

Marketing of Products from SWEs: Kangaroo Meat from the Maranoa Conservancy

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Broad Assumptions

- **Supply of kangaroo meat in future is not likely to change significantly**
- **The human consumption kangaroo meat product is generally desirable and demand is increasing**
- **Red meat prices will rise in real terms in future**

Key Messages

- **A market niche exists for environmentally badged kangaroo meat. Penetration would be possible but difficult**
- **Three necessary components in developing such a market**
- **High meat quality, environmental credentials, and promotion**

Challenges and Constraints

- **Limited supply**
- **Improving 'quality' including presentation**
- **Simplifying and justifying the environmental badge**
- **Partnering and promotion**

Size of Conservancy Supply

- **Quantity of supply and its variability**
- **Strategies for increasing supply**
- **Differentiated product?**

Improving 'Quality'

- **Meaning of quality**
- **Selection, Harvesting, Handling, Chilling, Transport**
- **Cooking/Education/Food Safety**

Environmental Badging

- **Current message being generated is somewhat complex: e.g. Positive impacts on other wildlife; less land degradation; balance of livestock/kangaroos; greenhouse gas reduction**
- **Simple messages backed up by more detailed booklet and evidence of environmental certification (available to participants in the marketing chain)**
- **If “net conservation gain” term is to be used, its meaning needs to be clarified**

Partnering

- **Other conservancies**
- **Gradual development**
- **Partnering with a processor, distributor, marketer**

Conclusions

- **Environmental badging is feasible but difficult and not sufficient on its own**
- **High quality meat plus high level of promotion will both be required**
- **The level of supply and its variability is likely to entice cooperative action between SWEs, so introducing new issues**