FEEDBACK

MLA - FOSTERING PROSPERITY

Together, we can share our story

A guide to how we can help maintain and build trust in our industry

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MEAT & LIVESTOCK AUSTRALIA

FEEDBACK

Special edition

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MLA - FOSTERING PROSPERITY

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Together, we can share our story

A guide to how we can help maintain and build trust in our industry

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ℹ **Know the facts.**
💬 **Share the facts.**

Telling the good story of Australian red meat

A note from the MD...

Welcome to the special edition of *Feedback* magazine, *'Together, we can share our story'*.

We are experiencing an important period in the Australian red meat and livestock industry, and we have an opportunity to invest in and take advantage of our current position.

Positive seasonal conditions continue across much of Australia, which support the flock and herd rebuild. Low herd and slaughter levels are driving high prices and they are not expected to return to pre-drought levels until 2023. This is translating directly into more efficient production – allowing more beef and lamb to be produced from fewer animals.

There is an international protein shortage due to African Swine Fever (ASF) and the Australia United Kingdom Free Trade Agreement has the opportunity to unlock access to a huge high value export market. This is all very promising news for Australian cattle, goat and sheep producers.

But we also find ourselves facing headwinds of unfounded and unfair criticisms of the industry. There is a spread of misinformation about the nutrition, production and traceability of Australian red meat.

It is more important than ever to step up and tell the great story of Australian red meat. Our current journey into this space started with the launch of *Red Meat, Green Facts* and the *Sustainability Update – 2021* at Beef Australia in May. We moved onto showcasing sustainability across the country with our producer case study videos and Good Meat animations. This special edition of Feedback is the next step along the way of capturing the true story of Australian red meat, so industry stakeholders can readily access and demonstrate fact-based information about our industry.

We have a great story to tell, and we want you to be proud to share it. It is important to be armed and ready to not only respond to criticism, but to be proactive about promoting and supporting the industry. In order to do so, we have developed a guide to values-based conversations, a best practice social media toolbox (see page 53), ready-to-share infographics and science-backed FAQs you can reference. These focus on being positive and promoting the facts of our industry.

Australian red meat is consumed in more than 100 countries. It has a global reputation for quality, safety and taste – all key attributes that drive strong demand. So why do people all over the world want Australian red meat?

We set the standard for world-class animal health, biosecurity and production practices (see page 34). We are constantly working to improve animal welfare in line with global standards. However, most people in the community never get the chance to see first-hand what happens along the red meat supply chain. The community needs to know that from the paddock to processing, the Australian red meat industry cares for its environment.

We have set the carbon neutral by 2030 (CN30) target to become more environmentally and economically resilient and to manage the impacts of climate change. This target demonstrates our industry's commitment to address emissions and build our reputation as a global leader in sustainable food production (see page 42). MLA's investment in CN30 is a critical piece of work for our industry and our country. With the right investments in research and development, the red meat sector can become carbon neutral.

We also want to tell the community our story of integrity. We have applied a number of investments to ensure the Australian red meat industry is backed by an integrity system of on-farm assurance, animal identification and traceability from paddock to processor (see page 48).

Twenty years ago, the Australian red meat and livestock industry did not have a traceability system, but we now have world-leading individual livestock traceability for cattle. This integrity system protects our disease-free status and underpins the marketing of our products as clean, safe and natural.

The rise of plant-based ultra-processed fake meat is also generating plenty of interest in the community. Global demand for protein has been forecast to increase as populations and incomes continue to grow (see page 10). Although most of the increased protein demand will be for real meat, it's likely that plant-based fake meat sales will also grow as total global protein consumption increases (see page 26).

We also want to share the nutrition story of the amazing products we produce. Red meat is naturally nutritious and a source of essential nutrients important for brain and muscle development and function, immunity and energy (see page 18). Maintaining current Australian red meat consumption in line with the Australian Dietary Guidelines is the sure-fire way to benefit not just your body, but the environment too.

Consumer sentiment research shows that producers are one of the most trusted professions in this country (see page 6). There is no better person to tell the story of our industry than you.

Have a question for me?

Jason Strong
MLA Managing Director
✉ **jstrong@mla.com.au**

We have a great story to tell, and we want you to be proud to share it.

Common ground key to building trust

Deanna Lush wears many hats: South Australian producer, managing director of communication company AgCommunicators and Churchill Fellow. Here, she pulls all these experiences together to look at how the red meat industry can win its share of the hearts and minds of the Australian community.

Have you heard the line 'no-one cares how much you know, until they know how much you care'?

This quote, famously uttered by US president Theodore Roosevelt, sums up the challenge we as red meat industry stakeholders face in engaging with people outside our industry.

If it were all about the facts, we might have silenced our detractors years ago.

However, we need to go beyond the facts to really connect with our community and ensure they understand that what's important to them, is important to us – and we're committed day-in, day-out, 365 days a year, to achieving it.

I know – we're all busy.

I'm a sheep and grain producer with my husband in South Australia, a former journalist who now runs a communication business and I recently completed a Churchill Fellowship on how Australian agriculture can better build trust.

I've seen the challenges from all sides in multiple countries and know we're not going to increase our influence by being defensive or not listening.

So, here's how we can position ourselves to maximise our positive influence.

Building trust

The community wants to know we care and that we are trustworthy before they'll listen to any of our facts and information.

Research by the US Center for Food Integrity – a global leader in strategies to build trust in agriculture – found there are three drivers of consumer trust:

- **Influential others:** these are the people we choose to have in our lives, such as our family and friends, as well as credentialed people, such as doctors, vets, accountants or mechanics.
- **Competence:** this refers to an individual's technical skills and abilities. It's also the facts, science, data and information that we love in agriculture.
- **Confidence:** This is the reassurance that there is a similarity in my values to the person I'm connecting with. It can be the things we have in common from an interest or a passion point of view but it's also the way we see the world, the way we live life, such as similar philosophies about food or sustainability.

These three drivers of trust are not all equal.

In fact, the ability to demonstrate shared values is three to five times more important in building trust than sharing facts or demonstrating technical skills or expertise.

South Australian producer Deanna Lush.

This is a solid base from which we can build better relationships with those outside our industry and focus on where we can have most influence.

The good news

While I may have just shattered your perception that all we need is the facts, there is good news.

It comes down to understanding where we – where you – can have influence.

Recent research in Australia and overseas has found:

62% of Australians accept farmers, fishers and foresters (when asked to rate their trust and acceptance of these industries)[1]

two-thirds of Australians feel good about the red meat industry[2]

65% of consumers just have genuine questions about farming and food processing.[3]

This 65% is 'the moveable middle' – a large group of the community who are open to knowing more about who we are and what we do.

This is a solid base from which we can build better relationships with those outside our industry and focus on where we can have most influence.

So when it comes to the values we share, we have a lot in common with people outside our industry.

It might be a host of non-agricultural-related things – like family or hobbies – as well as attributes of our industry, such as safe food, quality nutrition, outstanding animal care, environmental stewardship, and contributing to our communities. We can use these as our point of connection to establish that shared value and then – and only then – might we have the privilege of sharing facts and information about our farm or industry.

Where to start

We all have a role to play. Regardless of whether we are producers, lot feeders, chefs, butchers, retailers or something else in our great industry, we can all play our part in sharing our stories and connecting by values.

We can't leave it up to a few and there is no silver bullet. It really is every shoulder to the wheel and takes a commitment to doing the right thing that will build up the trust in our industry.

For the two-thirds of consumers who just have genuine questions, and support agriculture and us as livestock producers, these people are in your own family and friendship circle and in your local community – it's a great place to start to have influence.

This might mean talking to teachers at your local school, reaching out to service clubs to give a presentation, or connecting on social media – there are numerous pages and groups where genuine interaction is welcome.

As you read this special edition of *Feedback*, you'll meet people from throughout the red meat industry and beyond who are connecting with their communities in a range of different ways to engage in positive, productive conversations about red meat.

MLA has compiled a comprehensive list of questions consumers are asking about red meat and livestock, starting on page 18. This will give you evidence-based facts, which you can use to reassure your community about agriculture as you have conversations built on your shared values.

If you're keen to do more, MLA operates a range of opportunities to be involved in sharing the story about red meat and livestock with the community – turn to page 12 for more details.

About 42% of Australians do not know anyone working in rural industries[1]. So if you are the one person in agriculture that they meet, this is your challenge: to make it a positive experience on behalf of our industry that tells the great story of the red meat industry.

The science behind shared values

The US Center for Food Integrity (CFI) was the first organisation to introduce a research-based model to assist in building community trust in farmers.

CFI and Iowa State University[3] conducted a study testing 55 theories with 6,000 research participants which determined that demonstrating shared values was the most important driver to build consumer trust. This model was peer-reviewed and published in the US journal *Rural Sociology* in 2009.

This model was a game-changer in terms of how farmers engaged with consumers and has laid the foundations for many individuals, organisations and industries to adjust their approach. The model proves that building trust isn't just giving consumers more science, more research or more information. It's about demonstrating we share their values when it comes to topics they care about most.

Closer to home, recent research through the Community Trust in Australia's Rural Industries project[1] found each sector can better build trust by being:

- responsible stewards of the land and seas and operating sustainably
- responsive to community concerns
- focused on ensuring quality of rural industry products.

References: [1]AgriFutures Australia, Community Trust in Rural Industries project, 2020. [2]MLA consumer sentiment research, 2020. [3]US Center for Food Integrity, *Rural Sociology*, 2009.

8
ways to engage with your community

1 Know where you can have influence

This is with 'the moveable middle' – the two-thirds of the community who have genuine questions about food and farming. A vegan is not going to change your mind, and you're unlikely to change theirs.

2 Listen

We can't expect people outside agriculture to listen to us if we're not going to do the same and understand where they're coming from. Remember, they may have just heard or read something and want to ask your opinion, not be critical, so don't automatically assume the defensive position.

3 Ask questions first

Identify what values you might have in common with the person you're trying to engage with. Resist the urge to share until you've found out what the real value driving their concern is. If it's animal welfare, address that value with how you go above and beyond to ensure a high level of animal welfare on your property.

4 Ask 'what' questions rather than 'why'

'What makes you think that?' rather than 'why do you think that?' can sound less judgemental.

5 Find your social niche

Understand social media has a way of congregating like-minded views together. Negative comments are not always indicative of what everyone thinks. Spend your energy where you can answer genuine questions. Turn to page 53 for more social media tips.

6 Start with your off-farm family and friends

You might be the only person in agriculture they'll ever know so you are their ultimate source of information.

7 Look for any opportunity to share your story

Conversations around shared values can happen in the school yard, during a presentation to your local club or association, while you're in the taxi from the airport, around the bar after footy, while you're catching up with friends and family. As you read this edition of *Feedback*, you'll meet people who are sharing their stories in many different ways.

8 Thank people for asking you and tell them you love their question

Conversations about food and farming happen everywhere, it's a privilege to be asked and for us to be able to offer our perspective.

Understanding shared values

Here's a closer look at what shared values might look like in a conversation.

