



Beef Links

A collaborative research and development project between Meat & Livestock Australia (MLA) and The University of Western Australia (UWA) for the WA beef industry

Producer insights for adoption outcomes across WA BeefLinks (P.PSH.2136)

About

This BeefLinks project takes a transdisciplinary approach to identify strategies that maintain profitable, consistent and sustainable beef yields for the WA value chain by identifying market-based risks and strategies that can be implemented by producers and industry to minimise these risks.

Throughout 2022 and 2023, the researchers will conduct interviews, focus group discussions and surveys with producers and other stakeholders to gain a better understanding of the complex issues associated with:

- decision making
- drivers impacting adoption rates and practice change
- factors affecting producers' choice of markets.

The project will use these valuable insights to develop an economic framework for improved decision making that will ultimately build on producers' knowledge, skills and confidence to drive practice change.

Through continuous evaluation of the BeefLinks program, the project will also recommend practical ways to improve on extension activities and adoption outcomes.

| Work packages | Outputs |
|---|---|
| Economic framework | <ul style="list-style-type: none"> ✓ Set of results on profitability of different practices to reduce the impact of weight loss during cattle transition. |
| Adoption prediction tools and key drivers for adoption | <ul style="list-style-type: none"> ✓ Recommendations to industry on suitability of available adoption prediction tools to livestock management practices. ✓ Identification of the key drivers of livestock producers' adoption of new management practices and opportunities for practice change along the value chain. |
| Market and risk analysis of beef supply chain | <ul style="list-style-type: none"> ✓ Recommendations to assist producers in building resilience to market risks. ✓ A decision tree tool to enable appropriate market choice. |
| Evaluation of BeefLinks program structure and management | <ul style="list-style-type: none"> ✓ A best-management framework to increase research adoption rates. ✓ Best-practice guidelines for transdisciplinary projects to increase adoption and program effectiveness. ✓ An involve and partner strategy and implementation plan. |



Get involved

BeefLinks is all about collaboration and is always looking for new partners and participants. Contact us to learn out more about the project, find out how you can contribute to research, trials and data collection and keep up to date with project progress.

For more information, please contact:

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