

Brand gets boost via ICA

The Organic Meat Company has utilised MLA's Industry Collaborative Agreements (ICAs) to open and develop new export markets in the US and Asia.

The Australian company was established just over four years ago and now processes between 1,000 and 1,300 head each month, exporting to the US, South Korea, Singapore and Hong Kong as well as supplying key domestic customers.

A key to this expansion has been the marketing funds accessed through ICAs which is a collaborative marketing program between a red meat exporter and MLA that jointly funds marketing for Australian beef, especially through branded beef promotional campaigns overseas.

KEY POINTS

- > Industry Collaborative Agreements (ICAs) have helped The Organic Meat Company open and develop new export markets in the US and Asia.
- > Marketing funds have helped fund advertisements, point-of-sale material and in-store cooking demonstrations.
- > Company head Alister Ferguson said the ICAs help them develop and cement relationships with key clients.

The ICA program is designed to expand sales for the exporter, enhance the effectiveness of export marketing campaigns, strengthen supply chain relationships and, ultimately, to develop stronger recognition of Australian beef in international markets.

In charge

The driving force behind The Organic Meat Company (a subsidiary of major Australian beef exporter Sanger Australia) is Alister Ferguson, who has been in charge since its inception.

Working closely with customers over the past four years in more developed markets such as the US has been one of the key drivers behind The Organic Meat Company's success and the use of ICAs has helped it establish and develop new markets.

"If we have customers that decide to range an organic line at retail or develop a new organic beef product, we can support them with funding for such things as in-store cooking demonstrations, point-of-sale brochures and labels which help our customers develop the business which in turn helps us grow our business," said Mr Ferguson.

"ICAs certainly assist us to open new markets for our product and maintain and grow the business we currently have and we will definitely continue to utilise the program into the future.

"As more cattle come into the organic system, we will look to open new markets and the ICA helps us open those doors," he said.

The ICA program has also helped pay for their major US customers to visit Australia.

"They may have visited anyway but it gets them over sooner than they may have to inspect the cattle and production systems of our suppliers and our processing facilities. This helps to cement our relationships," Mr Ferguson said.

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Consolidation

Mr Ferguson said the company is now going through a consolidation period aligning the business with their current customers' requirements.

"My philosophy has always been I would rather have three good customers in a market and look after them well as opposed to having 10 customers and not be able to provide the quality and quantity of product required to help

The Organic Meat Company's Alister Ferguson (right) with one of their supplying producers Rob Grummitt from Augathella, QLD. When The Organic Meat Company was established it installed a mentoring program whereby they actively encouraged select property owners to become certified organic and assisted them through the certification process.



grow their business," he said.

Mr Ferguson's achievement in making The Organic Meat Company Australia's largest exporter of organic beef was rewarded at this year's Red Meat Industry Awards where he was named the Westpac Young Beef Achiever of the Year.

MORE INFORMATION

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