Facts impact knowledge but values influence feeling and beliefs – which are more important in building trust. Your practical actions demonstrate what you value – and these actions will be slightly different for everyone, so use your own words to connect with community members.

How can you be sure that animals get the care they need?

"Animal welfare is front and centre of what we do, because a productive industry hinges on having animals that are happy and healthy."

Hugh Dawson, head stockman, 'Beetaloo Station', NT - read more on page 5

I'm just worried that eating red meat is not good for our environment...

"We see ourselves as grass farmers first and then cattle producers second, as we need to manage our soils and grasses well in order to produce good beef."

Michelle and Michael Lyons, Queensland beef producers - read more on page 40

Is eating red meat really good for me?

"You can care about the planet and animals, and also nourish your body well. The two are not mutually exclusive."

Shan Cooper, health and wellness influencer - read more on page 20

Facts impact knowledge but values influence feeling and beliefs – which are more important in building trust.

Hugh Dawson – head stockman

Image courtesy of Stacey Ford Photography

I'm head stockman on 'Beetaloo Station', a beef breeding operation in the NT. It's home to 80,000 Brahman and crossbred cattle across just over one million hectares. I originally started working here on my gap year after school – and haven't left.

Why do you think it's important to share your story with the wider community?

If the people who actually have boots on the ground aren't sharing the real story of the industry, it presents a massive opportunity for the spread of misinformation.

We need to be on the front foot sharing authentic and transparent stories of agriculture so the wider community can make an informed decision on how they perceive the red meat industry.

What messages do you focus on sharing?

Showing that animal welfare is front and centre of what we do, because a productive industry hinges on having animals that are happy and healthy.

How are you sharing your story?

Smartphones are basically glued to people's hands nowadays, meaning you can reach a broad audience via platforms like Instagram, Twitter and Facebook – so social media is the obvious choice to share my story and post about station life and agriculture.

Through social media we're able to access metropolitan areas, which is an important means of attracting support for red meat from outside the industry.

Have you seen a positive impact?

Absolutely. As soon as I started sharing my story online, the messages of support were really quite overwhelming.

It means people have access to information they didn't have in the past, and can be inspired to go out and learn more about the industry and where their steak comes from, which is a real success.

What have you learned along the way?

It's a lot easier to go together when you're putting yourself out there as an industry, and the more producers that come onboard, the more people are going to see our story and what we're doing.

Connect with me:

 @hpjdawson

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ℹ **Know the facts.**

Learn more about MLA's work to promote the red meat industry and consumer sentiment research at

▸ **mla.com.au/ambassadors-program** (and page 72)

▸ **mla.com.au/consumer-sentiment-research** (and page 6)

For more information, check out

▸ **foodintegrity.org**   ▸ **agcommunicators.com.au**

Deanna Lush (page 2) recently completed a Churchill Fellowship on how Australian agriculture can better build trust. Read her Churchill report at

Winston Churchill Trust
Learn globally, inspire locally.

▸ **www.churchilltrust.com.au**

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

What consumers really think about red meat and the people who produce it

Health and nutrition are the main reasons Australians want to eat more red meat, with protein and iron being the key factors, according to MLA's latest consumer sentiment research.

Independent research by Pollinate has been conducted annually since 2010, to measure and track consumer sentiment towards the red meat industry in metropolitan areas.

This year's research involved more than 1,500 main grocery buyers and main meal preparers aged 18–64, who live in metropolitan areas of Australia.

The 2021 data showed Australians continue to hold red meat producers in high regard, placing farmers amongst the most trusted members of the community.

MLA Managing Director Jason Strong said the findings reflected a growing acknowledgement of cattle and sheep producers and the work of the industry to share its story – and the facts about red meat production – with the community.

"Perceptions of the Australian red meat industry are relatively strong, and knowledge of the industry among consumers in metropolitan Australia is growing," Jason said.

"Our insights also show that positive community sentiment is correlated with the community's understanding of our industry.

"In separate Pollinate Pulse research, data highlights that farmers are among the most trusted members of the Australian community, alongside doctors and scientists."

The research found 31% of consumers feel they are knowledgeable about the industry – this group also feel more positive towards the production of red meat in Australia, including that cattle and sheep producers:

- care about the environment
- produce livestock in a humane manner
- make a positive contribution to society.

This group also believe it's important for school children to learn more about how the industry produces beef and lamb.

ⓘ

Turn the page for more insights from MLA's consumer sentiment research

Image courtesy of Valeria Rameriz

I'M A red meat AMBASSADOR

Shan Cooper – health and wellness coach and ag science graduate

I'm a health and wellness coach and agricultural science graduate, as well as a lover of the outdoors, fitness and the ocean. I'm also a passionate foodie and mum to a sassy six-year-old, five chickens and a cavoodle named Brown.

What message are you sharing about the red meat industry?

When I was younger, I didn't eat red meat for 15 years because I thought I was making the 'healthy' choice.

I learnt the hard way the nutrient deficiency and depletion that can go along with that.

I had to work really hard to get my body back to a place of thriving after that period of time.

I'm really passionate now about supporting local farmers and choosing the very best quality meat I can, as well as doing my best to cook nose-to-tail to reduce waste and optimise nutrition.

How do you share with your community?

I have a blog where I share free recipes incorporating all different cuts of meat and various ways to cook them alongside beautiful, colourful and in-season vegetable and salad sides.

You can care about the planet and animals, and also nourish your body well. The two are not mutually exclusive.

I use social media to empower people to take back control of their health – I believe that starts with how we nourish our bodies.

I love to show people how easy and affordable it can be to make healthy and wholesome food for the whole family.

Why did you choose to share your journey with red meat?

There's so much polarity about various ways of eating – vegan, vegetarian, carnivore and so on. I just wanted to show people some balance and how to be a conscious omnivore.

You can care about the planet and animals, and also nourish your body well. The two are not mutually exclusive.

What are you hearing from your community?

Many of my followers have also been or are where I was in regard to not eating red meat.

My story has helped them to think a bit more about their choices and so many have started to incorporate it back in a really mindful way.

Connect with me:

ⓕ @MyFoodReligion

ⓘ @myfoodreligion

ⓦ myfoodreligion.com

Consumption

The consumer research also asked questions about how much red meat they are eating.

Importantly, purchasing and consumption of red meat has remained relatively stable over the past 12 months and two out of three consumers plan on eating the same amount of red meat or increasing their consumption during the next year.

Those with higher industry knowledge are more likely to have increased their red meat consumption compared to the data from last year.

The top reasons people gave for eating more red meat are:

- source of protein
- they like meat
- source of nutrition
- source of iron.

The top reasons for eating less red meat are:

- too expensive
- health concerns
- environment
- animal welfare.

Who isn't eating red meat?

MLA's consumer sentiment research showed the number of consumers who claim to be vegetarian has remained relatively stable over the past few years.

The research showed 9% of consumers claim to be vegetarian – a slight increase compared to last year – but 58% of those who claim to be vegetarian, still eat meat occasionally.

Community trust

These insights also reflected the growing impact of MLA's programs on building community trust in the red meat industry.

With the knowledge that the red meat industry has a goal to be carbon neutral by 2030 (CN30):

- 53% of metro consumers thought more positively about the red meat industry
- and among those who claim to have a good industry knowledge, 65% would feel more positive towards the industry if it can achieve this goal.

"MLA's work around positioning red meat in the marketplace forms a critical part of our Strategic Plan, and clearly falls under our remit of a provider of marketing services," Jason said.

"Our paddock to plate concept resonates very well among metropolitan audiences with more than half wanting to learn more about how beef and lamb is produced along the supply chain."

ℹ️ **Read more about MLA's initiatives to share the facts about red meat production on page 12.**

How will the research be used?

MLA uses this annual research to inform the community communication and marketing activities it undertakes on behalf of the red meat industry, an important component of which is demonstrating how Australian red meat producers are ethical and responsible custodians of livestock, land and natural resources.

Implemented via the Australian Good Meat communications platform, MLA's main community engagement priorities are:

- **Community sentiment:** Maintain positive community sentiment towards the red meat industry, highlighting care for environment and animal wellbeing, and the role of red meat in a healthy balanced diet.
- **Tell our positive stories:** Showcase producers' stories to share their knowledge with the community on the journey from paddock to plate.
- *Red Meat, Green Facts:* Provide easy to understand facts on the red meat industry to bust myths and build industry knowledge.
- **School education:** Build teachers' and students' knowledge through curriculum-aligned topics on the red meat industry.

ℹ️ **Read more about the Australian Good Meat communications program on page 16.**

What can you do to share red meat's story?

This research reinforces that Australians trust red meat producers, and Australians who have increased industry knowledge are more likely to want to increase red meat consumption.

This special edition of *Feedback* builds on these two interlinked factors, by equipping industry stakeholders with the resources and information to share their own story about red meat production with the community.

ℹ️ Turn to page 2 for more information on how to **effectively engage with your own networks.**

❓ Turn to page 18 for the **evidence-backed answers to common questions** the community is asking about the red meat industry.

📱 Turn to page 53 for our social media toolbox, for tips on **how to engage in meaningful online conversations** about the red meat industry.

💬 Turn to page 72 to **learn about MLA's Red Meat Industry Ambassadors Program**, which offers professional training in community engagement, communication through media and social media, and building trust with consumers.

I'M A red meat AMBASSADOR

Kate McBride – producer and student

I'm a fifth-generation producer from 'Tolarno Station', a 202,000ha sheep station in western NSW. We run 10,000 Merinos and harvest wild goats. I'm currently pursuing a Masters in Global Food and Agribusiness. I'm also involved in the industry as the youngest ever board member for Western Local Land Services and participated in the MLA-supported Livestock Leaders course last year.

Why is it important to share your story?

Firstly, farming can be a tough and isolating lifestyle, so sharing our experiences helps those in our industry realise they aren't alone. Seeing other producers as colleagues rather than competitors is really important because we have to work together to improve our industry.

Secondly, now more than ever we need to connect with people outside our industry. People don't understand what they're eating let alone where it comes from, so it's up to us to help bridge the gap.

What information do you share?

I demonstrate the care for country and animals we show as producers, to debunk the idea that we don't look after these.

It's also about city people understanding the hardships producers face – 18 months of fires, drought, floods, mouse plagues and COVID have taken their toll and it's important we raise awareness in order for change to come about.

How are you sharing your story?

I use social media and I take any opportunities I can to speak to wider media, including through podcasts, TV appearances, radio and newspaper, like when I was a guest on ABC's Q&A program.

When you're given a platform to speak on, it's important that you don't just represent yourself, but speak for your wider community and the issues you care about, which for me, are producers and rural communities.

What impact have you seen?

It's been really positive to bring people along on my journey with the help of social media. I'm not about bombarding people with facts or gruesome pictures – I'm simply showing them the incredible life I'm living out bush.

When I see people discussing a post or questioning things I've spoken about in an interview, it's great because these people are engaging. I genuinely believe that people in the cities want to engage with us, so making it simple for them to understand and showing off our way of life has been great.

