

meatup FORUM

For the latest in red meat R&D

MLA Update

Sarah Strachan

Group Manager – Adoption and commercialisation

Current operating environment – the consumer

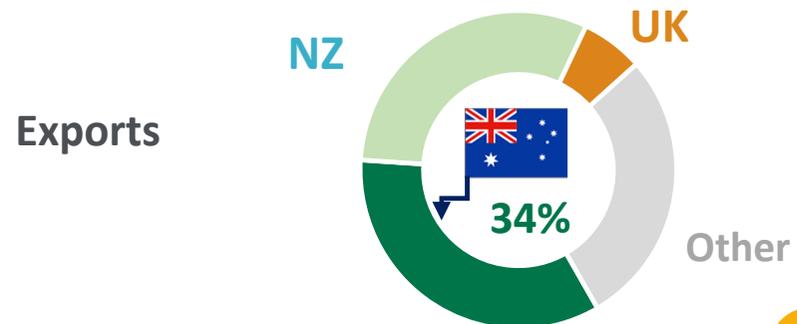
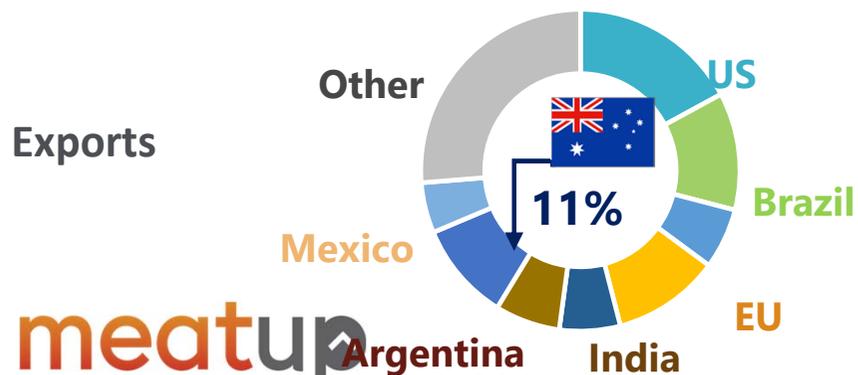
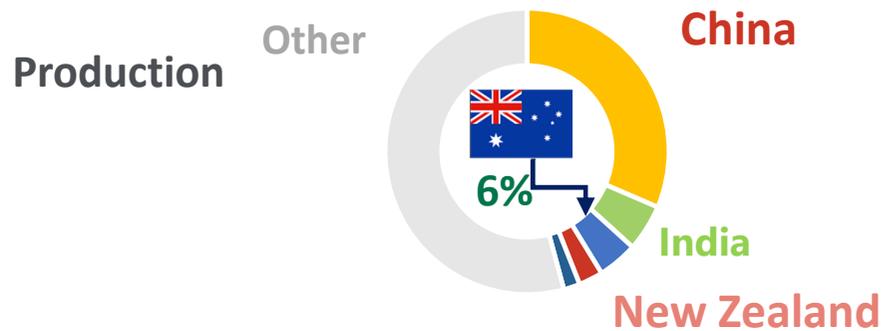
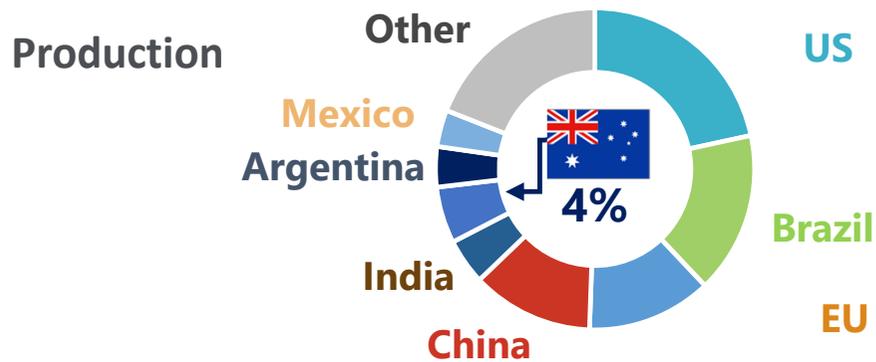
Complex challenges we are solving together

