



2016

GLOBAL DOHNE CONFERENCE

JULY 21 -22 | AUSTRALIA

Celebrating
50 years

"A must for all sheep producers"



Bruce Peat

Farmer & Meat Processor

A perspective of the Dohne breed

RIVERSIDE MEATS

GROWN IN THE RIVERINA



Case Study

**THREE
RIVERS**
SPECIALTY  MEATS CO.



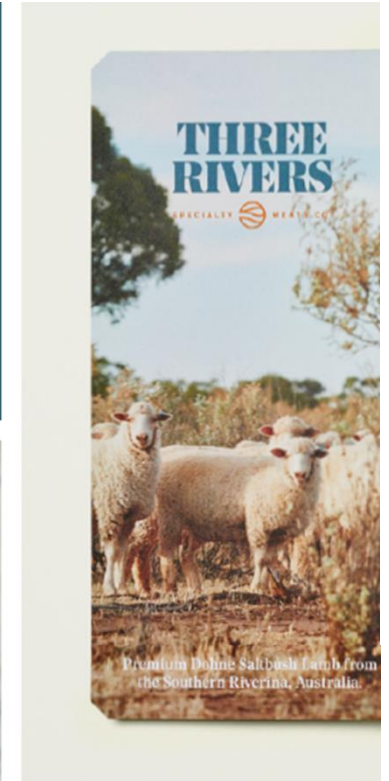
The Brief

- “ The continued challenges of the wholesale meat industry was the catalyst for Riverside Meats to explore new ways to market. We were keen to explore a direct-to-consumer solution to increase our margin and breathe new life into our family business.
- “ With our family story, business assets and hearts on the table, we engaged Swear Words (brand image), Run Forrest (brand marketing) and The Goods Unlimited (brand sales) to develop a collaborative approach for a branded future.
- “ A seasonal saltbush Dohne lamb product was the starting point.



The Approach

- “ A research project to establish the level of understanding of the attributes of the seasonality of lamb, the differentiation of lamb breeds as well as what saltbush lamb means amongst key customer segments, as well as a premium retail lamb competitor analysis.
- “ These insights informed the development of a business and brand model which took a whole-of-business approach, beyond the proposed launch product.
- “ A meaningful brand name, a masterbrand and sub-brand hierarchy was established and unique selling propositions were articulated, providing the foundation to develop the brand identity.
- “ Beautiful photography and emotive copy were threaded through all materials and communications. A marketing and sales strategy was set that enabled a soft launch of an Autumn seasonal saltbush Dohne lamb product in March 2016, with a view to greater things



The Brand Outcome

- “ The brand was on the tradeø radar from the very first day of Autumn. Farm visits by trade and media immersed them in the brandø regional provenance, Dohne breed education, and family story - all became fast-friends and loyal supporters throughout the season.
- “ The productsøfirst public outing was at an exclusive pop-up event with Melbourneø newest chef darling, Peter Gunn (IDES). Consumers could head to three of Melbourneø best meat purveyors for Three Rivers Saltbush Lamb home cooking, and were spoilt for choice amongst Melbourneø restaurant and catering heavy-hitters (Union Dining, Saint Urban, Mister Bianco, Ladro Gertrude, Fitzroy Town Hall Hotel, the Grand Hyatt), all showcasing it on their menu.
- “ Media and social influencer dinners gave cause for some quality social and media chat, and a short Melbourne FarmersøMarket stint enabled direct to consumer engagement, qualifying the quality of the meat, and providing some welcome direct feedback (all good!).



The Dohne Outcome

- “ The excellent eating quality of the Dohne breed has been one of the key unique selling propositions of the Three Rivers branded product, and one of our key areas of education
- “ Very few trade were aware of the differentiation of eating quality between lamb breeds; almost all could discern the lack of ölanolinö in the taste profile of the Dohne
- “ Its pure, lean fat content and tender eating quality have been a key component in our customersø preferring our lamb over other suppliers



The Australian, 27th May 2016



Thank you.