What have you learned along the way?

People love authenticity, which is why it's so important to be yourself on social media. Personally, I've found being quite open and real helps people connect with me.

It is such an exciting time to be in agriculture, so I'd encourage anyone thinking about sharing their story to do so.

Any other tips?

As soon as you put yourself out there in any industry, unfortunately you'll experience the worst of social media.

I have an incredible support network that helps me, but I've also found it's valuable to call out bad behaviour when you see it online, whether it's targeting your profile or someone else's.

The other thing is, the block button exists for a reason, so if people are harassing you all it takes is a click of a button to get rid of them.

Connect with me:

⊙ @kate_mcbride

ⓘ Know the facts.

For more information on MLA's consumer sentiment research and how MLA uses this research for our community programs visit

▶ mla.com.au/consumer-sentiment-research

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

A global conversation about red meat

The importance of sharing the truth about how red meat is sustainably produced isn't unique to Australia. Around the world, communities are asking more questions of the industry, including of its environmental impacts, animal welfare and nutrition credentials.

To remain relevant in global food conversations, it's up to red meat stakeholders to ensure these concerns are being addressed and acted on.

Take for example the United Nations Food Systems Summit (UN FSS), held on 24 September in New York, USA, which provided a platform for the UN to create dialogues and discussions around the world's food systems.

The UN focuses much of its work around meeting the 2030 Sustainable Development Goals, with the Summit itself concerned with the goals to:

- resolve hunger
- reduce diet-related disease
- heal the planet.

In the lead-up to the Summit, there was a concern that red meat would be underrepresented, with the Summit skewed towards plant-based solutions. This spurred the red meat industry to take initiative to properly demonstrate its commitment to the development goals.

MLA supported the development of an activation kit that contained balanced and positive information on red meat for the global meat and livestock sector to freely use, and hosted a global independent dialogue on the role of the global meat and livestock sector in future sustainable food systems.

MLA also held a briefing dinner with the Australian Ambassador to the US, the Hon. Arthur Sinodinos, and Australia's Ambassador and Permanent Representative to the UN, the Hon. Mitch Fifield, who were two prominent political voices at the Summit.

This event was an opportunity to put the industry's best foot forward, so this could be recognised and acted on if required at the Summit. At its conclusion, both voiced an understanding of the importance of the industry to the future of food systems.

"The Summit will focus on the ways the world produces, consumes and thinks about food. It is a great opportunity to work together and showcase Australian best practice, like our meat industry's approach," Ambassador Fifield said at the dinner's conclusion.

"Government and industry will work together to get the message out there that Aussie farmers are key environmental stewards, and their product is world class too. We've got a great story to tell here."

Outcomes of the Summit

During the Summit, Australian Agriculture Minister David Littleproud remarked on Australia's work in emissions reduction, landscape management and agricultural stewardship at a session devoted to leaders' statements.

As a result of the Summit, a number of coalitions have been established to continue working on the ambitions of the UN FSS, and member states have submitted national pathways to achieve the Sustainable Development Goals in line with five Summit Action Areas:

1. Nourish all people
2. Boost natural-based solutions and production
3. Advance equitable livelihoods, decent work and empowered communities
4. Build resilience to vulnerabilities, shocks and stresses
5. Support means of implementation.

Of particular importance to the red meat industry is the Global Sustainable Livestock Coalition, which was formed to support decision-making for the development of sustainable livestock systems. Australia has joined this and, with many world-leading sustainability systems for livestock production already in place, is well positioned to support the Coalition's agenda.

Moving forward, the leaders of seven UN agencies have agreed to work together and, at a country level, encourage the implementation of the pathways and coalitions, progressing food systems transformation.

Australia also employs other strategies aimed at addressing consumer concerns, including through:

- ⓘ **A commitment to reducing industry emissions, including through new technologies and on-farm practices – see page 34.**

- ⓘ **Continued research into the real impact of Australian red meat on the environment, which reveals how the industry has reduced its footprint – see page 42.**

- ⓘ **Research into the role of red meat in a healthy diet – see page 18.**

- ⓘ **Integrity systems that support animal welfare and biosecurity, including the Livestock Production Assurance Program and the National Vendor Declaration – see page 48.**

"Government and industry will work together to get the message out there that Aussie farmers are key environmental stewards, and their product is world class too."

Sustainability

Animal welfare

Animal welfare

Nutrition

Sustainability

Health

Serving up what consumers want

Did you know that what communities around the world want to know about red meat differs from country to country?

For example, in Asian markets, consumers have a heightened interest in the nutritional credentials and food safety of red meat, whereas in Europe and America, sustainability and animal welfare are of increasing concern.

The rise of these concerns cannot be understated. In many markets, the environmental and sustainability credentials of products are already driving corporate customer purchases, with retailers and foodservice operators more focused on what they put on shelves and menus.

For this reason, to maintain a presence in overseas markets, the Australian red meat industry's strategy is to adapt messages based on what consumers want to know.

The Australian red meat industry holds a number of advantages when positioning itself globally, as it can leverage world-leading traceability systems, a reputation for quality, food safety and high standards of animal welfare, along with a compelling sustainability narrative.

For example, in the US, where there is increasing demand for natural, healthy and environmentally sustainable product, Australian beef has used its Carbon Neutral by 2030 (CN30) roadmap and Australian Beef Sustainability Framework as tangible examples of how its product is suitable.

Australia is leveraging these credentials, and the world's first Sheep Sustainability Framework, during trade negotiation advocacy in the United Kingdom and European Union, where customers have a particular interest in the animal welfare and sustainability components of production.

Recognising that European consumers value sustainability and animal welfare in their red meat purchases, negotiators can reference Australia's traceability systems and animal welfare standards as examples of how the industry meets customer requirements.

Read more about sustainable production practices on page 34.

Know the facts.

Industry stakeholders have a shared responsibility to ensure red meat's positive position globally is maintained.

Read more about MLA's initiatives that support UN FSS's ambitions on page 12.

United Nations Food Systems Summit resources
mla.com.au/UNFSS

Red Meat, Green Facts
redmeatgreenfacts.com.au

Australian Good Meat
goodmeat.com.au

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

Australian red meat: sharing our stories

If you're a stakeholder in the red meat industry, you probably already know Australia produces some of the best red meat available in the world.

However, not everyone in our community understands what goes into making Australian red meat and this can influence what protein they choose.

MLA's research shows that consumers who have a higher level of knowledge of the industry are more likely to think positively of the red meat industry, reinforcing the need for our industry to share the story of Australian red meat and how it's produced.

To ensure the real story of Australian red meat is told, MLA is active across a range of strategic initiatives which work to show our products for what they are: high quality and high value.

Here's a look at just some of the activities MLA is undertaking in partnership with industry to share the positive, real story about Australian red meat.

Green facts on red meat

MLA's *Red Meat, Green Facts* is industry's pocket guide to sharing positive, fact-based information about Australian red meat and how it is produced. Covering topics such as the environment, animal welfare and plant-based alternative proteins, these facts equip industry stakeholders to bust myths about their industry as well as engage and educate the community around the world-class credentials of Australian red meat.

More than 55,000 copies of the guide have been distributed since it was launched at Beef Australia 2021, with many people also accessing data from the supporting *Red Meat, Green Facts* website.

Grain Fed Beef website

MLA partnered with the Australian Lot Feeders' Association (ALFA) to produce the Australian Grain Fed Beef website, an online hub of information for consumers and industry to learn about the credentials of Australian grainfed beef, how it's produced and the people who produce it.

The website provides clear, factual responses to questions consumers are asking about the industry, from animal health and welfare to the environmental impacts of grainfed beef.

It also provides information on different cuts and cooking methods for grainfed beef and features the stories of people involved in producing Australian grainfed beef.

Australian Grain Fed Beef's newsletter, Instagram and Facebook pages also help share the true industry story painted by the website, which received more than 5,500 visitors from when it launched in May 2021 through to the end of September.

Global position

MLA collaborated with the Global Meat Alliance to produce resources to equip the global red meat industry for the 2021 United Nations Food Systems Summit (UN FSS), which was held in the US in September 2021.

Resources created include a UN FSS overview to provide industry with an understanding of the summit and what it means for Australia's red meat supply chain, as well as an activation kit to supply red meat industry ambassadors with messages and resources to share with the wider community. This created a unified voice around the industry's credentials.

Industry ambassadors

MLA is helping to create a network of industry champions who have the skills, knowledge and confidence to engage with the community and share our industry's positive stories in authentic ways through the 2021 Ambassadors for the Red Meat Industry Program. This program delivers intensive development opportunities for participants to access professional training in community engagement, communication through media and social media, and building trust with consumers.

In 2020-21, MLA supported 125 participants, with 85% of program graduates now actively sharing stories of their role in the red meat industry with the support of MLA resources.

> **Many of these ambassadors share their stories throughout this edition of *Feedback*.**

Climate action campaign

MLA works with the wider agricultural industry to connect with the community. In 2019, MLA supported the National Farmers' Federation (NFF) with their 'Telling our story' campaign, which was designed to better connect consumers with food and fibre producers.

In 2021, MLA supported NFF's '*Australian farms - where real climate action happens*' campaign, to increase awareness of the positive role agriculture is playing in a reduced emissions future and reduce uncertainty about agriculture and climate change. The campaign shared the stories of a diverse range of producers and their efforts to combat climate change to unite producers and communities in their commitment to protecting the environment.

Australian Good Meat

The Australian Good Meat platform, which includes the goodmeat.com.au website, was created by MLA to build and maintain community understanding and trust regarding the Australian red meat and livestock industry.

It provides credible information to demonstrate how Australian red meat

is produced sustainably, in high-welfare systems and is an important part of a healthy, balanced diet. The initiative also provides a platform for red meat industry stakeholders to share their story and commitment to best practice.

Promoting sustainability

In 2021, MLA released the *Sustainability Update 2021* which highlights MLA's key sustainability investments and initiatives, commitment to ensuring the transparency of red meat production systems, and improvements through proactive adoption and practice change.

MLA and its Australian Good Meat platform are developing videos sharing how producers are driving practice change to improve the sustainability and profitability of their businesses while capturing their deep knowledge and care for their livestock, their land and the environment.

On behalf of broader industry, MLA also manages the Australian Beef Sustainability and Sheep Sustainability Frameworks. The role of the frameworks is to monitor, measure and report industry performance and progress through a series of indicators and metrics against key sustainability priorities.

> **Read more about sustainable red meat production on page 34.**

Researching plant-based proteins

In July 2021, MLA commissioned consumer research on behalf of the red meat industry to investigate community understanding and attitudes towards plant-based proteins and their product packaging.

