

# meatup

FORUM

**For the latest in red meat R&D**

# MLA Update

Sarah Strachan

Group Manager – Adoption and commercialisation

Current operating environment – the consumer

Our ability to supply the consumer

Complex challenges we are solving together



# The operating environment

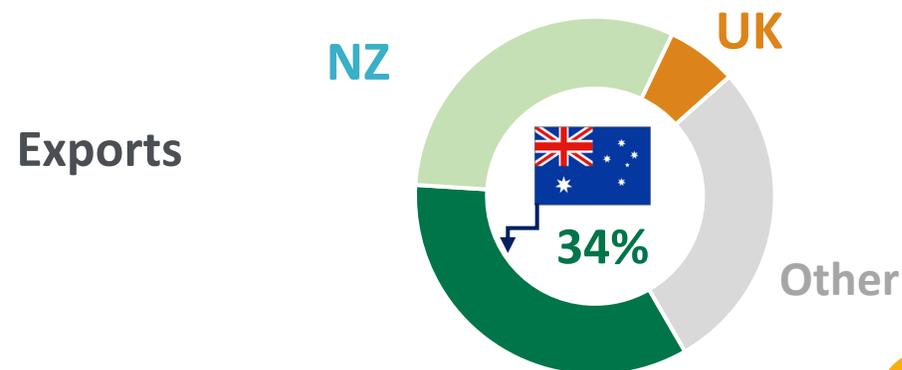
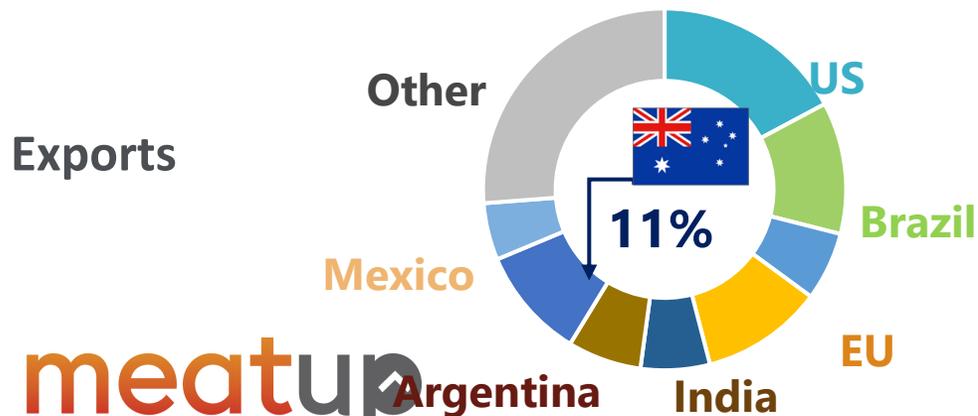
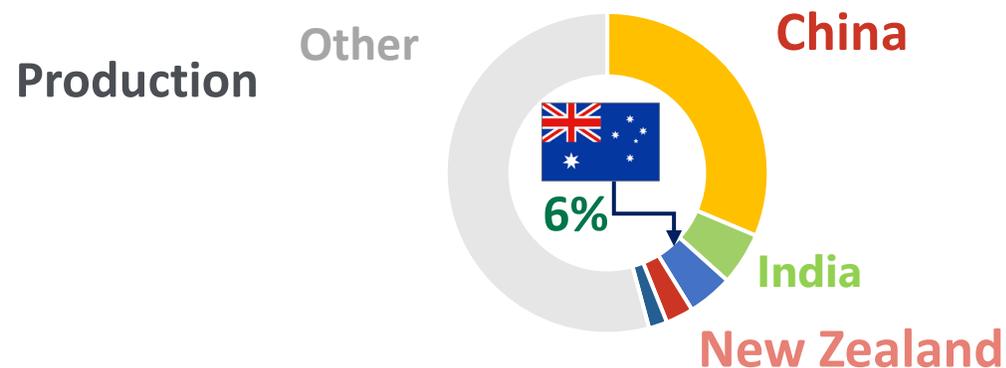
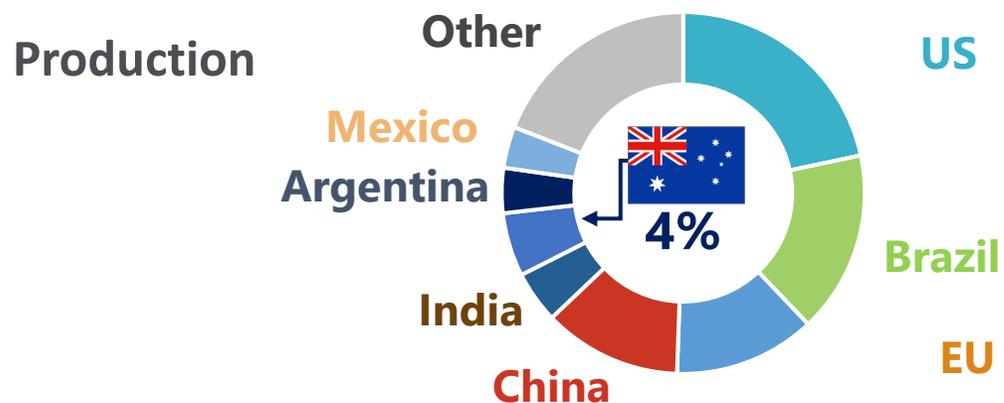
# Australia is a small producer that plays a big role in global exports



