

meatup FORUM

For the latest in red meat R&D



MLA Update

Sally Leigo

Program Manager - Adoption

Environment in which we operate

Supply Chain Initiatives

Problems we need to solve

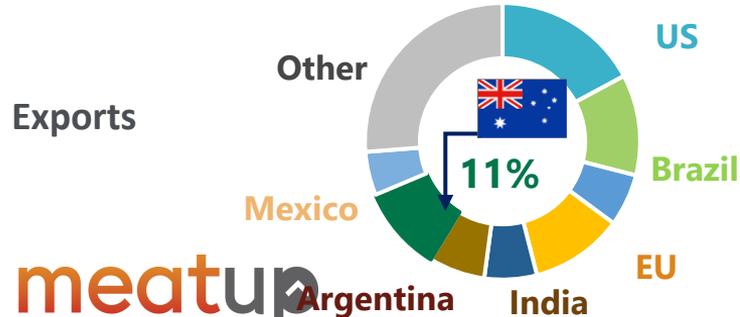
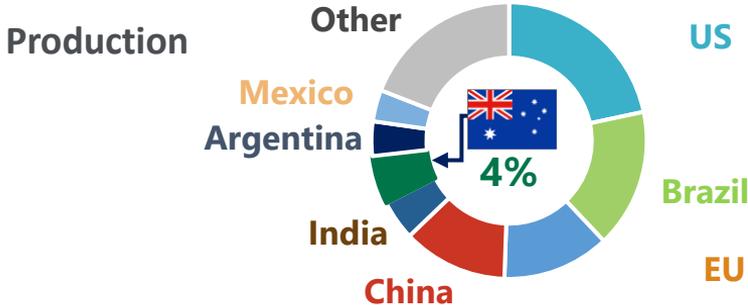


The operating environment

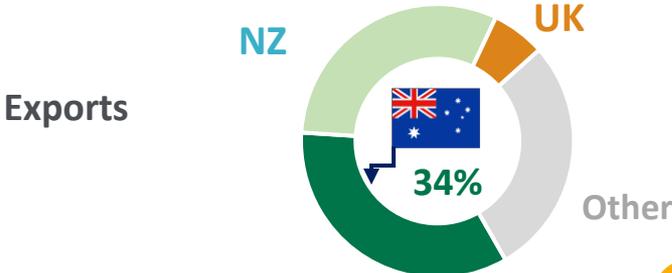
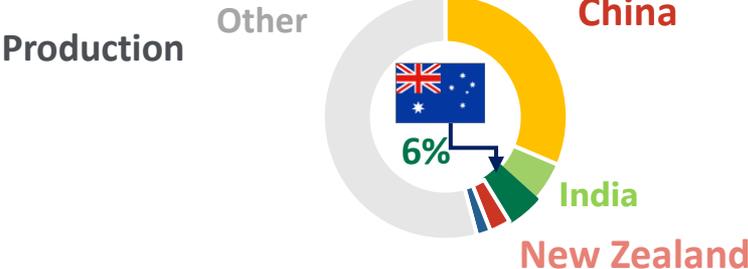
Australia is a small producer that plays a big role in global exports