A national survey of 1,000 Australians determined that most respondents (61%) mistook at least one plant-based protein product as containing animal meat and half of respondents (51%) found the packaging to be at least somewhat confusing. The survey found one in three consumers believe they have mistaken plant-based protein for animal meat due to its packaging and almost two in three believe that other people may have also made the same mistake.
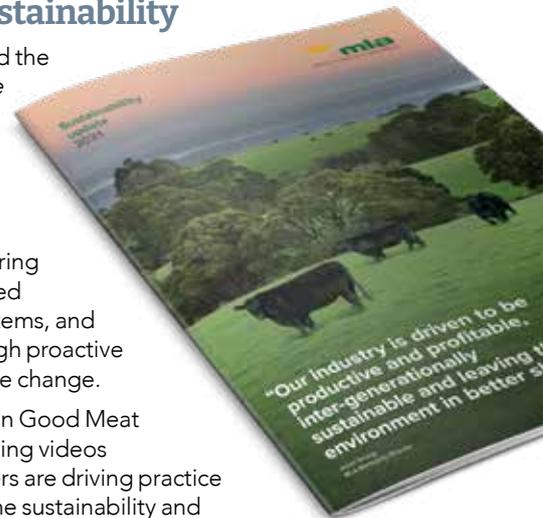
To ensure the real story of Australian red meat is told, MLA is active across a range of strategic initiatives which work to show our products for what they are: high quality and high value.

Social media influencers

MLA's Australian Good Meat platform has partnered with respected social media influencers to engage Australians with information on red meat production and its environmental, nutritional and ethical credentials.

For the first five months of this initiative (May–September 2021), MLA worked with 24 influencers, who created more than 200 pieces of content to share positive information about Australian red meat. These reached more than 2.7 million people, which was amplified to a further 9.1 million, generating comments and positive reactions. As the initiative gains momentum, a diverse range of influencers active across channels including TikTok and YouTube will be engaged to share content focused on sustainability and animal welfare in the industry.

Smart Farming Virtual Classroom

MLA's Smart Farming Virtual Classroom program aims to improve school students' understanding of the industry by providing an interactive educational session on how Australian red meat is produced. Classroom sessions are aligned to the school curriculum and provide insights into sustainable farming practices, red meat production and nutrition, delivered by a program teacher and red meat producer ambassador for the red meat industry.

MLA aims to host more than 30 Smart Farming virtual classrooms during 2021-22 . The new program launched in August 2021 and reached almost 5,000 students, with 92% of their teachers rating the program higher than 4/5.

Community engagement

MLA hosts the Australian Good Meat Paddock to Plate Experience at premier agricultural shows and events to provide attendees with an immersive look at the paddock to plate journey of Australian beef and lamb. As part of the experience, attendees view a series of videos providing an up-close look at red meat production practices and are offered the chance to speak with a red meat industry ambassador on hand at the event. More than 2,000 visitors attended the experience at the 2021 Sydney Royal Easter Show and more than 95% reported feeling an increased level of trust in industry after taking part in the experience.

Nutrition program

MLA's investments in research into red meat consumption, its nutritional value and environmental footprint provide consumers with evidence they can enjoy red meat as part of a healthy and balanced diet.

Research findings inform a range of practical resources produced by MLA for general practitioners and dietitians to provide their patients with practical ways to enjoy red meat in a healthy diet. Almost 10,000 copies of these resources are distributed each year. The full range of resources, research and other practical information about red meat consumption in a healthy diet are available on MLA's Healthy Meals website.

Resources sponsored by MLA are also being distributed in the Sports Dietitians Australia Coaches' Toolkit to help sports coaches support Australian athletes to meet their nutritional requirements and maintain healthy muscles using red meat.

ⓘ Know the facts.

Learn more about how MLA is telling the real story of Australian red meat at

Australian
Good Meat
MORE THAN JUST GOOD FOR YOU

▽ **goodmeat.com.au**   ▽ **grainfedbeef.com.au**

▽ **redmeatgreenfacts.com.au**

▽ **mlahealthymeals.com.au**

AUSTRALIAN
GrainFed
BEEF

RED MEAT,
GREEN FACTS

UN FSS activation kit

▽ **mla.com.au/UNFSS**

UNITED NATIONS
FOOD SYSTEMS
SUMMIT 2021

NFF climate change campaign

▽ **farmers.org.au/realclimateaction**

National
Farmers
Federation

To apply to become an ambassador for the red meat industry visit

▽ **mla.com.au/industry-ambassadors**

mla
MEAT & LIVESTOCK AUSTRALIA

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

I'M A *red meat* **AMBASSADOR**

Troy Setter – CEO, director and chairman

I'm a member of the team at Consolidated Pastoral Company (CPC) and I'm involved in the red meat industry where I think I can make a difference. I'm also the Chair of LiveCorp.

What story are you sharing?

Red meat has a very interesting story and it's a natural, healthy, tasty, high-quality experience and food.

The way we produce red meat, care for our animals, environment and the variety of jobs in the red meat industry is very interesting for people outside of the industry.

Why is it important to share this?

Because no-one else will. No industry or product, no matter what it is, has a right to exist. We have a responsibility to do the right thing by our animals, environment and the people that rely on our industry and, to be socially successful as an industry and market our great red meat products, we have a responsibility to share our stories.

How are you sharing your story?

I personally use Twitter and LinkedIn, talk at conferences and meetings and offer a fair bit of time to mentor young people in the industry.

I also make sure I talk about our industry to people who are not in our industry. It's important that we don't just preach to our industry – we must engage with people outside our industry.

At CPC, we run photo competitions, regularly post information through Facebook, Instagram and our webpage, and we support our team to engage in not only the industry

but also in the wider community.

At LiveCorp, we support projects where we engage with community members who have limited knowledge of our industry and get their feedback about what information they would like and how they would like it, before providing this information to them in a usable form.

What have you learned along the way?

Photos are always really powerful and the beauty of being involved in the red meat industry is that there are so many great opportunities. Sharing photos is really simple, current and engaging.

However, promoting red meat is not all about social media and getting photos online, it's also about having a constructive conversation with friends, family and people outside of the red meat industry – and the beauty of the red meat industry is that it's so interesting and diverse that people are really interested in what's going on.

What tips do you have for others?

Always be authentic and tell the truth – be honest about what you're showing or promoting, or what you're saying.

I try to engage with people who are against our industry and many of them engage politely and we learn from each other, however if any get hostile, I don't take their knocks personally. I just picture it in my mind

as a tennis match and don't waste your energy hitting a ball back that's going to be a waste of time – just concentrate on what you do.

It's all red meat stakeholders' responsibility to support, promote and talk about the good things in our industry, but also don't forget to build trust and show transparency. You need to talk about the things that we aren't doing well, and we could do better in our own operations and our industry.

Connect with me:

 @conpastco
 @troysetter
 @conpastco
 Troy Setter

 @conpastco

 @troysetter

However, promoting red meat is not all about social media and getting photos online, it's also about having a constructive conversation with friends, family and people outside of the red meat industry.

Telling the good story of Australian red meat

Maintaining community trust has never been more crucial to the future of the Australian red meat industry, as people seek to become more engaged with where their food comes from.

As the community asks questions about the provenance of food and the sustainability credentials of agricultural products, the red meat industry needs to ensure we are providing the answers, or someone else will.

One of MLA's main community engagement platforms in this area is the Australian Good Meat website, goodmeat.com.au, which is home to the facts about red meat production.

Ultimately, Australian Good Meat is about showing how Australian red meat is produced sustainably, in high-welfare systems and is an important part of a healthy balanced diet.

A new addition to the website is a video series, launched by MLA in July 2021, featuring red meat producers and industry stakeholders telling their own stories about red meat production.

These short, engaging videos – which have been shared widely on social media – are an important part of MLA's work to share the truth about the sustainability and provenance of red meat with the community. Through these videos, the community can hear from producers about how they care for their animals, their land and the environment and are part of the climate solution.

Influencers

Another new approach for Australian Good Meat in 2021 was to connect with 'flexitarians' in the community, who are consumers who have made a conscious decision to reduce the meat content of their diet.

By strategically partnering with social media influencers in the 'health and wellness' space who have large flexitarian audiences, Australian Good Meat is increasing the volume of positive

conversations about the benefits of red meat, giving the community permission to feel okay about including it in their diet.

The facts

Underpinning these Australian Good Meat initiatives is MLA's commitment to ensure the community understands how Australian red meat is ethical and sustainable.

Transparency and communication are essential to ensure the community feels good about and trusts the Australian red meat industry. Empowering the community to make informed decisions about what they eat helps overcome any barriers to consumption and ensures our industry has social licence to operate.

What you can do

This special edition of *Feedback* is all about engaging the community in positive conversations about the red meat industry and answering their questions.

We're using the facts to bust myths and misconceptions, while simultaneously telling the positive story about our industry and engaging with the community on shared values.

The next section takes a closer look at some of the questions frequently asked by the community and provides fact-based answers.

This 'Q&A' is supported by infographics for engaging, at-a-glance explanations of what can often be technical information.

These infographics are all available on Australian Good Meat, which is home to a growing stable of resources which you can use to join the conversation – videos, animations, infographics and photos.

Simply scan the QR code throughout

this edition of *Feedback* to quickly access these resources, or visit redmeatgreenfacts.com.au/resources. From there, it's easy to share the information as part of your own conversations, such as on social media.

MLA has also developed a social media toolkit – turn to page 53 – to provide industry stakeholders with more information, tips and strategies to engage with their own communities and share the positive story and facts about red meat production.

Empowering the community to make informed decisions about what they eat helps overcome any barriers to consumption and ensures our industry has social licence to operate.

ⓘ Know the facts.
📱 Share the facts.

In the next section, we've compiled science-backed answers to some of the questions consumers are asking. These facts can be used to support values-based conversations with real information about red meat production. These facts are supported by infographics and animations which you can share through your own social networks.
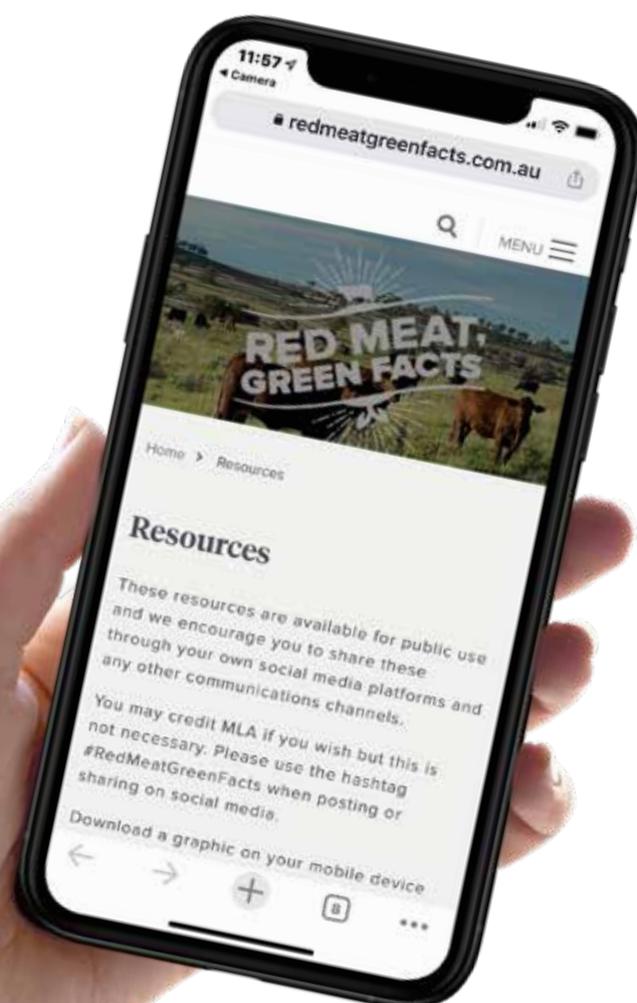
Look for this symbol 📱 for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

Red meat in a healthy, sustainable diet

While it's true that too much of a good thing can actually be bad for your health, when it comes to red meat, maintaining current Australian red meat consumption in line with the *Australian Dietary Guidelines* is the sure-fire way to benefit your body – and the environment.