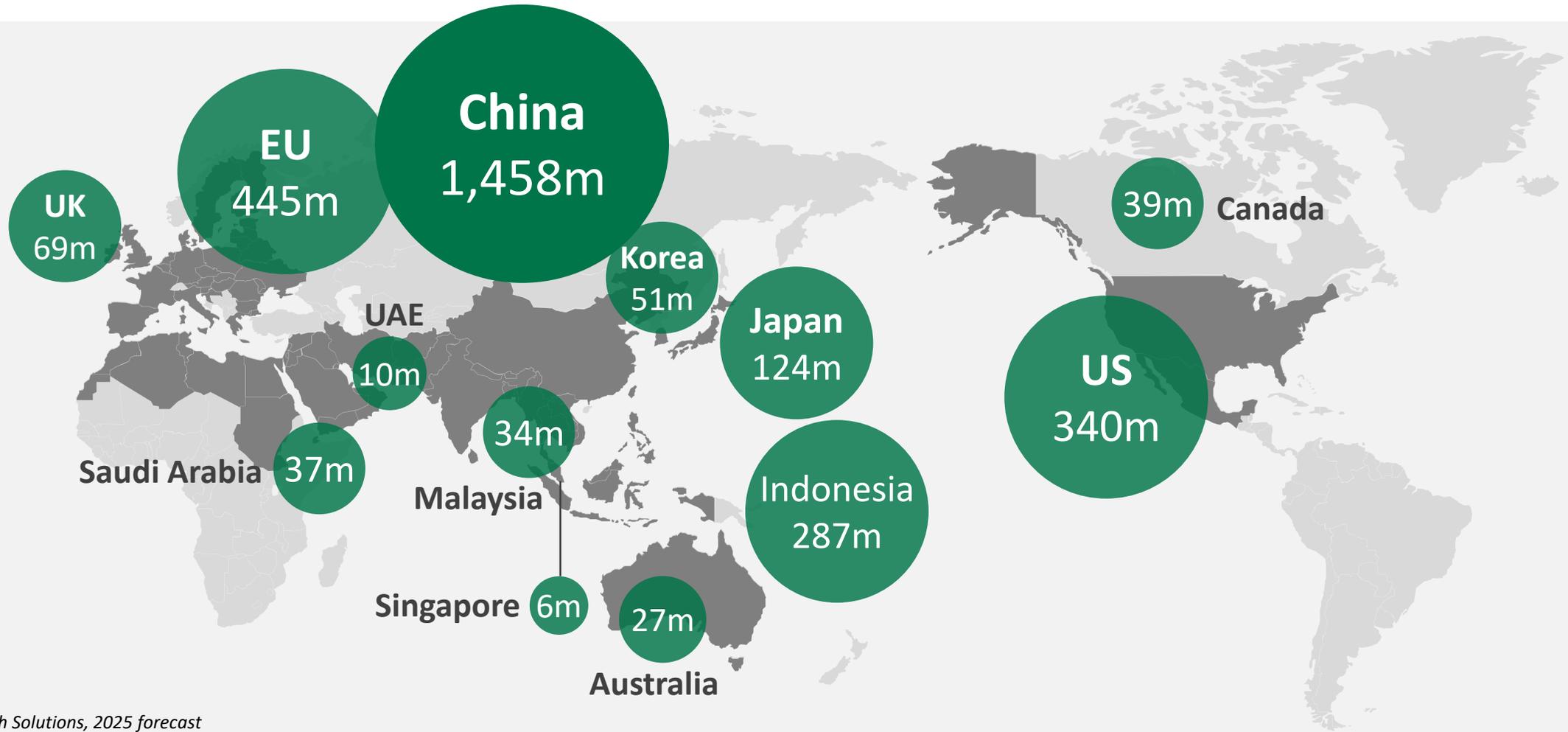
Beef



Sheepmeat



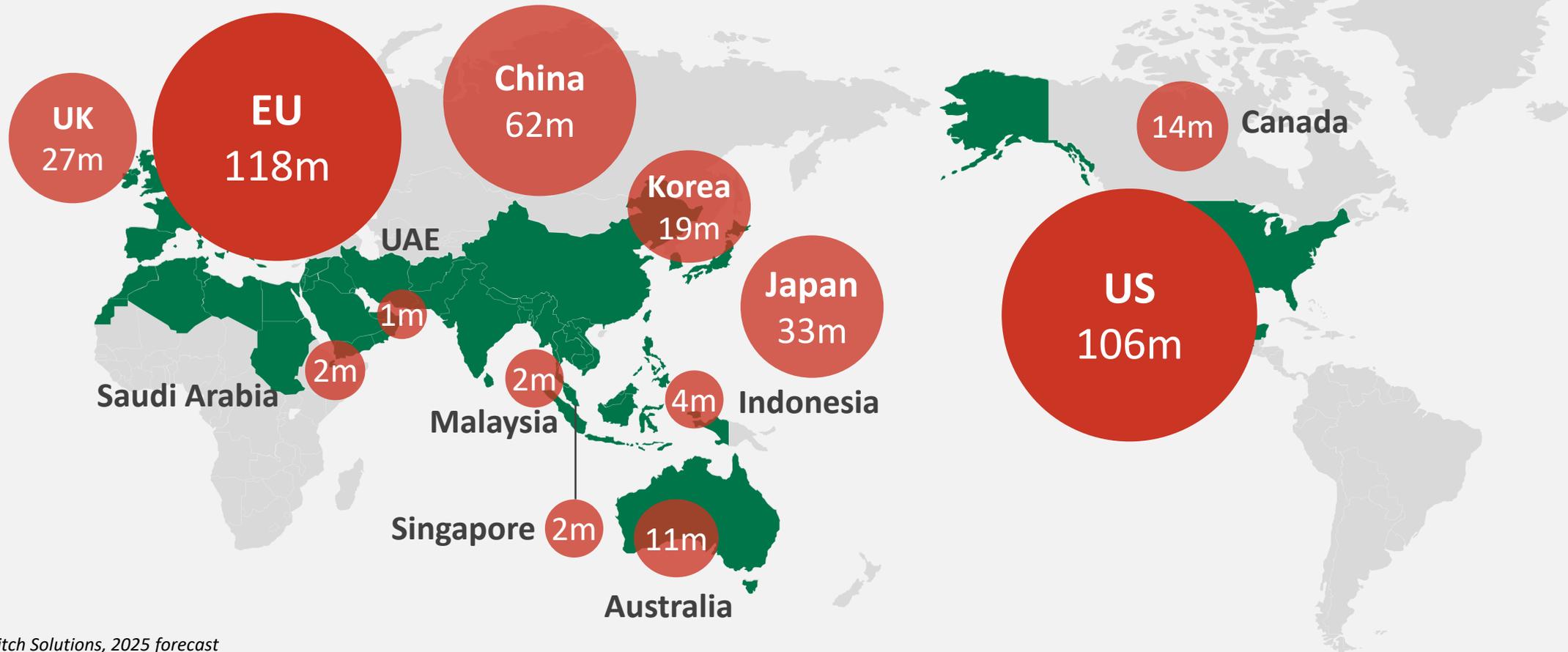
# Population is traditionally used as an indicator for potential demand