Getting started

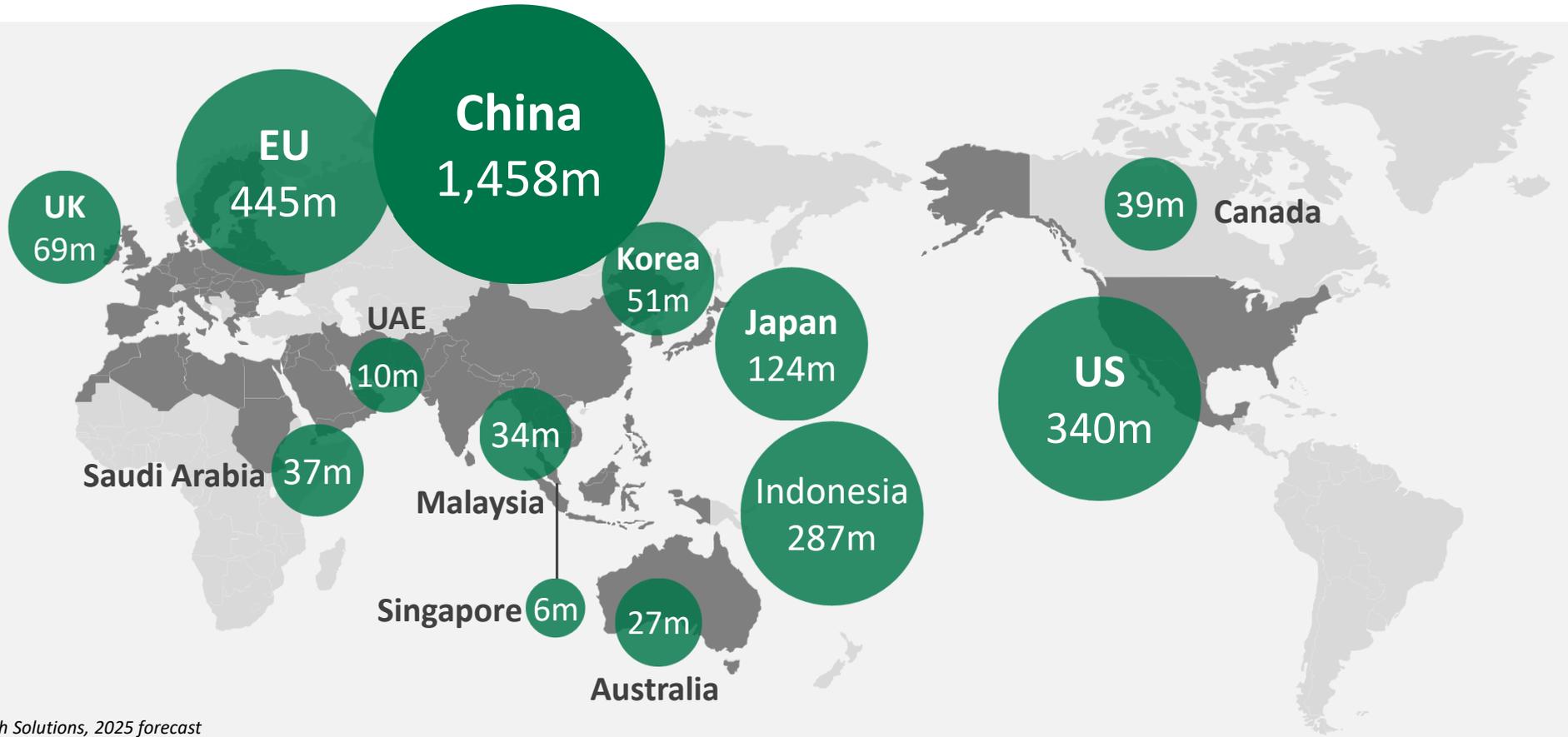


The operating environment

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



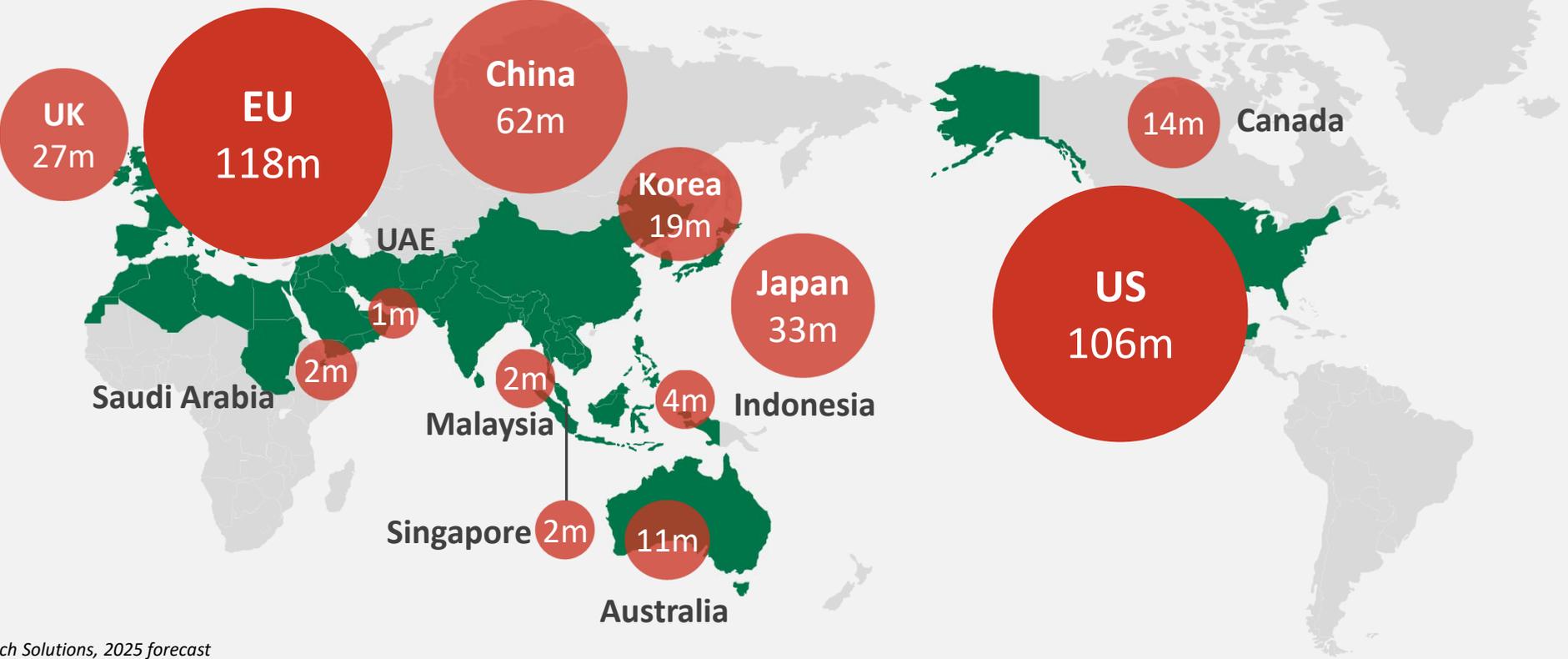
Population is traditionally used as an indicator for potential demand