Research indicates the red meat industry's actions to support sustainable consumption of red meat in 3-4 healthy, balanced meals a week, combined with those that support sustainable production of Australian red meat, creates the ultimate win-win. A win for getting enough essential nutrients for healthy bodies and balanced diets for reduced risk of chronic disease, and a win for the environment.

How much red meat do Australians eat?

Consumption trends show, on average, Australians eat red meat in line with amounts recommended for good health, with average per capita consumption of 57g/day of cooked red meat.

This has stayed relatively stable in national nutritional surveys since 1995.

While there are different figures floating around about Australian red meat consumption, the most accurate estimate of meat consumed in the Australian diet is based on the Australian Bureau of Statistics' National Nutrition Surveys. Other consumption data such as from the Australian Bureau of Agricultural and Resource Economics and Sciences, tend to overestimate consumption as they do not account for waste, non-human consumption such as pet food and may include poultry and processed meat products.

Average Australian per day consumption of cooked red meat

57g

Source: See page 25, references 3, 4.

What are the nutritional benefits of red meat?

Red meat is naturally nutritious and a source of essential nutrients important for brain and muscle development and function, immunity and energy.

Red meat is a good source of protein, iron, zinc, vitamin B12, niacin, phosphorus and a source of omega-3, magnesium, selenium, riboflavin and vitamins B5 and B6.

ZINC Zn **IRON Fe** are important for normal cognitive function.

MAGNESIUM Mg **NIACIN/VITAMIN B3** **RIBOFLAVIN/VITAMIN B2**
VITAMIN B5 **VITAMIN B6** **VITAMIN B12**
contribute to normal mental, neurological, nerve and psychological function.

IRON Fe **ZINC Zn** **SELENIUM Se**
VITAMIN B6 **VITAMIN B12**
are important for immunity.

IRON Fe **RIBOFLAVIN/VITAMIN B2** **VITAMIN B6** **VITAMIN B12**
are important for keeping your blood healthy.

IRON Fe **MAGNESIUM Mg** **PHOSPHORUS P** **NIACIN/VITAMIN B3** **RIBOFLAVIN/VITAMIN B2** **VITAMIN B5** **VITAMIN B6** **VITAMIN B12**
are important for energy metabolism – producing, releasing and metabolising energy from food we eat. Having enough of these essential nutrients helps to reduce tiredness and fatigue.

IRON Fe **ZINC Zn**
MAGNESIUM Mg **PHOSPHORUS P**
are important for healthy muscles, bones, skin, eyes and teeth.

OMEGA 3
Omega-3 contributes to heart health.

ZINC Zn
is important for fertility, including sperm production and maintaining normal testosterone levels in the blood.

Source: See page 25, references 5, 6.

Does the nutritional content of red meat change...

...between species?

The nutritional profile of beef, lamb and goat are similar – all contain the same 12 essential nutrients recommended for good health.

...between grassfed and grainfed animals?

Because livestock are predominantly grassfed and grainfeeding is of short duration in Australia, differences in the nutritional value between grass and grainfed meat are small when trimmed of separable fat (i.e. selvedge fat and intermuscular fat, which is easily trimmed with a sharp knife).

Whether grassfed or grainfed, the level of marbling and amount of separable fat in meat varies according to climatic conditions and market specifications and, ultimately, the nutritional quality and quantity of the feed.

...with cut?

The nutrient content of different cuts of lean beef, lamb and goat meat are similar. When trimmed of fat, different cuts of meat have similar nutritional profiles – all contain 12 essential nutrients.

Any small differences in nutritional value are due to the natural variability that occurs between animals.

...with cooking method?

Other than moisture loss and subsequent concentration of nutrients, cooking does not change the nutrient content of beef and lamb.

Source: See page 25, references 5, 8.

Peta Carige – nutritionist and sports dietitian

Over the past 15 years, I've worked with elite teams, including the Brisbane Broncos, Newcastle Knights, Manly Sea Eagles and the Australian Rugby Sevens, who I took to the last Olympics. I currently work for the Australian Jillaroos, Paddle Australia and NSW Rugby League.

What story are you sharing?

My family are red meat producers, so I focus on myth-busting concerns people have about including red meat in their diet because I actually understand the industry.

Red meat is healthy to include in your diet in the correct portions – there are a lot of myths that come from different food production markets about red meat that I want to show are incorrect.

Why do you think this message is important?

It's a really important time for red meat advocates to have a voice – we need to make sure the facts are getting out to the community, to give them answers to the sustainability and environmental concerns they have when it comes to red meat.

How are you sharing your story?

I use Instagram to share recipe ideas that include all sources of protein – this is a great avenue for sharing my knowledge about nutrition.

I've also done a few live and recorded Q&A sessions with different companies, brands and educational initiatives, including one where I spoke about the importance of red meat and vegetables as part of a healthy diet.

What's the connection between sports and red meat?

A lot of athletes are iron deficient or prone to low iron, so a big component of my advocacy in sports nutrition is around education and practical cooking, to help athletes understand how to use different red meat cuts in different dishes and how to make healthy red meat dishes that are affordable.

I recently worked with MLA and Sports Dietitians Australia to produce a range of fact sheets on how to include healthy sources of protein across the day, including red meat, and how it can be used to support athletes and active Australians to maintain healthy muscles. These fact sheets form part of a Coaches Toolkit to help sports coaches support Australian junior athletes to meet their nutritional requirements.

What have you learned along the way?

Make sure your online story is a genuine, real-life story – that's what people appreciate, and they also appreciate a story, not just a one-off post.

The best way to make your social media impactful is to make it relevant to your audience and tag other people, so it gets shared.

What sort of impact have you had?

When I was working with the Australian Rugby Sevens, none of the girls were eating red meat because they didn't think they could afford it.

We did a whole lot of cooking classes to upskill them on how to make red meat meals that would fit within their budget to ensure they included adequate amounts to support their training loads.

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@petacarige_dietitian

How much red meat is recommended?

The *Australian Dietary Guidelines* – which provide evidence-based recommendations on the types and amounts of foods Australians should eat for a nutritionally adequate and healthy diet – recommend eating 65g/day (or 455g/week) of lean, cooked red meat.

The *Australian Dietary Guidelines* define red meat as unprocessed meat from beef, veal, lamb, mutton, pork, goat, kangaroo, venison and other game meats. This includes mince and other cuts such as steak, chops, cutlets, roasts, slow-cooked cuts, diced and strips, and fresh sausages that are lean with reduced sodium.

The guidelines provide separate recommendations for fresh regular sausages, bacon, ham and other deli meats which are higher in fat and sodium, as part of the 'discretionary food group' along with burgers and meat pies. Unlike unprocessed red meat, these foods aren't considered essential in a healthy, balanced diet and their consumption is recommended occasionally.

Use this simple guide to buy enough meat (raw weight) per serving for a variety of healthy, balanced meals three to four times a week:

500g mince or fresh cuts
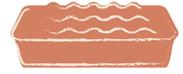
makes four meals with serving sizes of around 90g (cooked weight) – a typical amount of meat for pasta, stir fries, soups, salads and sandwiches.

1kg cubed or roast cuts

makes five meals with serving sizes of around 160g (cooked weight) – a typical amount of meat for slow-cooked meals such as casseroles, stews, curries and roasts.

200g steak cuts

are typical serving sizes for 'meat and veg' meals for one serving per person.

Iron is used by the body to carry oxygen in the blood and is essential for:

Growth and brain function

Wellbeing

Immunity

So red meat isn't bad for my health?

Like all foods, it is important to eat the right amount recommended in a healthy diet.

The average consumption of red meat in Australia (57g per day) is well below the 100g/day that has been associated with increased risk of chronic diseases such as bowel cancer and cardiovascular disease.

It generally takes more than one food to reduce risk of chronic diseases such as bowel cancer and cardiovascular disease. Studies linking high red meat consumption with risk of these chronic diseases are associations, they do not prove causation.

In fact, in many of these studies, red meat eaters tended to be overweight, inactive, smokers and their diet was not very healthy. Many studies show it is possible to eat red meat and manage chronic disease risk factors such as obesity, high cholesterol, blood glucose and blood pressure – these findings suggest the key is to enjoy lean red meat as part of a healthy diet and lifestyle.

Source: See page 25, references 3, 9, 10,11, 12, 13, 14,15, 16.

How can I be confident in the eating quality of red meat?

Just look for brands that are underpinned by the Meat Standards Australia (MSA) system when you're buying red meat – it's the world's leading eating quality grading program for beef and sheepmeat, developed to improve the eating quality consistency of red meat.

The MSA program, which is backed by more than 20 years of research and development, is based on more than 1.2 million consumer taste tests by more than 171,000 consumers from 11 countries.

It takes into account the factors that affect eating quality from the paddock to plate, such as the genetics, management and processing interventions.

This information underpins MSA retail labels, which advise the correct cooking method for every piece of meat (cut by cook) to assure the eating quality result, giving consumers confidence in purchasing and preparing their chosen cut.

MSA is more than a mark of eating quality – it can also be linked to other purchasing drivers such as animal welfare and sustainability. The best management practices, such as access to good nutrition to meet market requirements earlier, and low-stress stock handling, not only support sustainable production systems and ensure animal welfare on-farm, but also optimise eating quality.

MSA is growing, and in 2020-21, 3.3 million beef carcases were presented for MSA grading, which represents 53% of national production. The program also continues to deliver to MSA beef producers, with an estimated $157 million in additional farm gate returns.

More than half of lambs processed in Australia in 2020-21 were processed through MSA-licenced processing plants that follow processes to improve eating quality. The first MSA sheepmeat cut by cook method model was developed 2020-21, based on more than a decade of research. Once commercialised it will be another step towards improved eating quality for consumers, and reward for improvement on-farm.

Which are the leanest cuts of meat?

All beef, lamb and goat meat cuts are lean when trimmed of separable fat.