Source: Fitch Solutions, 2025 forecast

# However, 'ability to purchase' is a better indicator

Households earning a DISPOSABLE income above **US\$35,000** (2025 forecast)



Source: Fitch Solutions, 2025 forecast

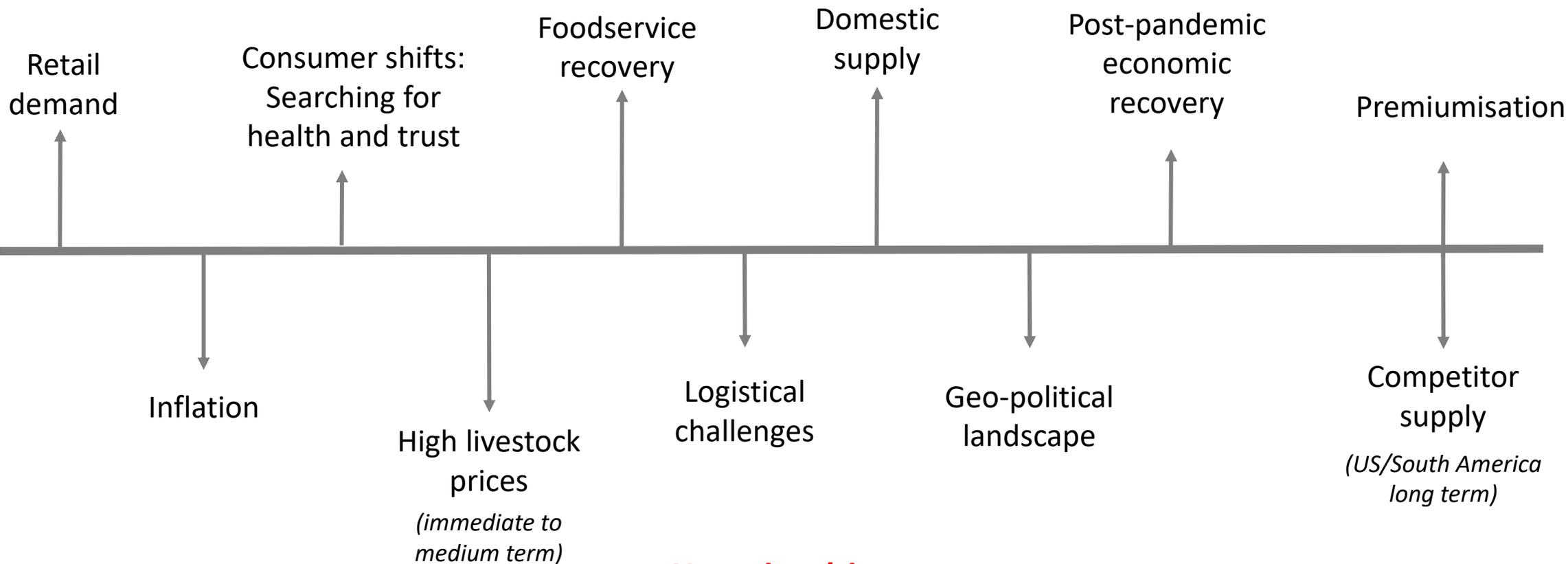