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



Today's consumer drivers, accelerated by COVID



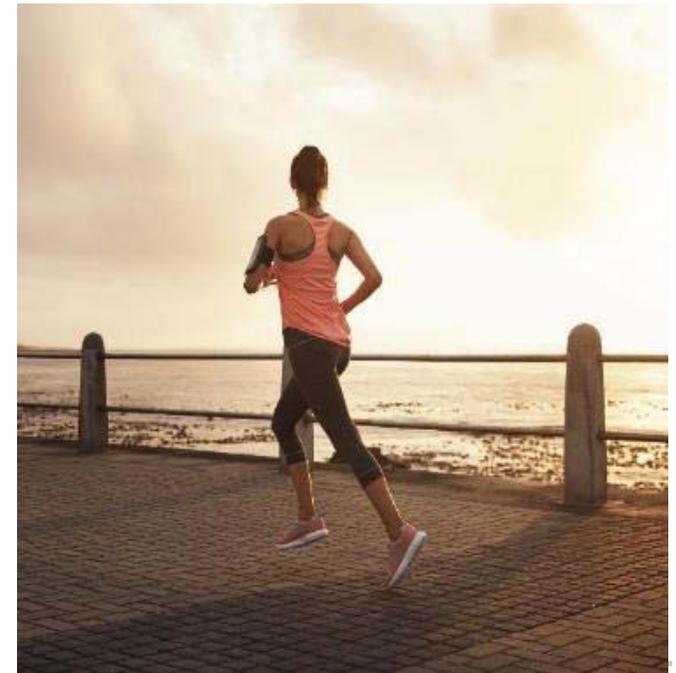
Finding value,
buying better



Expanding repertoires,
exploring choice



Refocus on health



Consumer dinner trends

24%
of all meals
are dinner

People are eating dinner whilst:

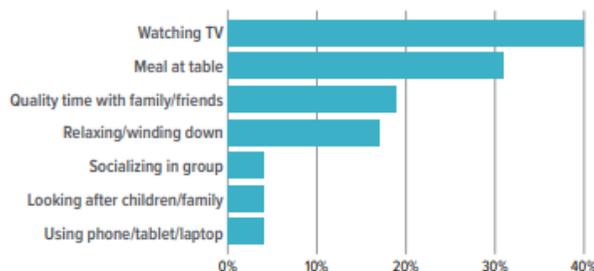
40%
watching TV

31%
sitting at
the table
(this increases to 41%
among 60–74 year olds)

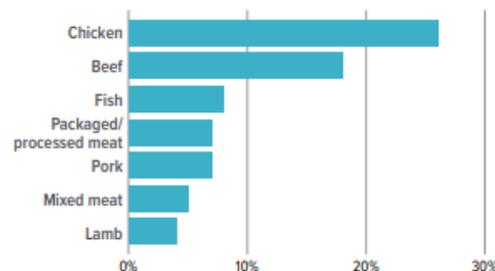
19%
having quality
time with friends

17%
relaxing

What are people doing during dinner?



What meat is eaten at dinner?



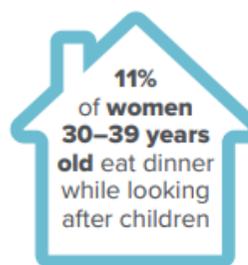
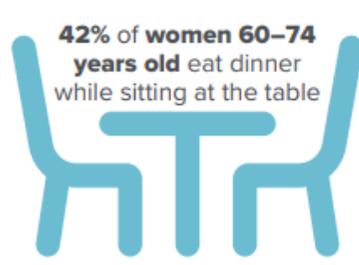
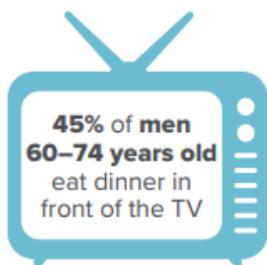
18% of dinners
include beef
(when designed for
kids, this rises to 26%)



Beef becomes more prominent in dinners designed to be 'easy/good for kids'