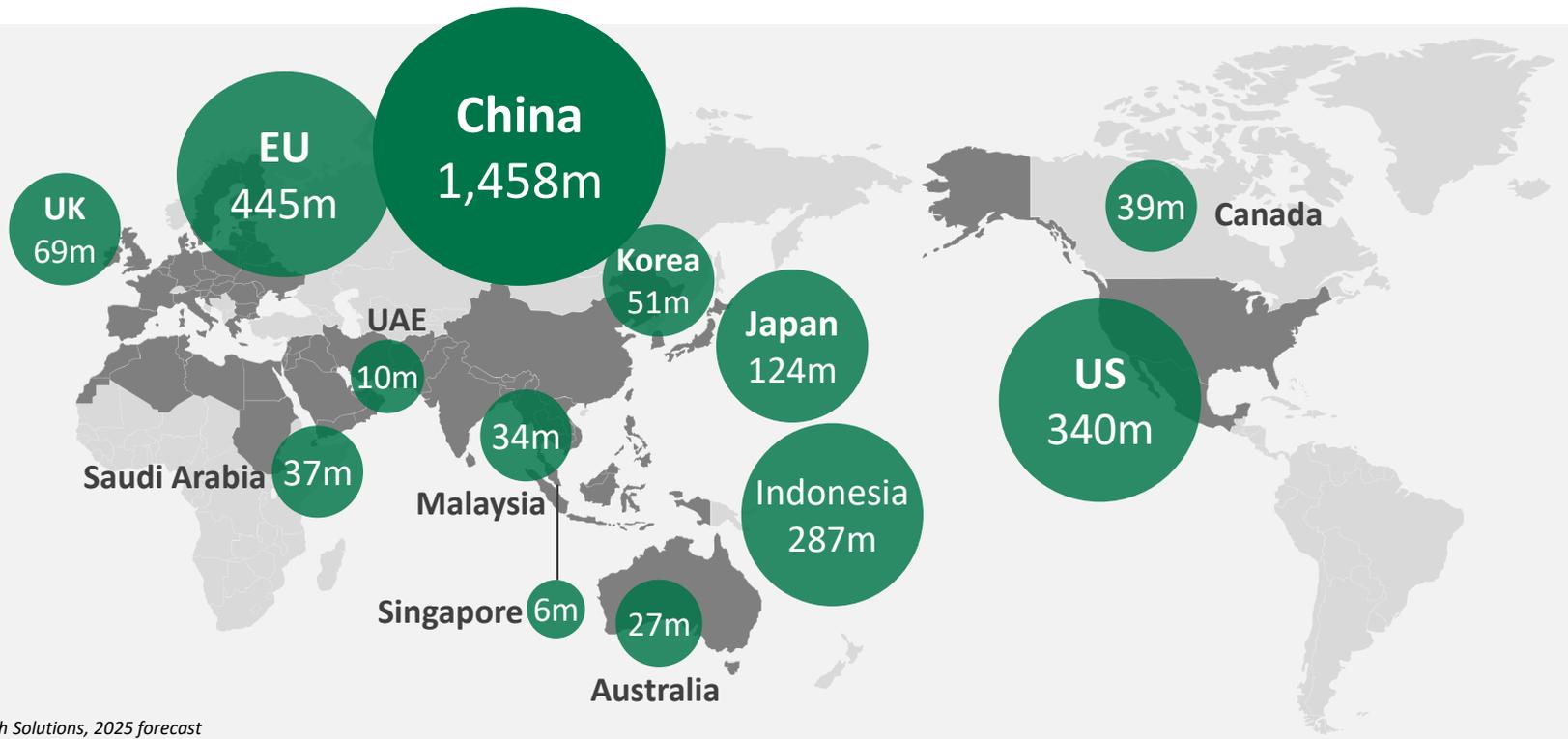
Beef



Sheepmeat



Population is traditionally used as an indicator for potential demand



Source: Fitch Solutions, 2025 forecast

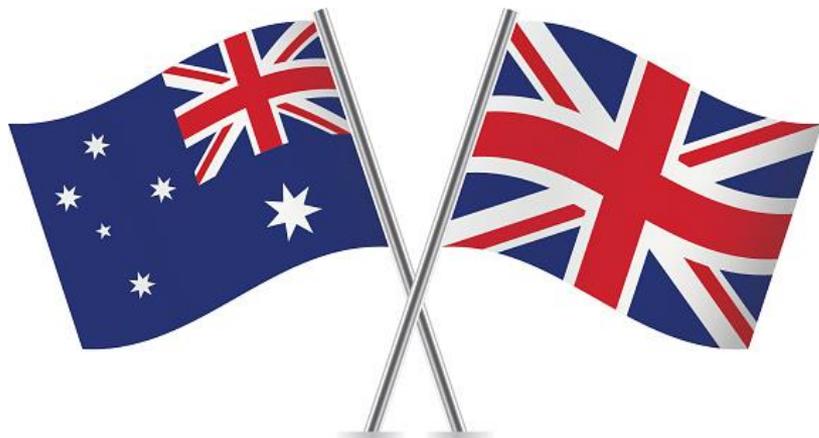
However, 'ability to purchase' is a better indicator