# Big opportunities ahead in UK

	Beef	Sheepmeat /goat
Current	3.7kt	13.3kt
Year 1	35kt	25kt
Year 10	110kt	75kt



# A unique environment with many mixed signals

## Positive drivers

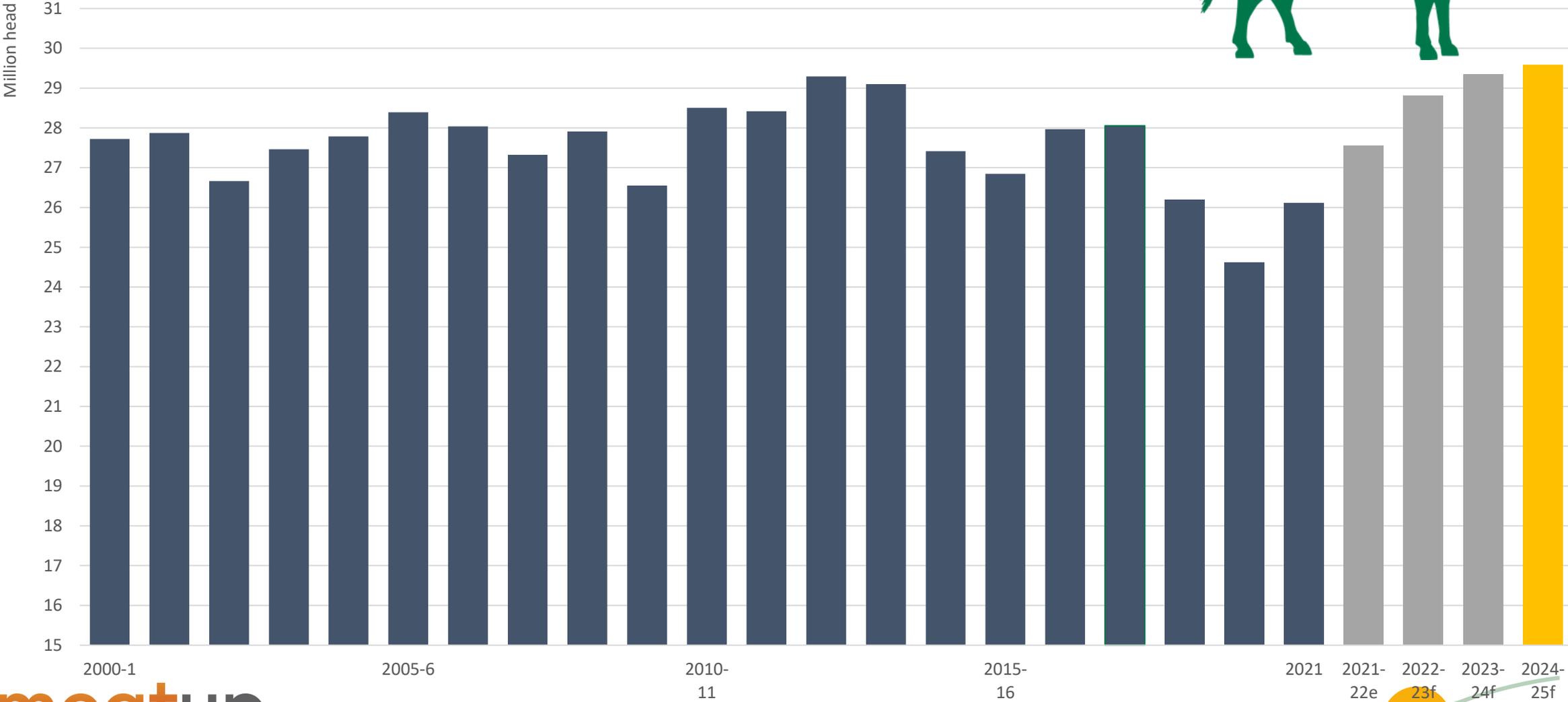
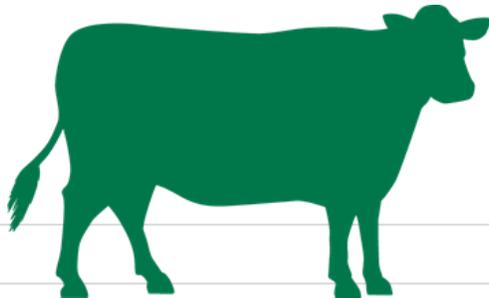