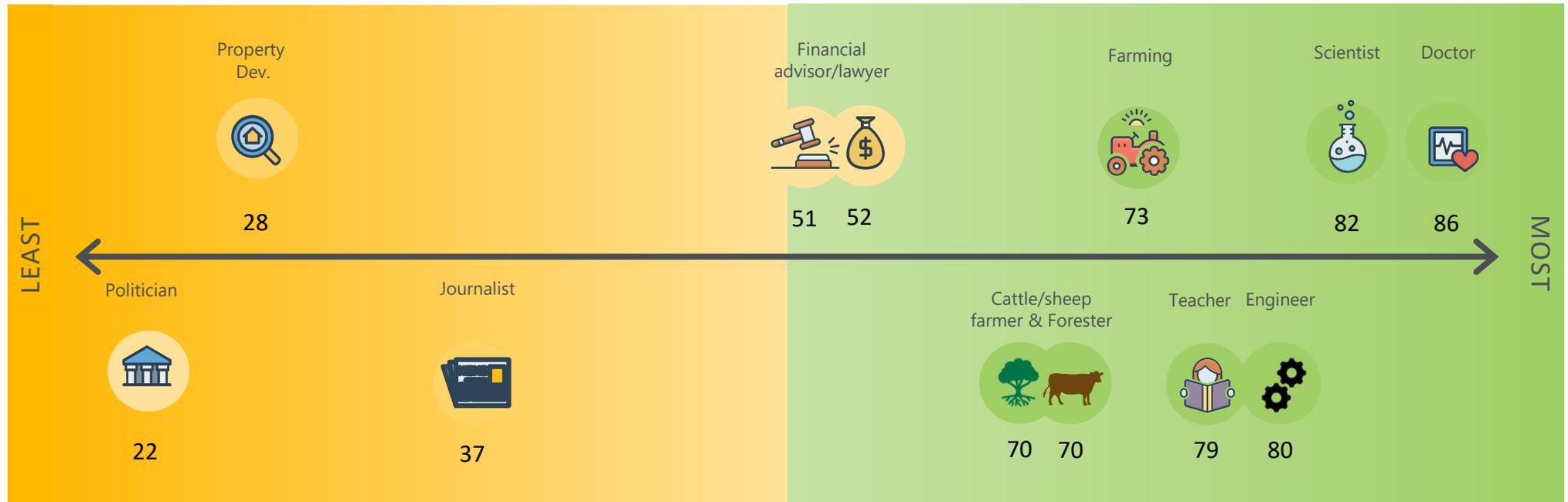


(typically it is
beef mince
or sausage)



Most Aussies trust cattle and sheep farmers, similarly to adjacent professions - farmers and foresters

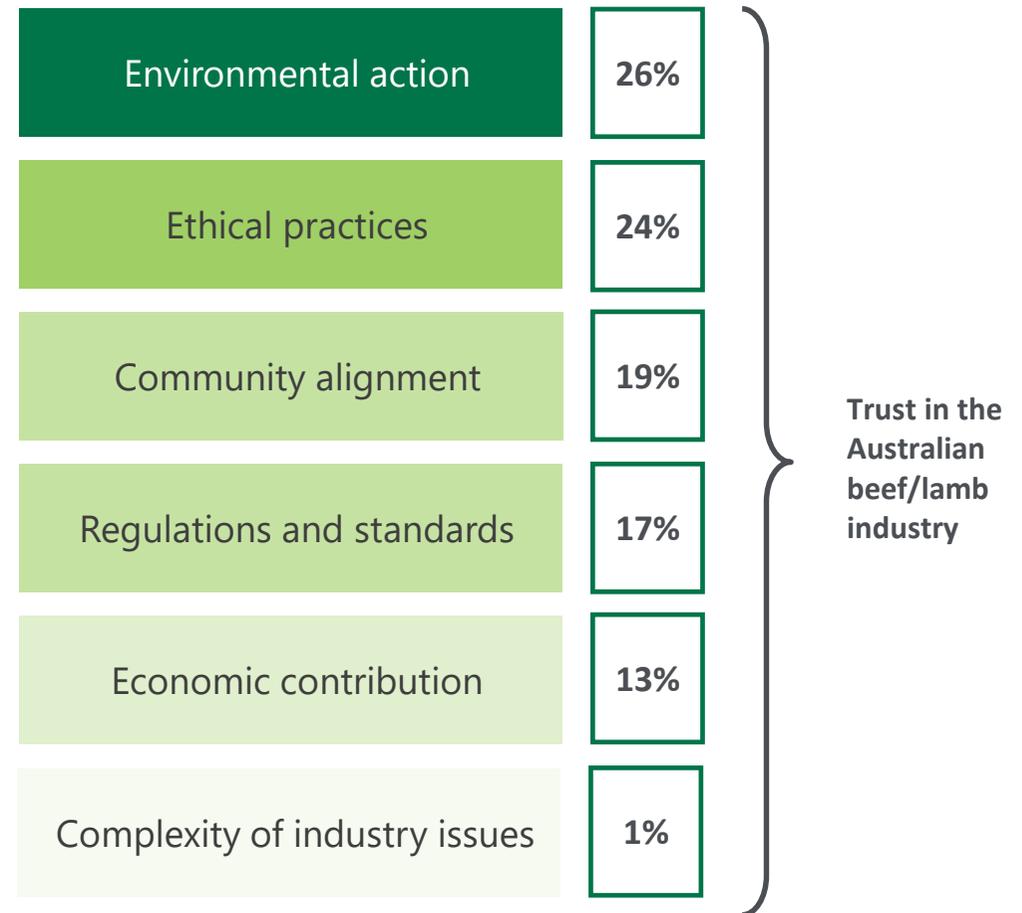
The spectrum of industry trust



SLO1 - How much do you agree or disagree the below industries act in people's best interests?
 Base: Total sample, Australians aged 14-64 (Mar'22 n=1000)