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



Source: Fitch Solutions, 2025 forecast

Market opportunity – UK Free Trade Agreement



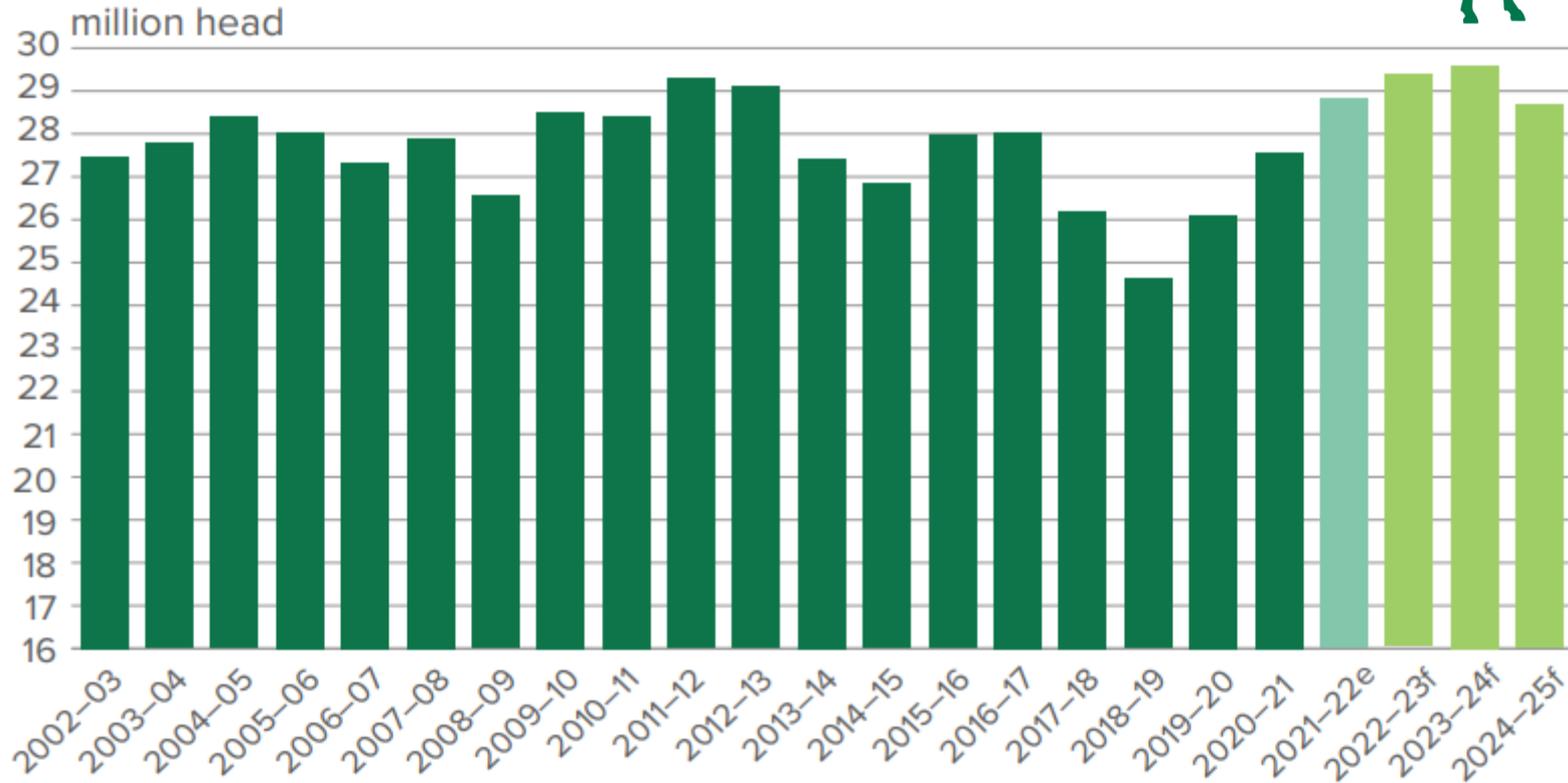
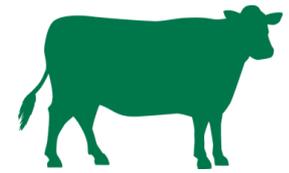
	Beef	Sheepmeat & Goat
Current	3.7kt	1.3kt
Year 1	35kt	25kt
Year 10	110kt	75kt