When trimmed of all separable fat, Australian red meat has similar levels of saturated fat. On average, the saturated fat per 100g (raw weight) are:
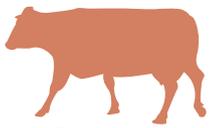
1g lean beef
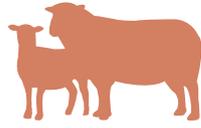
1.5g lean lamb and mutton

0.8g lean goat
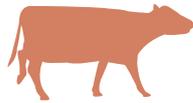
0.5g lean veal

These levels are comparable, on average, to skinless chicken.

Source: See page 25, reference 5.

Red meat is naturally low in sodium, nutritious and delicious without the need for flavour enhancers.

Available for sharing

Is it better to have red meat or iron supplements?

For most Australians, eating a healthy diet that includes red meat three to four times a week in healthy, balanced meals provides enough iron recommended for health.

For those with higher iron needs – such as infants and toddlers, pregnant women and women who suffer from heavy menstruation, and frequent blood donors – iron supplementation helps to prevent iron deficiency and replenish low iron stores.

It's important to consult a medical practitioner to diagnose and treat iron deficiency since the cause may not be diet-related.

Source: See page 25, reference 7.

1 in 5 young women in Australia suffer from some form of **iron deficiency.**

Available for sharing

What is the environmental impact of eating Australian red meat?

The environmental impact of consuming Australian red meat is mostly low, with reducing the climate impact of Australian beef being one of the industry's main priorities.

It's important to measure the impact of red meat consumption in a healthy diet within the context of the Australian diet. How and where a food is produced and consumed influences its impact.

CSIRO research uses the concept of 'planetary boundaries' to determine whether the environmental impact of a diet is sustainable. Planetary boundaries are limits beyond which the production

and consumption of a healthy diet is not sustainable. They are absolute limits for natural resource use and emissions that need to be respected to avoid major and potentially irreversible earth system change.

According to CSIRO, the environmental impact of the Australian diet is within the planetary boundaries for fresh water, marginally exceeding the cropland boundary and entirely exceeding the climate change boundary.

Relative to other foods in the Australian diet, the impact of Australian beef and lamb on water scarcity and cropland scarcity is low because their production is typically not reliant on irrigation and occurs predominantly on marginal land not suitable for cropping.

Lamb is actually one of only two foods (along with rice) which is climate neutral – this means current production

practices balance the amount of emissions produced with the amount being removed from the atmosphere, thereby contributing to climate stabilisation.

While the impact of Australian beef is relatively high, the beef industry is taking real steps towards achieving climate neutrality as well. Through its commitment to be carbon neutral by 2030 (CN30), the Australian beef industry has a range of pathways available that reduce emissions associated with its production entering the atmosphere and through carbon sequestration strategies, remove emissions from the atmosphere, thereby achieving climate stabilisation.

You can read more about the red meat industry's commitment to become carbon neutral by 2030 (CN30) on page 42.

Source: See page 25, references 17, 18, 19, 20.

ℹ **Planetary boundaries are limits beyond which the production and consumption of a healthy diet is not sustainable. They are absolute limits for natural resource use and emissions that need to be respected to avoid major and potentially irreversible earth system change.**

I'M A red meat AMBASSADOR

Gary Fettke – orthopaedic surgeon and producer

I'm an orthopaedic surgeon based in Tasmania. My wife and I also run two small sheep farms with a focus on regenerative agriculture.

How did you become involved in championing red meat?

As a surgeon, I saw a lot of disease that was actually reversible by diet. Every week I had to do amputations on people with diabetes, which led me to look at the causes and furthered my interest in nutrition.

I could see there were huge benefits from avoiding ultra-processed food, sugar and refined carbohydrates and replacing these with animal-based products, which is how I fell into promoting red meat as a nutritionally beneficial product.

Why is it important to communicate the link between red meat and health?

Because I've seen the health benefits for myself and my patients that come from a good diet, and because it's the right thing to do from a medical standpoint.

There's a lot of what I call 'deliberate misinformation' that's been promoted, which has shifted from promoting animal-based products to now encouraging plant-based, highly processed foods over the past few decades.

This is about the future and the health of our children and grandchildren, so unless we defend the basic premise of whole, nutritionally complete food, this will be taken away.

What messages do you share?

I'm focused on the fact that, in my opinion, there's no single plant-based diet that's complete, whereas eating animal-based products from nose to tail will give you a complete spectrum of nutrition. This is because you'll get a set of essential proteins, fats and micronutrients in the right proportions.

The other message I'm promoting is that there's very weak epidemiological science behind the vilification of red meat and promotion of plant-based products, and that for 50 years, we've had messages to reduce animal foods jammed down our throats.

Because the narrative against red meat has a foothold, what does industry need to do to fight back?

The first thing we need to do is defend our turf by calling out the misinformation and promoting the facts.

We should focus our efforts on platforms, including social media, where industry still has a voice and can share the truth about red meat.

How do you advocate?

Social media, lecturing at events and podcasts are my main platforms. Social media is excellent because it presents a platform to use an authentic voice, and can be really effective when backed up with the facts.

The most important thing when using any platform is you need to have set answers that you can reference when defusing the anti-red meat message while promoting the benefits. MLA's *Red Meat, Green Facts* is a good example of these, and every industry professional should be armed with facts like this.

Have you seen a positive impact from your work?

My Twitter feed now reaches more people every day than I will interact with in a lifetime of medicine, and has a strong following, which means people are in support of the message.

Beyond that, there's also a growing number of medical professionals and doctors who are also advocating for red meat and against ultra-processed foods.

Your medical background means you have strong credentials to promote the health benefits of red meat, but is this something other industry professionals can also promote?

Absolutely. The most important thing is that we develop a coordinated response to people who are spreading misleading information about red meat. To do that, we need to utilise each other, our strengths and resources to make sure we're spreading consistent messaging.

Connect with me:

 @FructoseNo

 nofructose.com

Should I be eating less red meat to reduce greenhouse gas emissions?

The impact of eating less red meat is small.

CSIRO modelling evaluated the impact of replacing higher-climate-impact foods such as beef with lower-impact alternatives such as fish, vegetarian protein choices, pork and poultry as part of a healthy diet.

It showed the impact of reducing red meat consumption below amounts recommended in the *Australian Dietary Guidelines* is small and results in trade-offs.

In fact, the amount of food consumed was the main determinant of environmental impacts regardless of whether the diet was healthy or unhealthy. This means that following portion recommendations of all foods, including red meat, in line with *Australian Dietary Guidelines*, is important to reduce the impact of overconsumption on the environment and achieve a healthy diet.

The findings highlight the difficulty of achieving different environmental objectives simultaneously, since few foods in the Australian diet have low impacts across all of the environmental indicators. For example, vegetarian alternatives (e.g. tofu, legumes) have a higher water scarcity footprint, while poultry and pork have higher cropland scarcity impacts.

Since most impacts of agricultural commodities, such as red meat, occurs mainly during the food production system, CSIRO concluded that production and waste-reduction strategies are more effective ways to reduce the environmental impact of red meat consumption in a healthy diet.

The good news is, this is already happening in the red meat industry – lamb is climate neutral, and beef is heading towards climate neutrality as well.

Because it's packed with 12 essential nutrients recommended for good health, red meat plays an important role in a healthy diet, particularly in those with small appetites and/or high nutrient needs.

Source: See page 25, references 22, 23, 24, 25, 26.

Early childhood

Introduction of iron-rich foods is recommended from six months of age because babies' iron stores start becoming depleted. Iron is important for growth and development. Because the iron in meat is so well absorbed by the body, it's a great way for babies to get enough iron recommended for good health. At the same time, they're getting zinc, which is also very important for growth and development. Preventing iron and zinc deficiency is particularly important during early childhood because it can delay growth and development. Insights suggest preparing red meat for babies and toddlers is the main challenge for busy parents.

Check out MLA's practical resources which help parents to prepare family meals to feed everyone – adults, children, babies and toddlers – all from one meal:

🔸 **mlahealthymeals.com.au/family-meals**

Young women

Women of child-bearing age have twice the iron needs of men, but their smaller appetites make it challenging to meet these high needs. Low iron stores can adversely affect women's mental and physical performance, but red meat is an easy way to get enough iron as it is well-absorbed and packed with other essential nutrients important for wellbeing such as zinc, important for fighting infection. Insights suggest cooking confidence is the main challenge for young women.

MLA has practical resources which explain how to choose iron-rich foods and prepare red meat in a variety of light meals that are popular with women:

🔸 **mlahealthymeals.com.au/iron-rich-meals**

After 65 years

To prevent muscle loss, protein requirements increase from 65 years of age. In combination with strength exercise, protein helps to build and repair muscle. This is very important for maintaining an active and, ultimately, independent lifestyle as we age. Spreading protein intake across two to three protein-rich meals helps to optimise the role of protein in muscle health. Since appetite decreases, with 32g of protein per 100g serving of cooked meat, red meat is an easy way to achieve this recommendation.

MLA resources provide a variety of ways to enjoy red meat in meals that suit the lifestyle and dietary changes associated with aging:

🔸 **mlahealthymeals.com.au/protein-rich-meals**
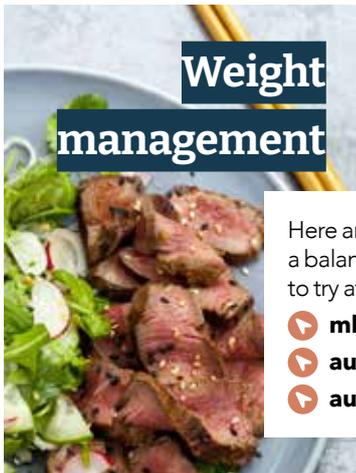
Weight management

It can be a challenge to get enough essential nutrients recommended for good health from less food. This is where nutrient-rich foods like lean red meat play an important role.

Here are some resources which explain how to make a balanced meal and provide beef and lamb recipes to try at home:

- mlahealthymeals.com.au/balanced-meals
- australianbeef.com.au
- australianlamb.com.au

Athletes

Protein and iron play important roles in the diet of athletes – protein is important for building and repairing muscles after exercise and female athletes doing high impact sports (such as rugby), or endurance sports (such as marathons), need even more iron than other women. With so much time spent training and participating in events, nutrient-rich foods such as red meat play an important role in ensuring a nutritionally adequate diet.

MLA has a guide to how to enjoy red meat in protein-rich meals that are quick and easy to prepare as part of busy training schedules:

- mlahealthymeals.com.au/protein-rich-meals

Know the facts. Share the facts.

Look for this symbol for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

For more data, insights and nutrition resources visit

- mlahealthymeals.com.au
- goodmeat.com.au/health-nutrition
- redmeatgreenfacts.com.au/nutrition

For delicious red meat recipes visit

- australianlamb.com.au
- australianbeef.com.au

Read the *Australian Dietary Guidelines* at

- eatforhealth.gov.au/guidelines

eatforhealth

Learn more about the red meat industry's sustainability initiatives at

- sustainableaustralianbeef.com.au
- sheepsustainabilityframework.com.au
- mla.com.au/cn30
- mla.com.au/msa

CN30

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

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The real story about fake meat

Plant-based protein. Meat-free meat. Lab-grown meat.