The top drivers of trust are environmental action, ethical practices and community alignment

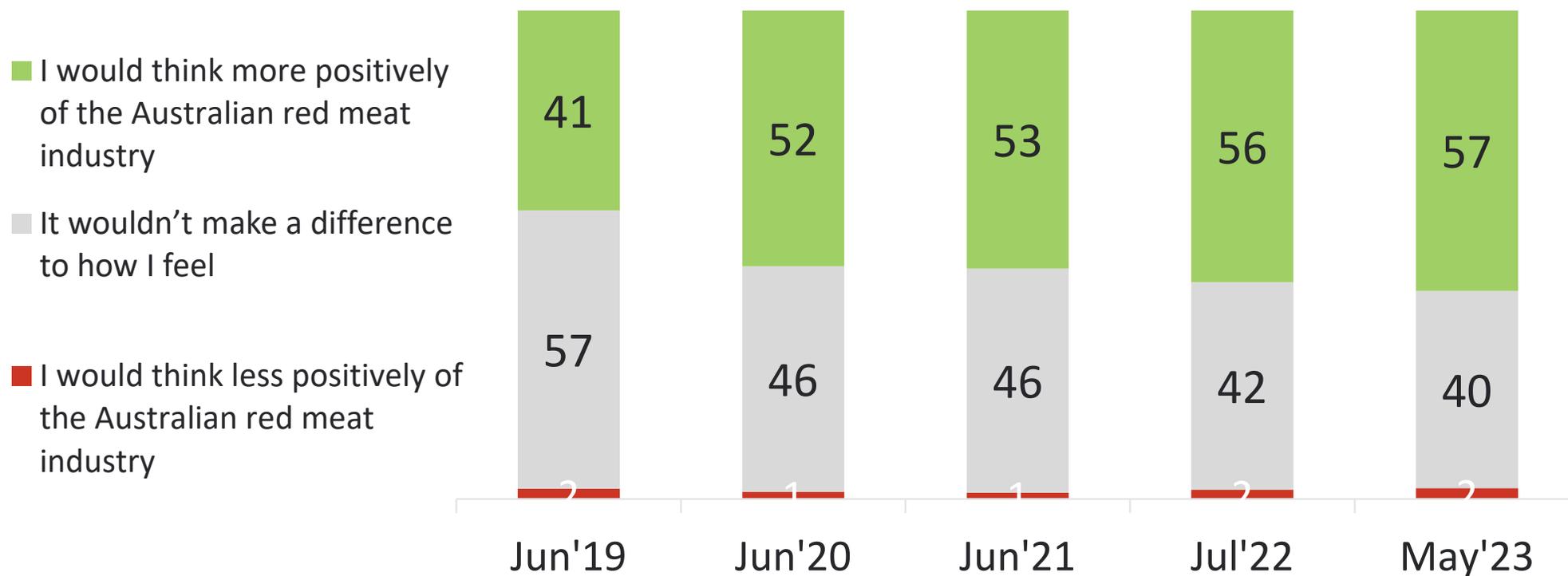
Drivers of industry trust (%)



Importance scores above have been derived using multiple linear regression with trust in the Australian beef/lamb industry (SLO1) as the outcome and industry attitudes and perceptions (B1, C4, X15, X16) as the predictors. The specific technique used is **Shapley importance analysis**

Commitment to NET zero by 2030 has a positive impact on industry perceptions

If AU red meat industry can reduce greenhouse gas emissions to zero by 2030(%)



ECA9 If the Australian cattle and sheep farming industry can reduce their greenhouse gas emissions to net zero by 2030, which one of the following statements best describes how you feel? Base Total sample n=1422-1556

Some early movers

Arcadian is a 100% Carbon Neutral Business



OUR PROSPERITY IS TIED TO THE LAND. WE WANT TO DO EVERYTHING WE CAN TO KEEP THE COUNTRY HEALTHY AND PRODUCTIVE.

