



Royal Agricultural Society of NSW



SECONDARY (STAGE 5)

LAMB LOGIC

AG IN A
BOX



How Does Nutrition Affect Lamb Production?

Popular Grains for Sheep



Wheat



Barley



Oats



Lupins



Investigate - www.makingmorefromsheep.com.au

Feed Type	Natural or processed?	Main Purpose
Pasture		
Lucerne Hay		
Grain		
Commercial Pellets		
Mineral Supplement (Lick Block)		

Feed Factors

Energy

Provides power for growth and activity.

Protein

Builds muscle and tissues.

Vitamins & Minerals

Support immunity and overall well-being.

Water

Essential for digestion and health.

Did You Know?

A well-fed lamb can gain up to 300 g per day.



Think Like a Producer

Rank the feeds from
most cost effective → least cost effective

1. _____
2. _____
3. _____
4. _____
5. _____

Career Spotlight

Women in STEM Livestock Nutritionist

What They Do

- Analyse feed quality and animal needs
- Develop rations for different life stages
- Improve growth, health and productivity
- Support sustainable and profitable farming

Description

Designs feeding programs that maximise animal performance.

How might drought affect feeding decisions?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A lamb producer wants to increase growth rates before market. Which feed would you recommend?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

A cartoon illustration of a sheep lying down, facing forward. The sheep has a large, thick, curly woolly coat in a light brown or tan color. Its face is white with small black eyes and a simple black nose and mouth. The background is a solid light blue.

You manage a flock
of 500 lambs.

This season:

- Feed prices increase
- Lamb prices increase
- Rainfall decreases

Choose two actions

- ☐ Buy more feed
- ☐ Sell stock
- ☐ Improve pasture
- ☐ Reduce costs

Decision Matrix

Choice	Benefit	Risk

Producer Scorecard

Rate each outcome:

Choice 1:

Profitability



Animal Welfare



Sustainability



Choice 2:

Profitability



Animal Welfare



Sustainability



Choice 3:

Profitability



Animal Welfare



Sustainability



Reflection

Which factor would influence your decision most?

[illegible]

Career Spotlight

Women in STEM Farm Manager

What They Do

- Plan budgets
- Monitor production
- Manage risks
- Lead farm teams

Description

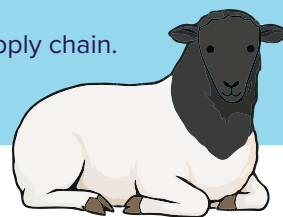
Makes production and financial decisions to keep farms productive and profitable.

Learning Outcomes

AG5-1 AG5-3

Learning Intention

Investigate the lamb supply chain.



How Does Lamb Travel from Paddock to Plate?

Number the stages in the correct order from paddock to plate.

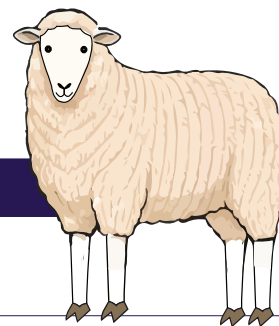
☐	☐	☐	☐	☐	☐	☐
						
Retail	Processing	Farm	Distribution	Consumer	Transport	Saleyard

Stakeholder Investigation

Complete the table to show how key people contribute to the supply chain.

Person	Why Are They Important?
Farmer	
Processor	
Retailer	
Consumer	

**Strong Supply Chains
=
Strong Farms
=
Strong Future**



What would happen if transport stopped for one week?

Think bigger!

How would it affect:

- farmers
- processors
- retailers
- consumers

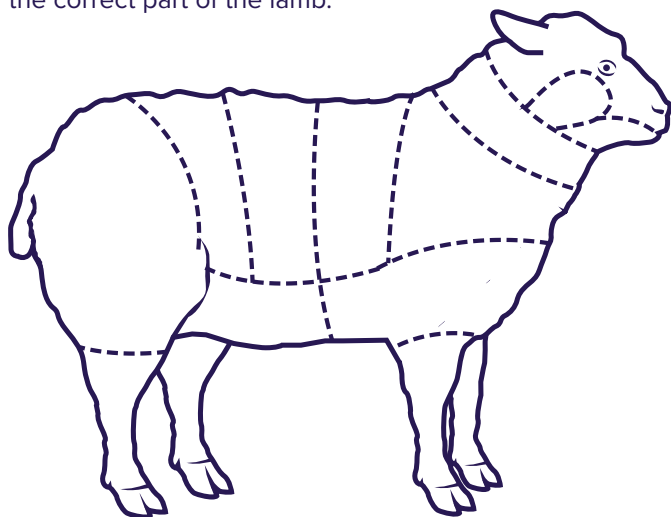
Think bigger!

How would it affect:
farmers
processors
retailers
consumers

How Does Processing Add Value?