Call it what you like, the rise of fake meat is generating plenty of interest in the community. Here's the truth about fake meat and what it means for real, Australian red meat.

Do people who try plant-based proteins stop buying red meat?

The majority of consumers who buy plant-based proteins also continue to buy fresh meat.

Nielsen Homescan data reveals that 89% of plant-based protein buyers are also buying fresh meat. This indicates that plant-based protein is not purchased to replace meat entirely, but rather as another protein added to their repertoire.

Also, overall household penetration of plant-based protein is relatively low, with only 16% of Australian households having purchased plant-based alternatives, whereas 94% of Australian households regularly purchase beef, and 76% purchase lamb.

Source: MLA Domestic Consumer Tracker 2021, Nielsen Homescan, MAT to 21/03/2021.

89%
of plant-based protein buyers are also buying fresh meat
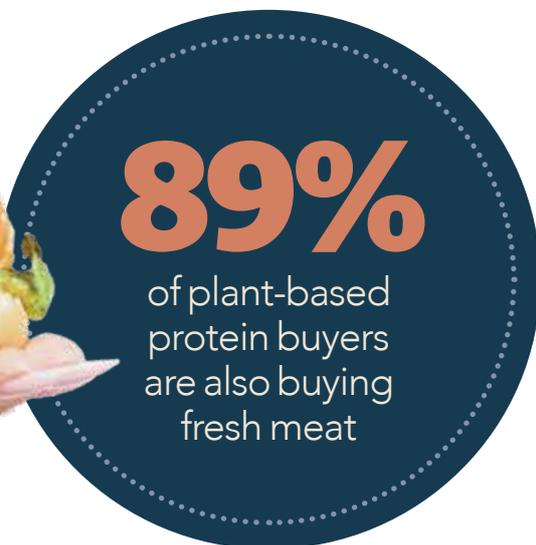
What is the real demand for plant-based fake meat?

Uptake of plant-based fake meat is slow when put in the context of fresh meat purchases.

There may be a lot of commentary about increasing sales of plant-based fake meats, but it's important to put this in the context of the whole meat market.

While plant-based protein has attracted some interest from meat consumers and the growth numbers sound impressive, these shifts are off a very low base.

NielsenIQ data shows plant-based protein has a 0.6% share of fresh meat volume sales in Australia, whereas red meat (beef and lamb) has 38% share of fresh meat volume sales in Australia. In fact, 89% of those buying plant-based proteins are also still buying red meat.[1]

In Australia, red meat sales are not declining due to a growth in plant-based protein sales. However, it is true that plant-based protein product sales have increased, from a very low base.

Overall the adoption of plant-based proteins is low relative to the overall size of the fresh meat category.

[1] MLA calculation based in part on data reported by NielsenIQ through its Homescan Service for the Fresh Meat including Plant Based Proteins category for the 52-week period ending 16/05/2021, for the Total Australia Grocery, according to the NielsenIQ standard product hierarchy. Copyright © 2021, Nielsen Consumer LLC.

What's being said about the taste of plant-based fake meat compared to red meat?

We know the majority of consumers like the taste, texture, aroma, flavour and juiciness of red meat, but plant-based fake meats struggle to meet consumer expectations around these characteristics.

So, although trialling plant-based fake meat might be increasing, consumers are disappointed as plant-based fake meats do not meet their expectations, particularly in terms of taste and texture.

Issues that consumers have with plant-based fake meats include:

- The prevalence of wheat and genetically modified (GM) soy in plant-based fake meat products currently available concern some consumers who have allergies.
- Plant-based fake meats are currently sold at a premium price due to the higher cost of ingredients.
- Ultra-processing is required for the long list of ingredients used to produce the fake meat products.

Source: Rabobank, *Getting Granular With Plant-Based Meat Substitutes*, 2020.

What exactly is in plant-based fake meats?

Plant-based fake meats are ultra-processed products that are made from combinations of plant proteins, oils, spices, seasonings and other plant derivatives, including starches and common food additives.

Generally, these products use plant proteins (most often in the form of protein isolates, concentrates and flours) or mycoprotein (protein derived from certain varieties of fungi) produced with the use of fermenters similar to those found in a brewery. The fungi are grown in a nutrient solution in the fermenters, and the final product is heated, seasoned, steam cooked, chilled and shaped into the final meat-like texture.

sodium *oils* *gluten* *fermenters* *additives*
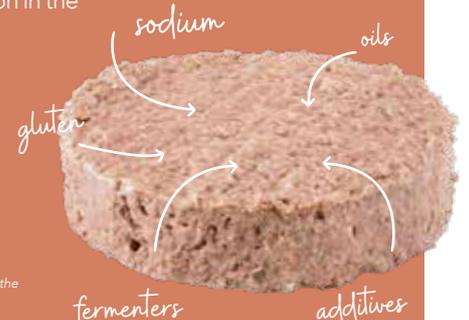
Source: Food Frontier, *State of the Industry Report*, 2020.

Animation: **Plant-based fake meat – how is it actually made?**

Available for sharing

PLANT-BASED FAKE MEAT
INGREDIENTS:

REAL MEAT
INGREDIENTS: BEEF
INGREDIENTS: LAMB

Why do plant-based fake meats have so many additives?

Additives counteract the fact that plant-based fake meats struggle to meet consumer's taste expectations.

Imitation flavour and perfume manufacturers have developed products to hide some of the negative characteristics of plant-based fake meat – such as bitterness, dryness, astringency – as well as mask the earthy flavours of green vegetable, cereal and beany notes.

Plant-based fake meat manufacturers use further processing and the addition of these flavours and perfume additives to remove, replace and mask almost every ingredient in the product to try to get it a bit closer to the texture and taste of meat.

Companies that produce fake meat have had to work really hard to try and see if barriers such as consumer uncertainty around preparation techniques, poor performance in taste or texture, or products not fulfilling nutritional needs, can be overcome through product development, innovation and marketing.

Source: Rabobank, *Getting Granular With Plant-Based Meat Substitutes, 2020.* Food Frontier, *State of the Industry Report,* 2020.

## Are plant-based fake meats as naturally healthy and nutritious as red meat?

No. Plant-based fake meats need to be ultra-processed with nutritional additives in an effort to make them even try to come close to red meat.

Australian red meat is naturally nutritious and a great source of 12 essential nutrients required for good health – iron, zinc, omega-3, magnesium, selenium, niacin, riboflavin, potassium, phosphorus, vitamins B5, B6 and B12.

These nutrients in red meat support brain function, muscle and bone development, immunity, energy, and are also important for fertility – all this without any additives.

Red meat is a naturally nutrient-dense product that is recommended to be consumed 3–4 times per week by the *Australian Dietary Guidelines* to meet nutritional requirements.

Sources: MLA Healthy Meals. Williams, P. et al, 'Composition of Australian red meat 2002. Nutrient profile, University of Wollongong, 2007.
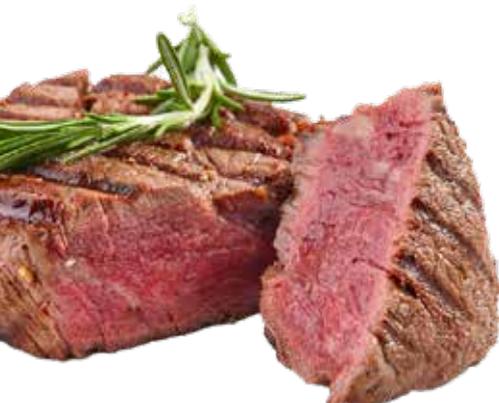
Is there actually an increase in vegetarianism in Australia?

While the plant-based fake meat sector would love us to believe that vegetarianism is on the rise, over the past decade there hasn't been much change in the percentage of metropolitan consumers who claim to be vegetarian.

The latest data indicates that only 9% are vegetarian, and of those who do claim to be vegetarians, around 58% occasionally eat meat.

This means that vegetarians, using the true meaning of non-meat eaters, is a far lower percentage at just over 4% of all metropolitan consumers.

What's even more interesting is that of those who are 'claimed vegetarians', 16% return to meat at some stage in their life.

Source: MLA Consumer Sentiment Research, 2021.

Red meat and plant-based fake meats...

...are not nutritionally interchangeable.

Available for sharing

Are there GM ingredients and gluten in plant-based fake meats?

Yes – many of the plant-based fake meat products currently sold in Australia contain GM soy and/or wheat.

Both these ingredients are known to be a cause of allergies, with wheat of concern to consumers who may have gluten intolerance or coeliac disease.

Source: Rabobank, *Getting Granular With Plant-Based Meat Substitutes*, 2020.

Plant-based fake meat products are currently
49%
more expensive
than their conventional meat counterparts

Who are the plant-based fake meat companies targeting?

Many of the companies moving into Australia with plant-based fake meat products started in the US, where demand is being driven by meat-eating consumers who wish to occasionally reduce their animal meat intake – also known as 'flexitarians'.

Plant-based products which look like patties, sausages, nuggets, mince, meatballs and even deli cuts are designed to try and look and taste like red meat, leveraging off tens of millions of dollars the red meat sector has invested in marketing and positioning over many years.

The fake-meat products have higher pricing and sales growth than traditional vegetarian products (such as tofu, tempeh and veggie burgers) which don't intend to mimic the taste and texture of real meat.

Branding and developing products that attempt to taste and look like real meat products have been key to companies' successes in the US, along with a fast expansion of the distribution channels.

Going forward, the plant-based fake meat industry in the US and in Australia will become increasingly competitive, as consumer awareness grows and businesses try and attract investment into developing new products and high-protein crops as ingredients for these products.

Source: Rabobank, *Getting Granular With Plant-Based Meat Substitutes*, 2020.

Will plant-based fake meat global sales impact demand for Australian red meat?

It's forecast that global demand for Australian red meat is likely to remain strong, despite an increase in global sales of plant-based fake meat.

Global demand for protein has been forecast to increase as population and incomes continue to grow, and there continues to be a protein shortage.

Australian red meat is consumed in more than 100 countries, and has a global reputation for quality, safety and taste – key attributes that drive this strong demand.

Although most of the increased protein demand will be for real meat proteins (red meat, chicken, pork, seafood), it's likely plant-based fake meat sales will also increase as global total consumption of protein increases.

A 2020 price-point analysis by plant-based advocacy group Food Frontier shows that on average, plant-based fake meat products are currently 49% more expensive than their conventional meat counterparts, though some individual brands have already reached price parity.

Australian red meat is consumed in more than
100
countries

Sources: Rabobank, *Getting Granular With Plant-Based Meat Substitutes*, 2020.
Food Frontier, *State of the Industry* Report, 2020.

NOW EVEN FAKER
BEYOND BELIEVABLE
THIS IS NOT REAL MEAT – FAR FROM IT
FAKE MEAT PATTIES
NOT NATURAL
LOTS OF INGREDIENTS NECESSARY TO MAKE IT TASTE BETTER

Tim Burvill – producer, butcher and restaurateur

I'm a jack of all trades – I run a vertically integrated beef business which includes cattle farms, a wholesale butchery supplying supermarkets with branded dry aged beef, and two A Hereford Beefstouw steakhouse restaurants in Adelaide and Melbourne. I also try to be an advocate for the Australian red meat industry, as I think it's essential that we tell people the amazing stories of Australian producers and continue to educate people as to where their food comes from.