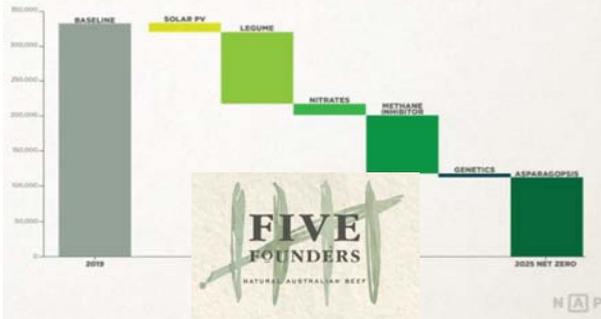


14

CN30 Carbon Neutral 2030

OUR GOAL IS NET ZERO EMISSIONS BY 2025

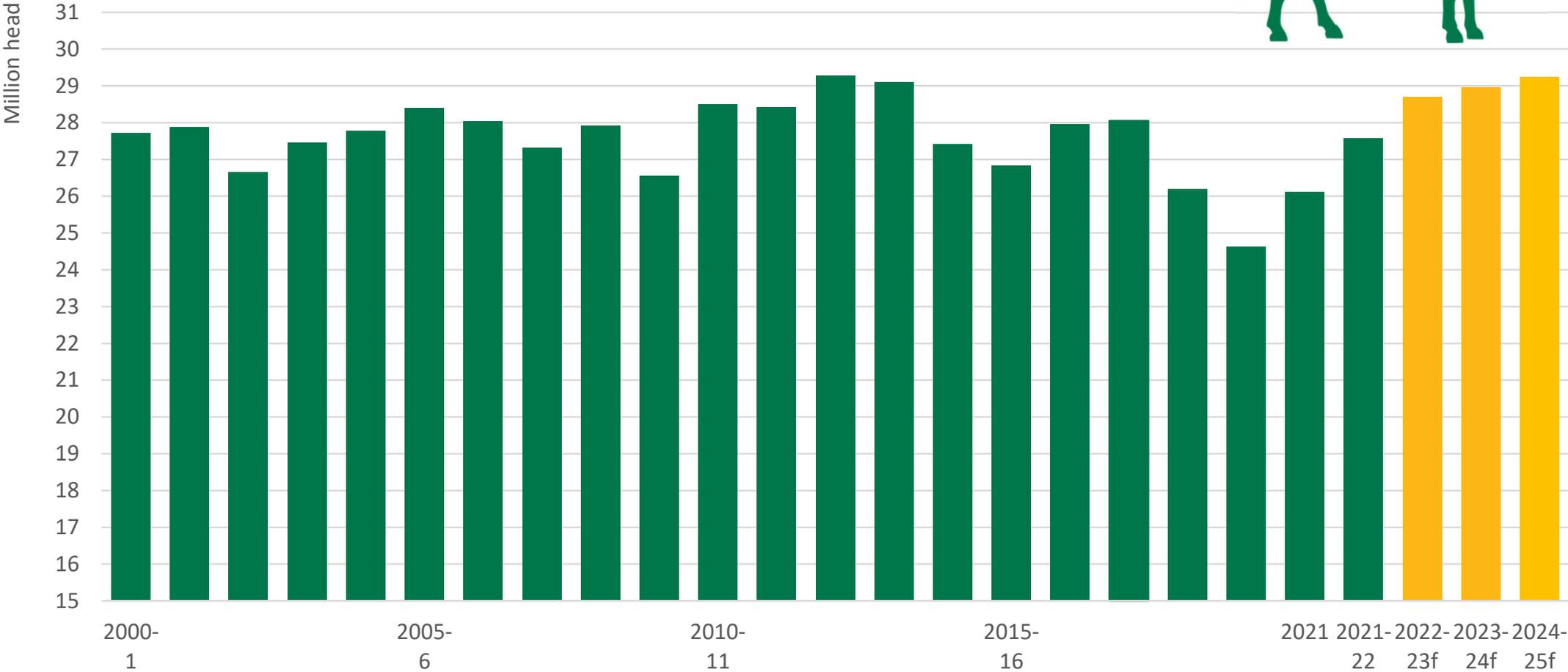
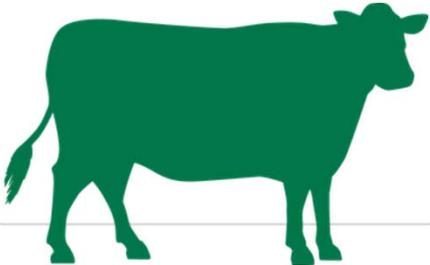
In 2018, Independent Consultants were engaged to calculate NAPCo's Life Cycle Assessment, evaluating the environmental impacts and resources used throughout the full life cycle of breeding, raising and delivering our product to the marketplace.