Match the Cut

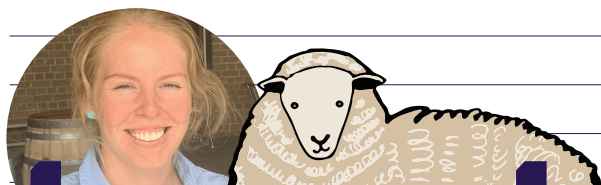
Draw lines to match each cut with the correct part of the lamb.



Leg	Loin	Neck	Cheek
Shoulder	Shank	Rib	Breast
Tongue	Flank	Sirloin	

Value Adding Challenge

Which cut would likely be worth more? Why?



Career Spotlight

Women in STEM

Farm Manager

What They Do

- Inspects meat quality
- Operates processing equipment
- Maintains hygiene and safety
- Supports food traceability

Description

Ensures quality and food safety standards are met at every stage of processing.

Did You Know?

Processing increases the shelf life, safety and appeal of lamb, helping producers reach more consumers and markets.

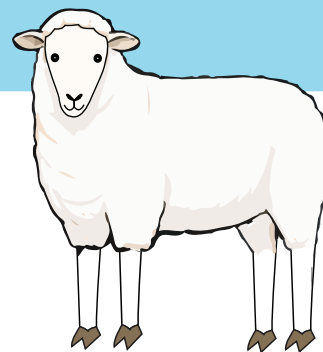
Good Processing
= Quality Products
= Happy Consumers
= Stronger Industry

Learning Outcomes

AG5-3 AG5-7

Learning Intention

Investigate how lamb is processed and marketed.



Cooking Methods

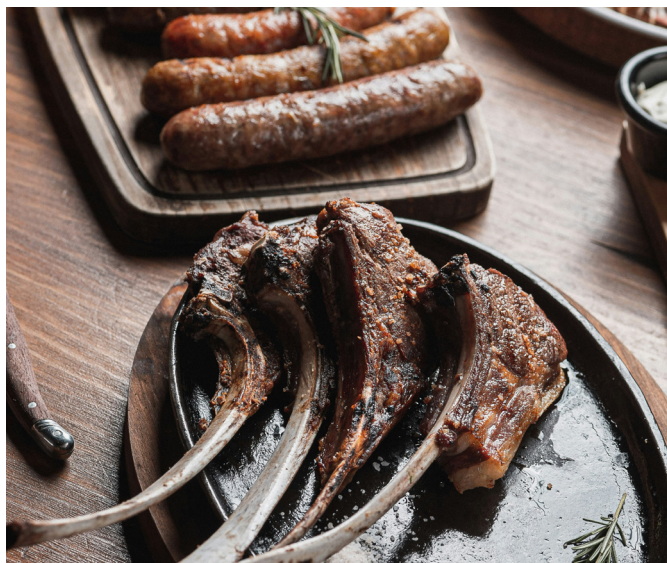
Match each cut with the best cooking method.

[illegible]

Think like a producer!

Value can increase with: quality, presentation, convenience and market demand

Why Do Consumers Choose Lamb?



Reflection

How can producers meet changing consumer expectations?



Career Spotlight
Livestock Agent

What They Do

- Understands market trends
- Matches livestock to buyers
- Negotiates prices

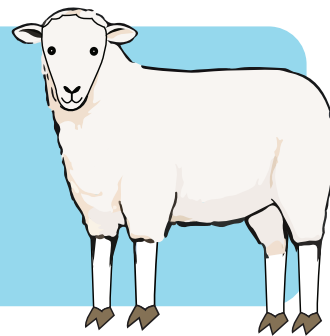
**Smart Consumers Choose Quality.
Strong Producers Deliver Value.**

Learning Outcomes

AG5-2 AG5-7

Learning Intention

Analyse consumer demand and nutrition.



Rank the factors that most influence your food purchases.

- | | |
|--------------------------------------|---|
| ☐ Price | ☐ Sustainability |
| ☐ Taste | ☐ Animal Welfare |
| ☐ Health | ☐ Origin |
| ☐ Convenience | |

Did You Know?

Lamb is naturally high in protein and essential nutrients.



Career Spotlight Livestock Agent

What They Do

- Understands market trends
- Matches livestock to buyers
- Negotiates prices
- Builds strong relationships

Description

Connects producers with markets.

Enterprise Challenge

You are launching a new lamb product.
Create your product and marketing plan.



1. Product Description

Describe your lamb product. *What is it? What makes it unique? What ingredients or features does it have?*

2. Target Consumer

Who is your product for? Describe your ideal customer. *Think about: age, lifestyle, values and what matters to them*

Consider

- Age group
- Lifestyle
- Values and interests
- What they care about
- Where they shop or eat

3. Marketing Message

Write a clear and convincing message to tell your target consumer why they should choose your lamb product.
Focus on the benefits and value it delivers.

Consider

- Taste**
Delicious and satisfying
- Health Benefits**
High in protein and nutrients
- Sustainability**
Good for animals, environment and future
- Convenience**
Easy to prepare and saves time
- Price**
Good value for money

Smart Consumers Choose Quality. Strong Producers Deliver Value.



Sketch and label a drawing of your product.