## Negative drivers

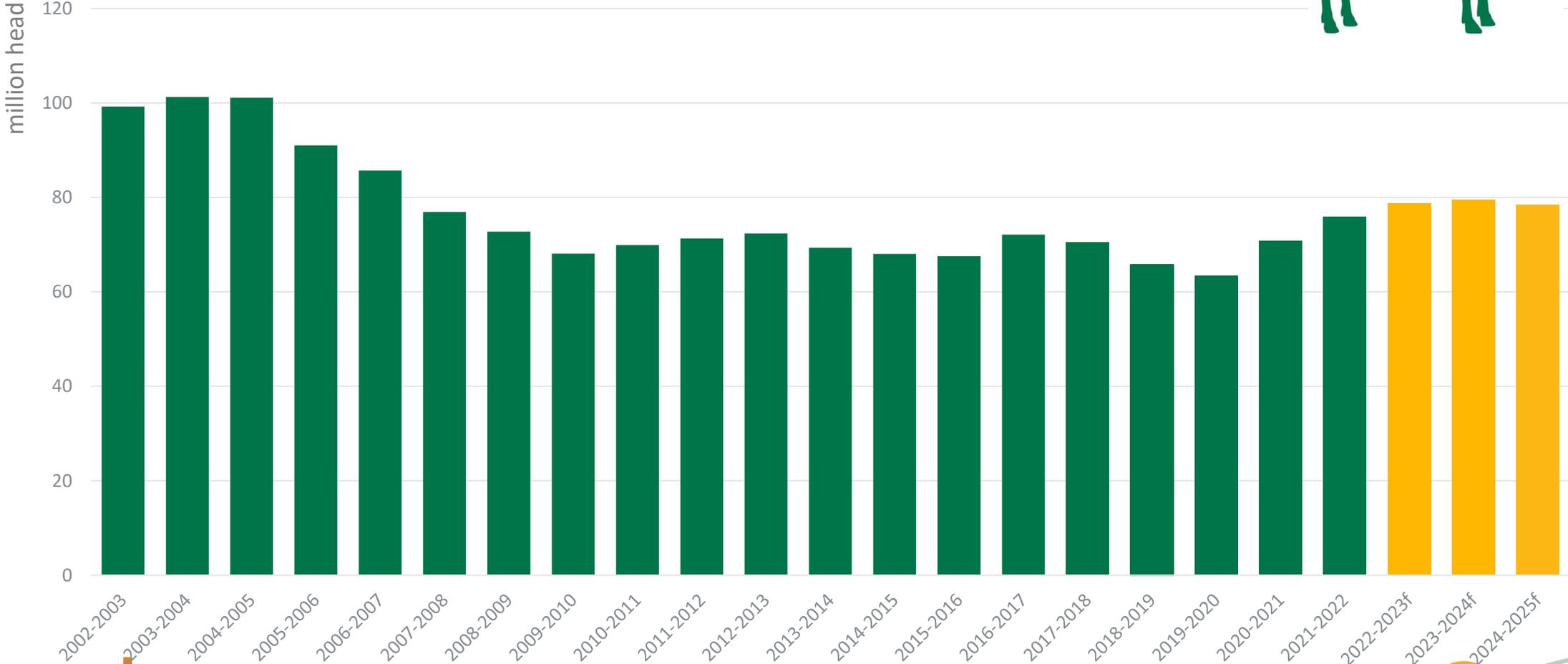
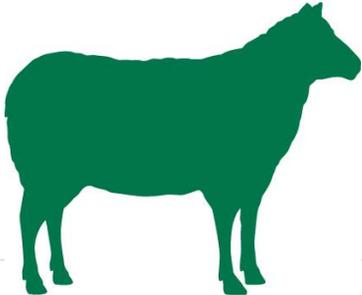
# The lamb consumer in Australia