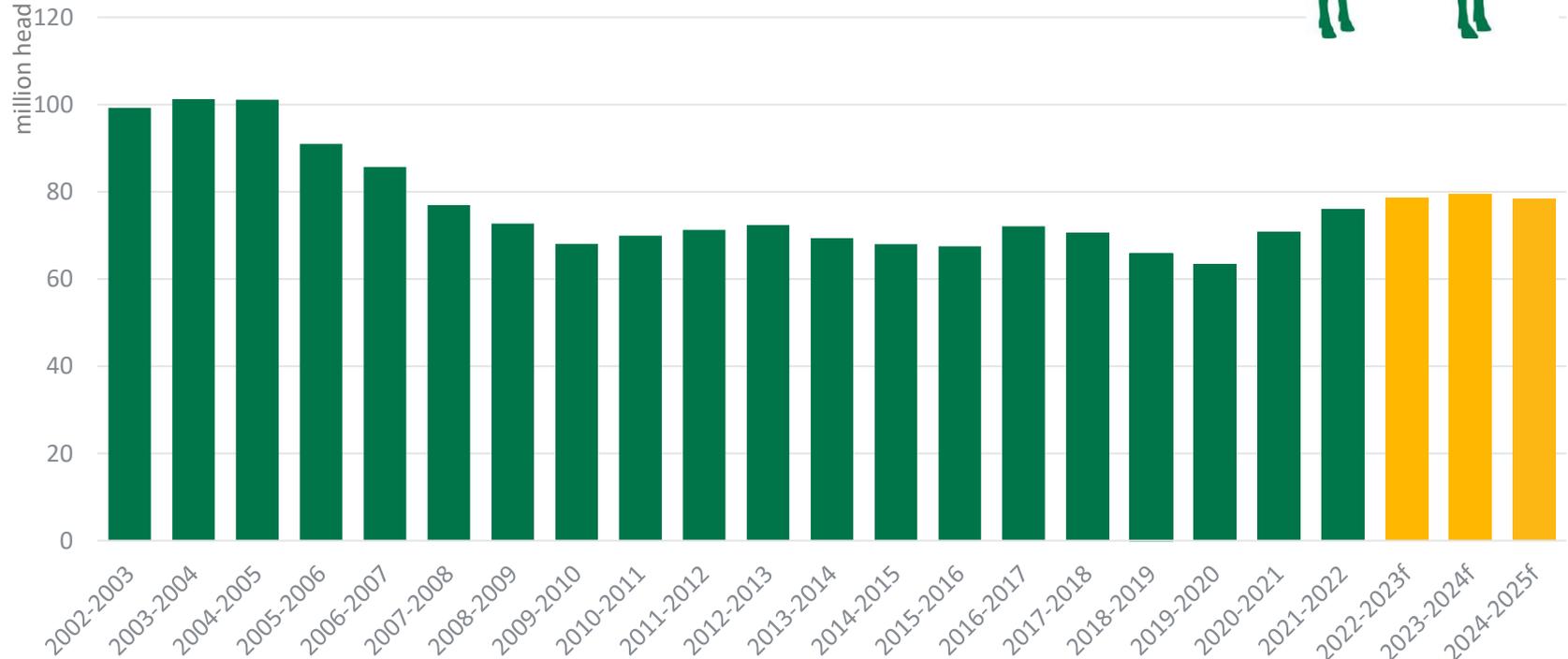
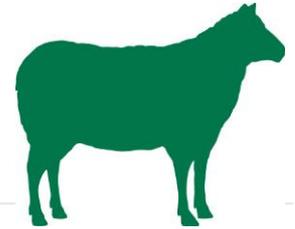
Global market insights

- Retailers (e.g. Tesco, WallMart, Marks & Spencers & Sainsbury's) are driving sustainability requirements based on their COP26 climate commitments.
- Consumers associated sustainability more with Australian red meat than they do with NZ or USA red meat