Coles Finest Certified Carbon Neutral Beef

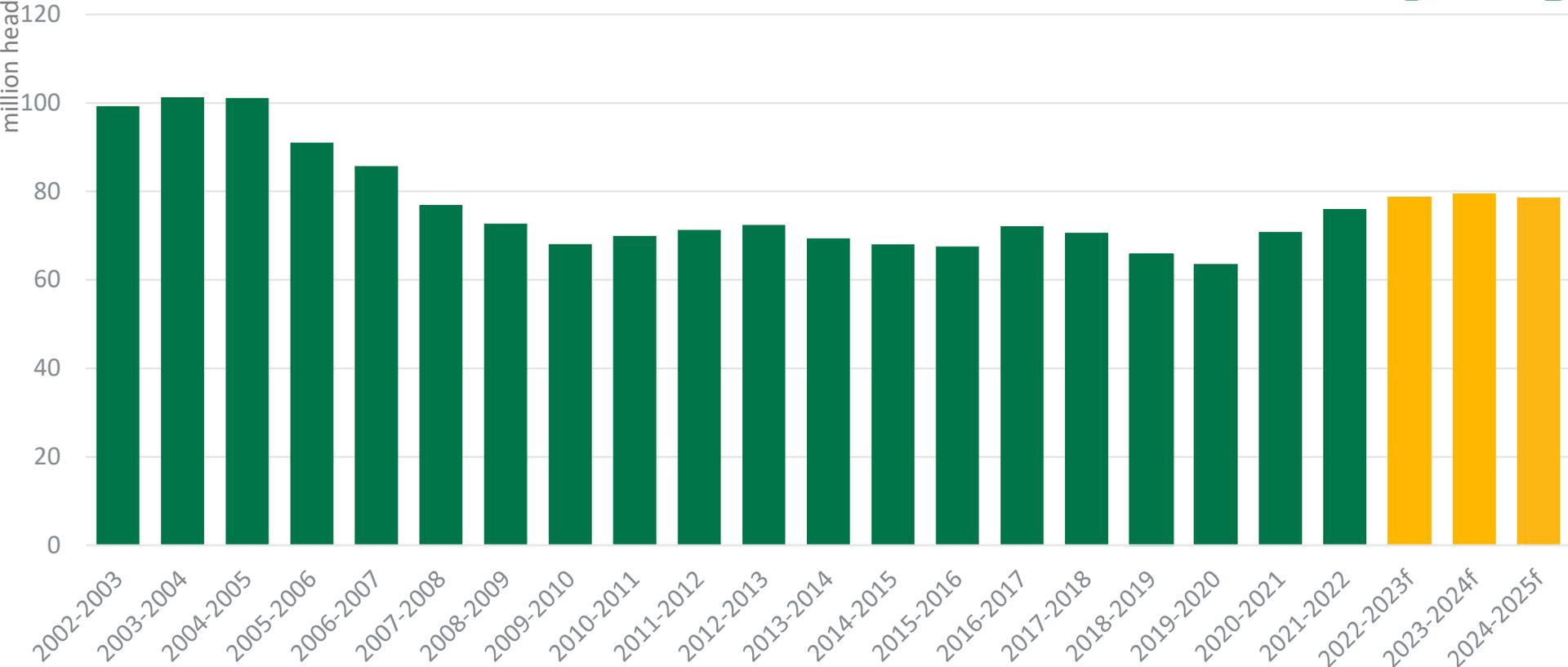


National cattle herd is rebuilding to be the highest since 2014



Source: ABS, MLA estimates

National sheep flock to reach 78.8m head – the highest since 2007



Source: ABS, MLA estimates



Complex challenges to solve

Trusted source of high quality protein

Double the Investment in adoption

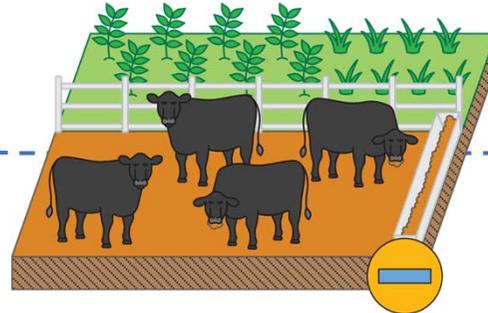
Double the value of red meat sales

Achieve carbon neutrality

1. Achieve carbon neutrality by 2030

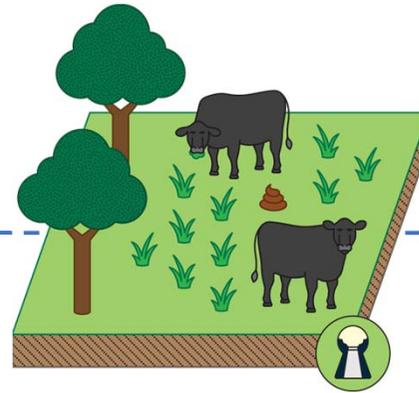


Industry leadership



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



mla MEAT STANDARDS AUSTRALIA

Consignment Summary Grid Specifications Reports

Overview of All Consignments

Processors: All Processors Producer PICs: All PICs

Date Range: 28/03/2022 28/03/2023 Compare: National Average

Apply Filters

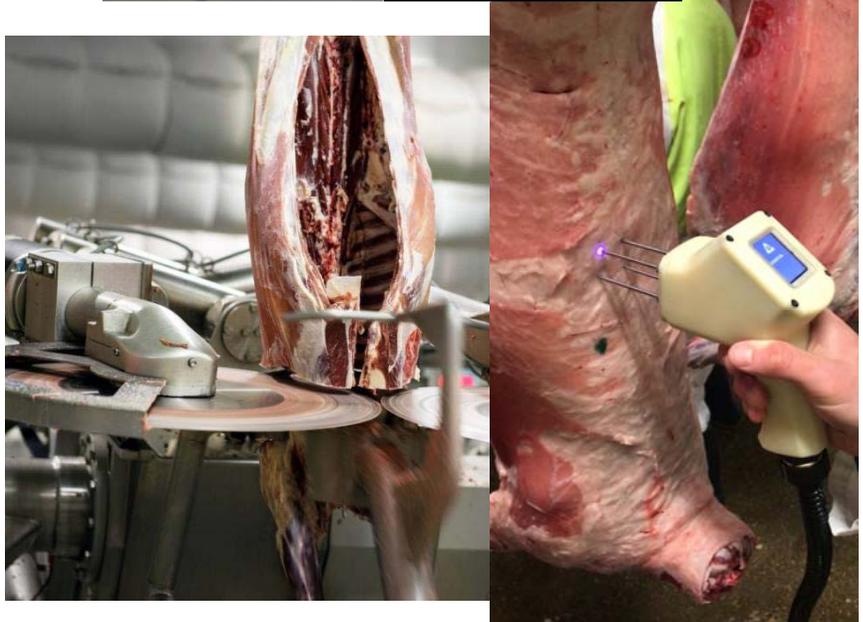
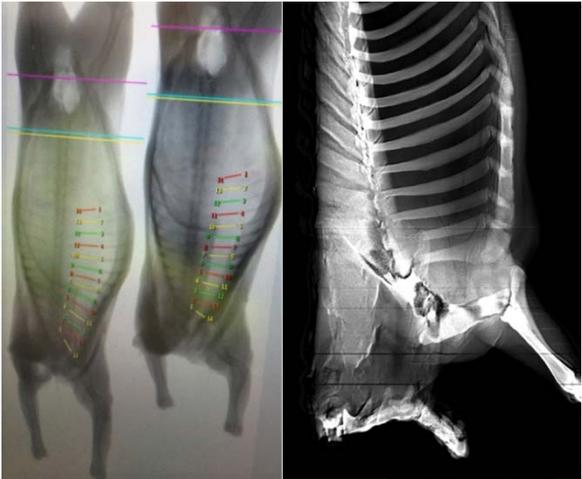
HEAD	998	F FEMALE	275	M MALE	723
AVERAGE HSCW	333.8 kg	AVERAGE PB FAT DEPTH	12 mm	MSA AVERAGE MSA INDEX	60.34
	317.2 kg National Average <input type="text"/>		12 mm National Average <input type="text"/>		69.90 National Average <input type="text"/>