# National cattle herd



# National sheep flock



Source: ABS, MLA estimates



# Complex challenges to solve

Trusted source  
of high quality  
protein

Double the  
Investment  
in adoption

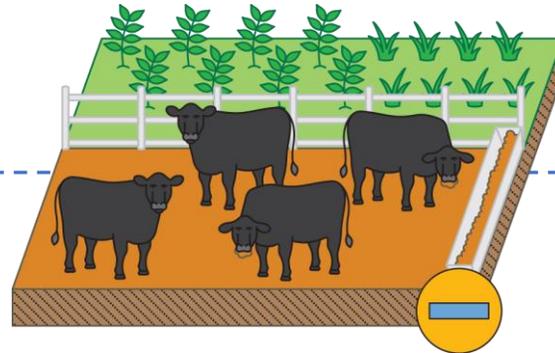
Double the  
value of red  
meat sales

Achieve  
carbon  
neutrality

# 1. Achieve carbon neutrality by 2030

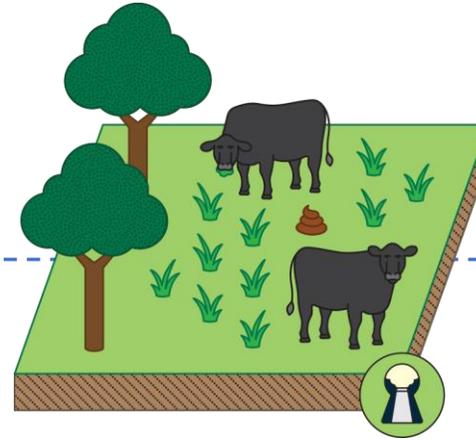


**Industry leadership**



**GHG emissions avoidance**

Grazing properties  
Feedlots  
Processing facilities



**Carbon storage**

Grazing properties



**Integrated management systems**

Rapid adoption  
Carbon accounting  
Measurement and reporting

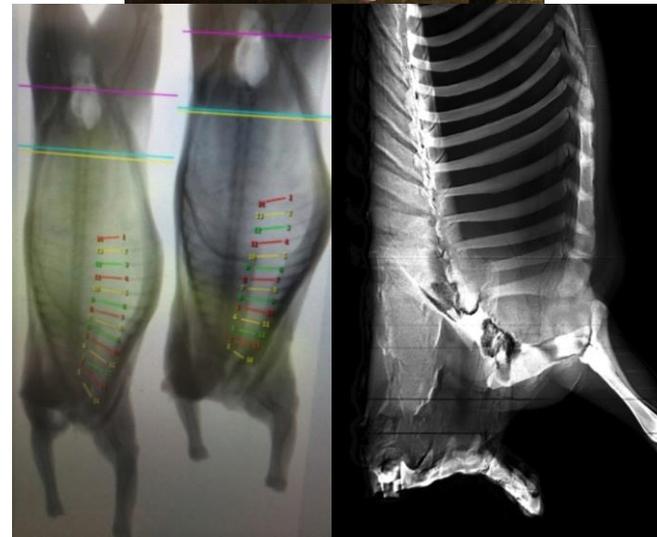
## 2. Be the trusted source of high quality protein



**meatup**  
FORUM



# 3. Double the value of red meat sales



# Revolution for sheepmeat is coming



## INPUTS

Hot standard carcass weight (HSCW)

Lean meat yield (LMY)

Intramuscular fat (IMF)

## OUTPUTS

Grill



knuckle

loin

outside

rump

topside

Roast



knuckle

leg

rack

shoulder



FAIL

# 4. Double the investment in adoption



# Commercial genetic tools

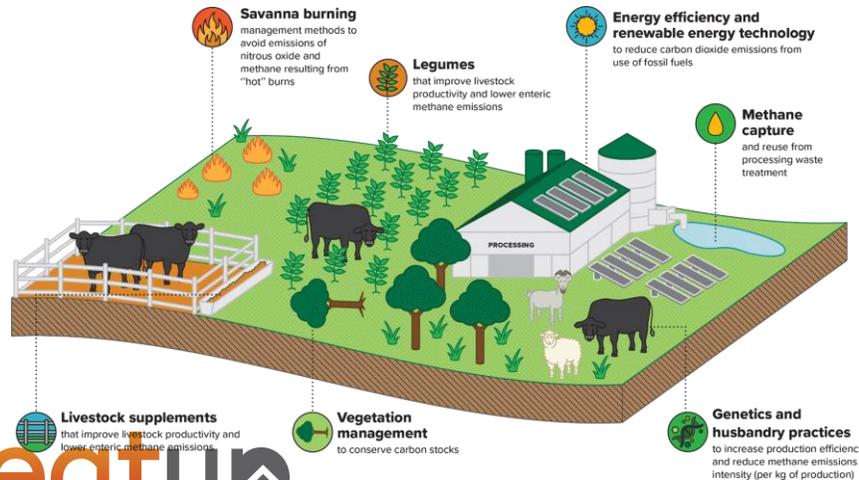
- Create a southern multi-breed dataset
- Angus, Charolais, Hereford, Shorthorn, Wagyu and Brahman (2000 cows, 6 breeds, 5 sites)
- Compare irrespective of hide colour
- Build reference for hard-to-measure traits
- Enable the development of a temperate multi-breed genetic evaluation



# Tools and resources



- Carbon 101 eLearning modules
- Carbon calculator (available in March)
- CarbonEDGE workshop (in development)



- Sign up to myMLA account