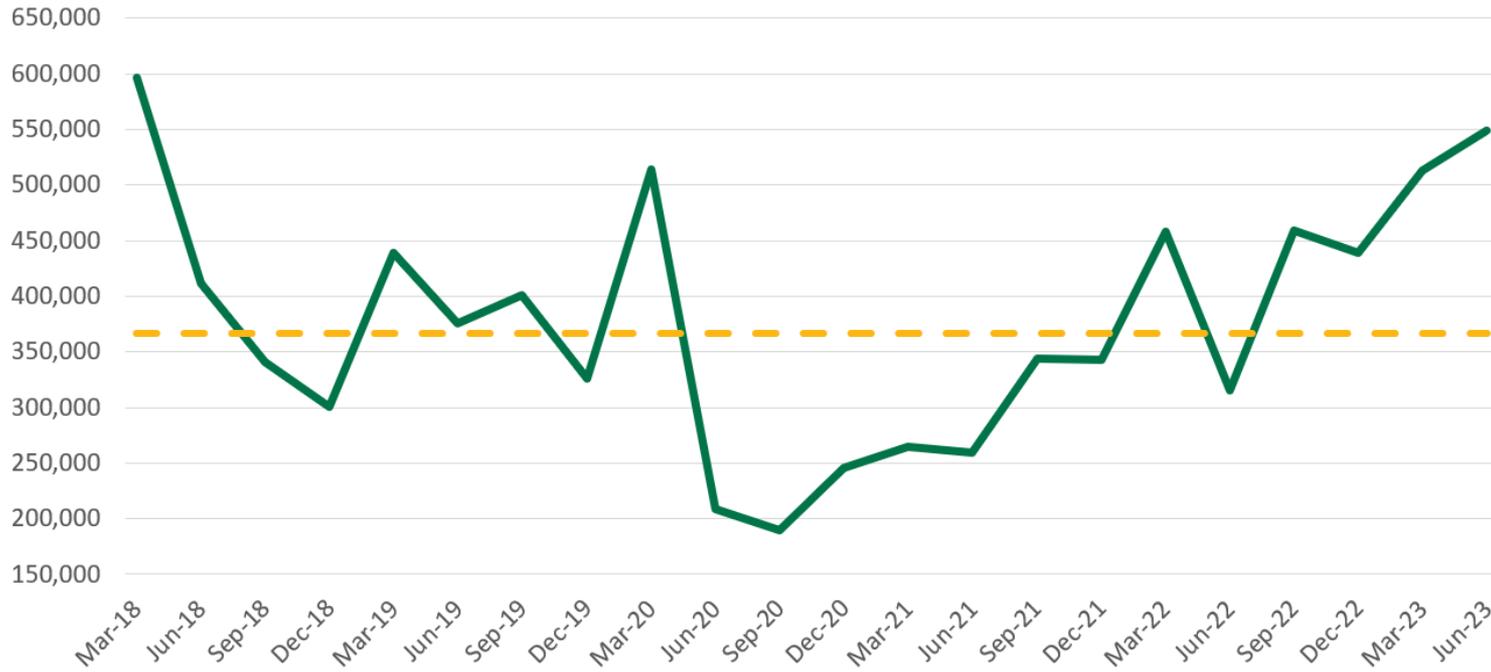
National cattle herd



National sheep flock