Consignments

The below listed consignments represent cattle lots that have been consigned directly to a processing plant by this account's registered Property Identification Code (PIC) or will represent individual or lots of cattle that have been bred by this registered PIC, as determined by electronic tag identification at slaughter.

Kill Date	Processor	Target Market	Feed Type	Head	Avg HSCW	Avg PB Fat	Avg LM% ¹	Avg MSA Index	MSA Non-Compliance %	No. of Disease Defects	MSA Reports	Actions
25/06/2022	Test Processor	ABC	Grass	132	248.8kg	5	62.3%	59.02	15.9%	50	N/A	<input type="button" value="See details"/>
20/06/2022	Test Processor	ABC	Grass	1	305.9kg	17	50.2%	60.42	0%	1	N/A	<input type="button" value="See details"/>
17/06/2022	Test Processor	ABC	Grass	44	355.9kg	16	59.0%	60.99	0%	0	<input type="button" value="See details"/>	

3. Double the value of red meat sales



Get involved in MLA adoption programs





**GETTING
STARTED**

Stay in touch and up to date

The Weekly

Your round-up of prices, markets, news and more. 



Vetch earns its place

When WA producers, brothers Michael and John Bertola (pictured middle and right), faced medic pastures which fell short of providing adequate feed, they turned to vetch and haven't looked back.

[Read now](#)

Prices and markets

The latest market developments | Prices and market stats | Market reports

Market movers

05 May 2023

Indicator	Change (%)	Price
Restocker Yearling Steer	-4.10	372.00/kg liv wt
Daily Cow	-8.00	209.00/kg liv wt

Weekly cattle and sheep market wrap

National cattle yardings reach their highest level since November 2020 whilst trade lamb prices reached their lowest point since August 2022.

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Serving red meat and livestock producers

Fostering the long-term prosperity of the Australian red meat and livestock industry.

[LEARN HOW](#)

Growing demand for red meat in over 100 global markets



North America	EU	North Asia
AS\$2.36b	AS\$400m	AS\$2.78b
	ME/PA	
	AS\$1.36b	

FEEDBACK

MLA - FOSTERING PROSPERITY

DECEMBER 2020 - JANUARY 2023



Full coverage of RED MEAT 2023

ON FARM CLIMATE CONTROL

20

SUPPLY CHAIN 20 YEARS OF MSA

20

IN MARKET LAMB ECON

20



MEAT & LIVESTOCK AUSTRALIA

Tools and resources

- Carbon 101 eLearning modules
- Carbon calculator
- CarbonEDGE workshop



Training packages

All Training packages 3

Alphabetical Sustainability All Instructors



12 Items
Carbon 101
MLA, Greenham & Pinion Advisory

Overview This module will provide foundational information about carbon...



15 Items
Carbon Sense
MLA, Greenham & Pinion Advisory

Overview This learning module unpacks some of the practices that can be adopte...



12 Items
Measuring your own emissions
MLA, Greenham & Pinion Advisory

Overview The following eLearning module is designed to help you as you work your...

Carbon Calculation

Braeside 2022-2023

1 Data input 2 Calculations 3 Results

Property information
Farm name, location and other.
[Edit Property](#)

Livestock inventory
Beef & Sheep livestock inventory.
[Edit Beef](#) [Edit Sheep](#)

Crop plantations
Crop plantations details.
[Edit Crop plantations](#)

Energy
Energy usage on farm.
[Edit Energy](#)

Vegetation
Trees & carbon sequestration.
[Edit Vegetation](#)

Off-farm usage
Additional Off-farm usage.
[Edit Off-farm usage](#)

Get involved with MLA's adoption programs

- 10,709 producers engaged
- Influencing up to:
 - 11.3million Sheep
 - 7.1million Cattle
 - 210,000 Goats
 - >150million Hectares
- Participating producers benefit by \$7.83/Ha per annum.

