to provide upwards of 20,000 to 25,000 lambs and within 3 to 4 years some 50,000 and more.

#### Quality assurance program

We want all Straban Eco Lamb™ growers to be identified so that growers feel a sense of pride about how they present their animals and the consumers feel good about supporting the local producers. This will become part of a quality assurance program that names and profiles the growers who supply the lamb to our markets.

#### Straban Eco Lamb™ Management and Ethical Procedures

- Merino enterprise using ethically based, holistic or similar based management practices
- The sheep must be treated humanely at all times
- There is to be no mulesing
- They are to be feed on winter or summer crops from weaning to delivery and that are free from parasites and unnecessary chemicals

#### Grower Contracts

These are the specifications and management practices that need to be met:

##### **1. Genetic Base**

Rams and semen required to grow these lambs must be obtained from an SRS® genetic base.

## 2. Minimum Requirements

Minimum number of ewes to join is 300. You will have to provide a minimum of 80% of lambs at delivery.

## 3. Lamb Targets

At weaning, growers must advise lamb numbers to assist in providing volume targets

## 4. Lamb Specs

Av 18-22 kg dead (carcase) weight  
2/3 score  
Delivery 9-11 months

## 5. Delivery

Straban Eco Lamb™ requires growers with different joining times so that consistent quality and volume can be provided year round.

Joining 2008	Lambing 2008	Delivery 2009/10
January	June	March
February	July	April
March	August	May
April	September	June
May	October	July
June	November	August
July	December	September
August	January	October
September	February	November
October	March	December
November	April	January
December	May	February

## 6. Straban Eco Lamb™ premium rate

The market rate is taken from the MLA fat (prime) lamb indicator each Friday for the following week's delivery. **The premium you will receive will be 9.5%.**

## **7. Abattoirs**

Currently we have agreements with:

Northern New South Wales: Eversons Wholesalers  
Frederickton NSW

Southern New South Wales: Mulligan PD Pty Ltd  
Cowra Abattoirs  
Cowra NSW

Transport to the abattoirs is at the growers cost. We are currently sourcing abattoirs in South Australia and Victoria.

## **8. Animal husbandry**

Minimal use of chemicals.

Lambs are to be weighed to achieve precise weights. This will provided us with important growth weight information and assist us in selecting superior sires;

Lambs are to be individually tag for traceability. This creates a link between the grower and the consumer.

Lambs are to be feed on winter, summer crops or high quality pastures from weaning to delivery. On pastures that are free from parasites and unnecessary chemicals.

There is to be no mulesing.

## **9. Data collection**

Eye Muscle, worm monitoring, weights and any chemical treatment along with tag numbers are to be collated and sent to Straban Eco Lamb™ Pty Ltd. A data sheet will be provided.

## **10. Payment**

Grower payments will be made within 14 days of delivery. If you use an agent, payment will be under their terms and conditions and they will inturn invoice Straban Eco Lamb™ Pty Ltd.

## **11. Inability to execute grower contracts**

If the grower is unable to meet the 80% target at time of delivery, a price deduction will occur. Instead of the MLA (prime) fat lamb market indicator rate you will receive the merino lamb rate.