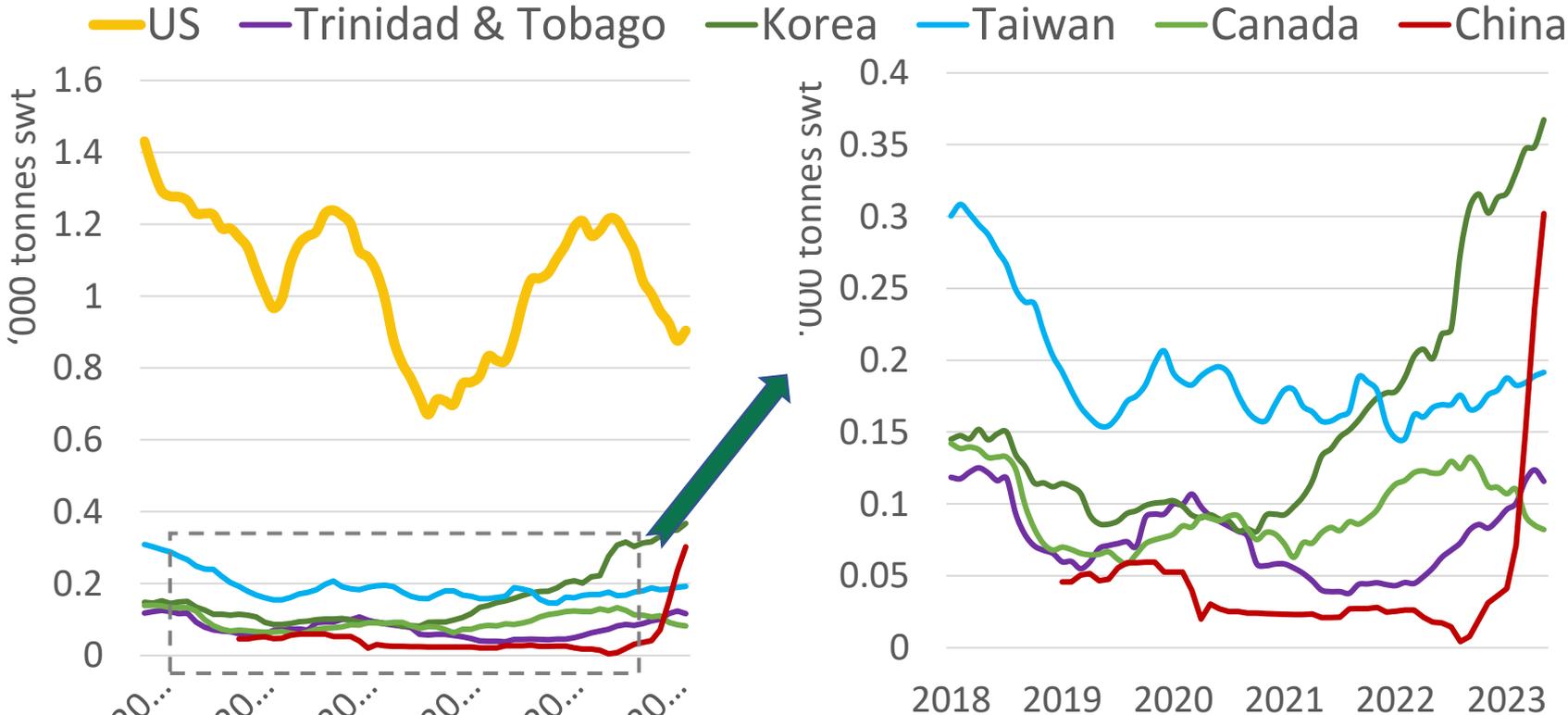
Quarterly goat slaughter vs 5-year average



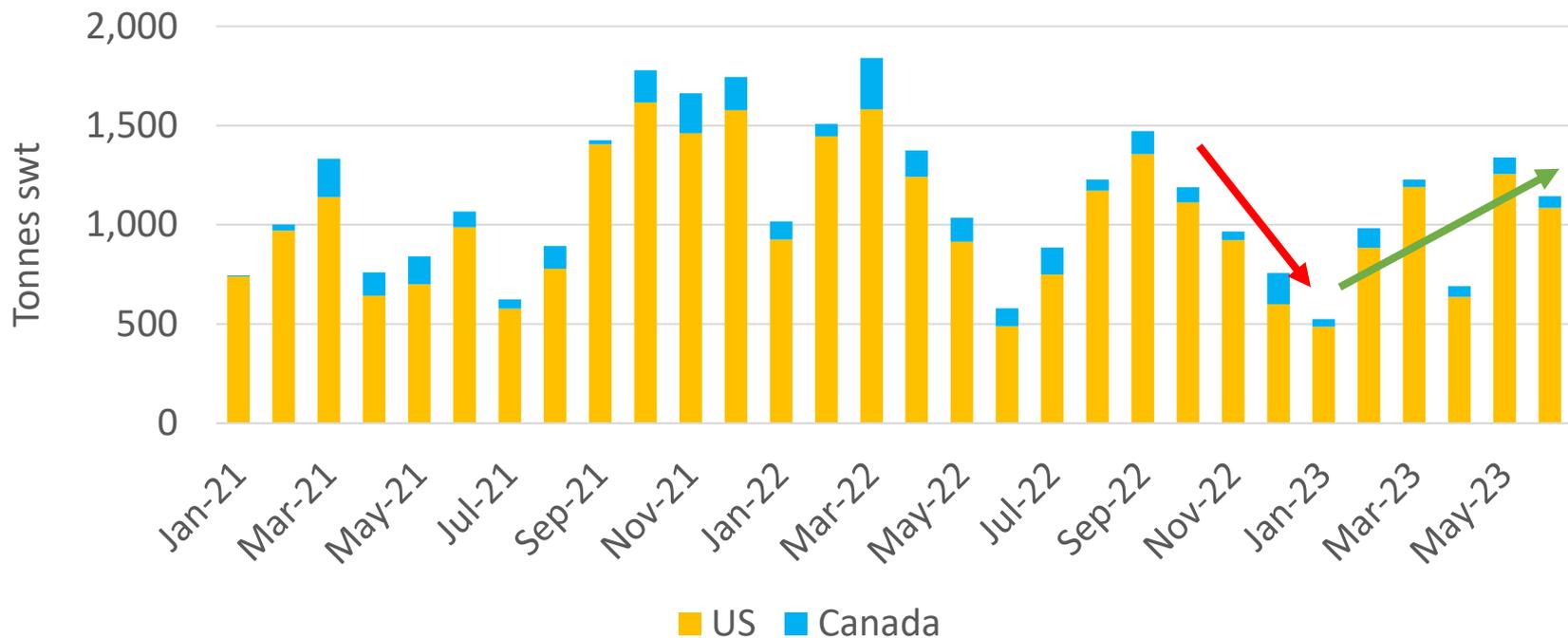
2022 Highest goat slaughter since 2017

2023 Q2 50% higher than 5-year average

Export volumes to the US eased while Korea continued to grow demand and China surged



Import demand from the US softened in the second half of 2022, but as prices ease, demand is picking up



Supply chain initiatives



Whole farm system, value chain approach linking genetics to consumer outcomes



Multi-breed genetic evaluations

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



Department of
Primary Industries



Outcomes



2000 cows, 6 breeds,
across 5 sites.



First cohort of steers in
feedlot, ovarian scanning
heifers.



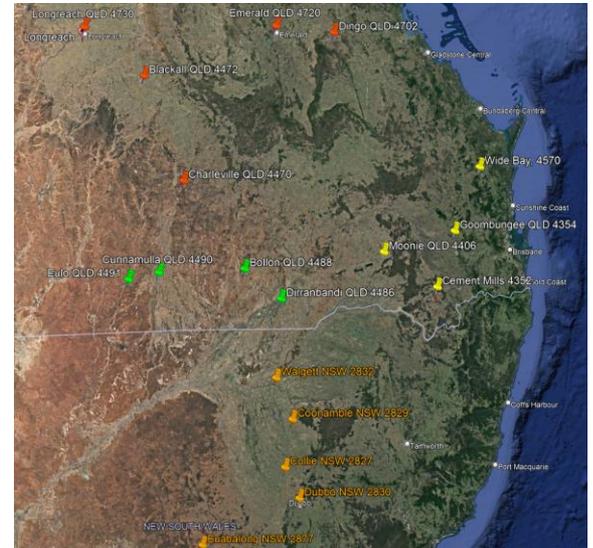
Second cohort born
and third AI program
underway



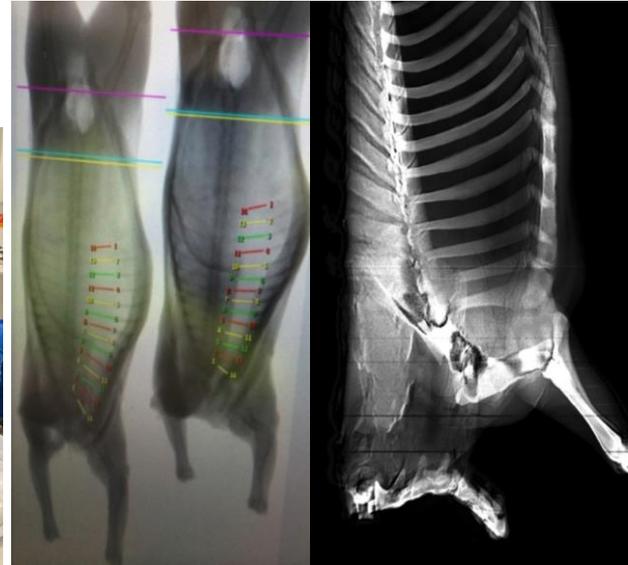
All animals will be
genotyped and
intensively phenotyped.

Kids+

- Benchmark goat reproductive performance
- Evaluate the variation in reproductive performance
- Demonstrate improvements in production, profitability and welfare through management actions
- 15 Commercial properties and 15,000 goats across Qld and NSW.



Objective carcass measurement





Complex challenges to solve

Achieve carbon neutrality

Double the value of red meat sales

Double the investment in adoption

Trusted source of high quality protein

Carbon Neutral by 2030



1. Industry leadership



2. GHG emissions avoidance

- Grazing properties
- Feedlots
- Processing facilities



3. Carbon storage

- Grazing properties



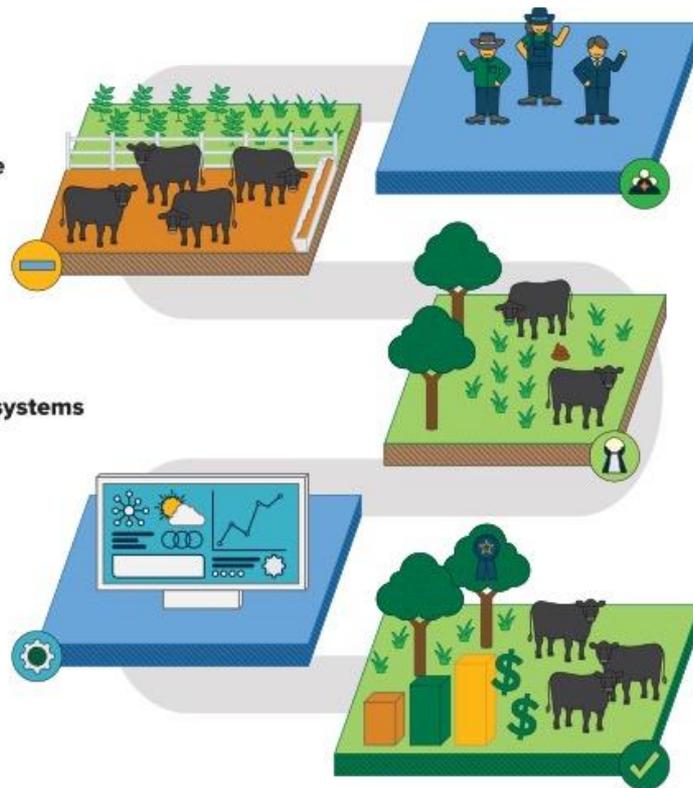
4. Integrated management systems

- Rapid adoption
- Carbon accounting
- Measurement & reporting

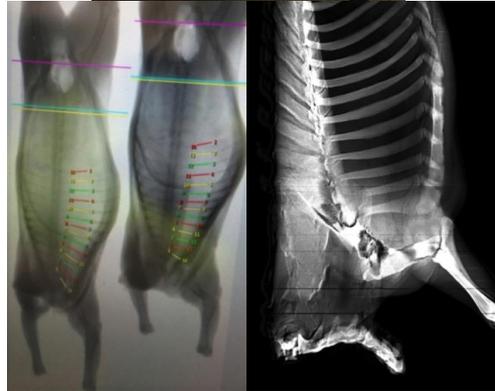


Multiple benefits

- Demonstrated environmental stewardship
- Increased profitability
- Increased animal productivity



Double the value of red meat sales



Get involved in MLA adoption programs

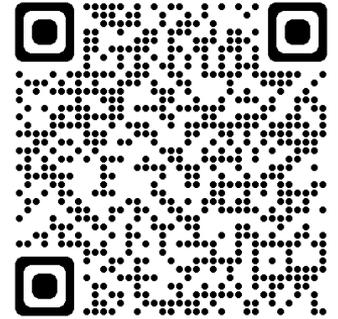




Upcoming local MLA adoption events

- **31 Oct:** CarbonEDGE Pilot, Hay NSW
- **1 Nov:** BreedingEDGE, Cloncurry Qld
- **23 Nov:** MLA Updates & AGM, Bendigo Vic
- **29 Nov:** BusinessEDGE Young Guns, Brisbane Qld
- **5 Dec:** BusinessEDGE, Biloela Qld

- Keep an eye out on **MLA's News & Events Page** for more.



Take home messages

- Australian exports 52% of the Sheepmeat competing with countries like the New Zealand and the United Kingdom.
- 92% of Australian goatmeat is exported. Import demand from the USA decreased in the second half of 2022, while demand from Korea and China has increased in 2023.
- Global retailers are driving sustainability requirements and international consumers associate sustainability more with Australian red meat than with New Zealand or the USA.
- International and domestic consumers are looking for a sustainable and affordable red meat product.
- MLA offers several adoption programs that producers can get involved in to increase their production and profitability eg. BredWell FedWell, EDGE Network and Profitable Grazing Systems packages.