What story do you share?

Firstly, that red meat is a tasty natural product that is extremely healthy for you.

Secondly, you should feel good about eating Australian red meat, because it supports passionate hardworking Australian producers. These men and women are custodians of vast tracts of the Australian environment, who also care deeply about their animals.

Why are you sharing this story?

There's a push from certain parts of society to paint red meat producers and eaters as "ruining the planet", which is just not true. I want to help dispel a lot of those myths.

That's my main motivation for my advocacy work – it isn't around promoting myself or my business. I just feel there's a really good story that needs to be told by the Australian red meat industry to consumers who are keen to learn more about where their food comes from.

How do you do this?

Through social media – my businesses use websites, Facebook and Instagram, but I use LinkedIn for my advocacy work to show people what I do and share knowledge about the food chain.

I'm also involved in MLA's virtual classroom program where we conduct interactive school workshops. I put on my Akubra and 'Farmer Tim' talks to school kids about my work to try to give them more of an understanding of day-to-day operations on-farm in a fun and educational way.

What have you learned along the way?

People are super interested in learning more about what farmers do and there seems to be a natural appreciation for producers and their work, which does make it easier to get engagement.

Most people are very open and accepting of the information you provide but remember, you're never going to please everyone. You have to try not to get too invested in negative comments or with people who fundamentally disagree with red meat production and consumption.

My personal approach is to not engage with the users who can't participate in meaningful, intelligent discussion. It's about getting people in the middle ground onto Team Red Meat.

What's your advice for others in the industry who are seeking to promote the credentials of Australian red meat?

The more red meat producers we have promoting the industry, the better. Some of the myths about red meat production only started to become perceived 'facts' because no-one contested them.

Make sure you can back up what you say with credible information. Publications from MLA such as *Red Meat, Green Facts* are a great resource.

It's also important to remain open-minded – you're asking people who may be starting from a position of not agreeing with you to be open-minded, so you need to show them the same respect.

Connect with me:

in Tim Burvill

> I think it's essential that we tell people the amazing stories of Australian producers.

Is meat consumption lower because consumers are moving towards environmentally conscious diet habits?

Although it's highly subjective as to what constitutes an 'environmentally conscious diet', the evidence doesn't support a move away from meat.

While domestic consumption of beef and lamb has been declining slowly over time, other proteins, particularly chicken and to a lesser degree pork, reflect increases in per capita consumption and frequency in consumption.

So rather than a migration to other alternatives, any shift in protein choice is primarily driven by switching between the animal proteins available.

The primary drivers for this are price and considerations of health, with lower levels of concerns around environmental impact.

This is reflected in recent consumer sentiment research, where the reasons for reducing red meat consumption were:

30%
red meat too expensive

25%
health concerns

20%
environment concerns

13%
animal welfare concerns

Source: MLA Consumer Sentiment Research, 2021.

Are plant-based fake meats better for the environment?

We have no clear data to conclude whether plant-based diets are seen as responsible and ethical, particularly given the segment is very new and there's limited scientific evidence of the sustainability footprint of manufactured plant proteins.

All foods have an environmental impact, whether you choose an omnivorous, vegetarian or vegan diet.

Although foods vary in greenhouse gas emissions, it's also important to look at the bigger picture – the nutritional value of foods as well as the greenhouse gas emissions.

For example, lettuce may have a lower carbon footprint per kilogram than beef, but beef provides far more nutrients per unit of mass. We also need to consider the bigger environmental picture – biodiversity, water use and land use, not just greenhouse gases.

In 2020, the largest ever global opinion poll on plant-based diets concluded they are the least favoured solution to climate change.

A study of more than one million people in 50 countries by the United Nations Development Programme and Oxford University found land and forest conservation was the most popular solution for protecting against climate change. The study that the least popular solution of the 18 suggestions was switching to a plant-based diet.

Source: United Nations Development Programme, *The Peoples' Climate Vote* 2020.

Australian red meat is 100% home grown in Australia, but where are plant-based fake meats grown and manufactured?

Currently, around half the plant-based fake meat consumed in Australia is imported consumer-ready product, meaning there are no local plant proteins included.

Soybeans and wheat are the main raw material for plant-based fake meats. Pulses account for around 4% but are making rapid inroads due to their positive aspects of being non-GM and non-allergenic.

Australia is only a small producer of soybeans, growing 26,000 tonnes over the past five years, while New Zealand does not grow soybeans commercially. Australia's soybeans are almost entirely consumed in the domestic alternative milk, tofu/tempeh and edamame markets.

So, if soy protein-based products drive consumption growth in the future, the capacity of the Australian and New Zealand grain and oilseed sectors to capitalise will be limited.

Capacity to increase production is limited by the available land in Australia suitable for cropping, climatic needs of soybeans, and higher prices that might encourage more production cannot typically be sustained over time due to competitively priced soy products that can be imported from countries like India and China.

In order for Australia to capture the opportunities of increased plant-based meat substitutes consumption, local processing capacity needs to be developed and crop production needs to significantly increase.

In the plant-based fake meats produced in Australia, the majority of plant-based proteins used are imported in the form of isolates, concentrates, textured proteins or partially transformed ingredients.

Source: Rabobank, *Getting Granular With Plant-Based Meat Substitutes*, 2020.

Australian red meat is **100%** home grown

Available for sharing

445000

Almost **half a million** people are employed by the Australian red meat and livestock industry

Available for sharing

What's the value of the red meat and livestock sector to the Australian economy?

In 2019-20, Australia's red meat and livestock industry turnover value was $69.9 billion.

The red meat and livestock industry's turnover totalled $69.9 billion in 2019-20, accounting for approximately 18% of Australia's total key industry turnover.

In comparison to other industries, the red meat and livestock industry turnover is only 21% below the entire 'Information, media and telecommunications' industry and is larger than both the 'Arts and recreation services' and 'Education and training (private)' industries.

This was up 5% on the prior year, driven by increasing demand for high-quality protein in global markets. The production sector accounted for 48% ($33.7 billion) of overall industry turnover value, followed by processing at 33% ($22.8 billion), and wholesale and retail sales at 19% ($13.4 billion).

The Australian red meat and livestock industry employed approximately 445,000 people in 2019-20, of these over 226,000 people were directly employed, with the remainder employed in businesses servicing the industry indirectly, such as meat wholesaling and retailing.

Source: MLA *State of the Industry Report* 2021.

What's the value of the plant-based fake meat sector to the Australian economy?

Most of the well-known plant-based fake meat manufacturers are overseas companies, producing ingredients or consumer-ready products which are imported into Australia.

Plant-based fake meat advocates talk of jobs and growing demand for Australian plant protein from growers – but with such a heavy reliance on imports, the value is not being created in Australia for Australians.

AUSTRALIAN MADE

Is it true that the total emissions from livestock production are less than total crop production emissions?

Yes, that's right. All food production has some level of impact on the environment – such as global warming from greenhouse gas emissions, water use, and impact to biodiversity. According to world data on greenhouse gas emissions, the total emissions from the production of food crops and crop burning (6.2%) is higher than the total emissions from livestock and manure (5.8%).

A major reason for the reduction in the emissions from the livestock sector is the change in production practices in key red meat production countries, such as Australia, to reduce emissions and increase productivity in the raising of livestock and production of red meat.

Source: Our World in Data, *Sector by sector: where do global greenhouse gas emissions come from?*, 2020.
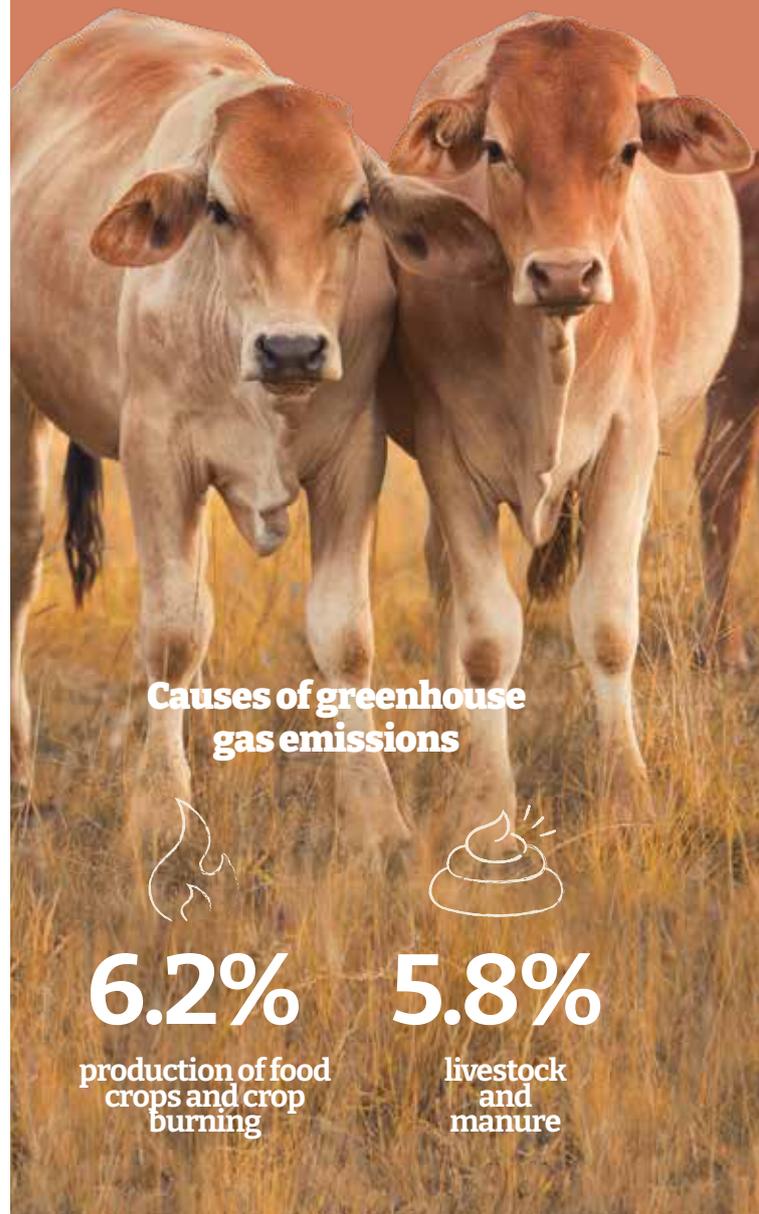
Causes of greenhouse gas emissions

6.2%
production of food crops and crop burning

5.8%
livestock and manure

Bonnie Penfold – producer and educator

I was raised on our family's cattle property in south-west Queensland. When I finished high school in 2015, I came home to work while studying a Bachelor of Primary Education. I'm now teaching while continuing to work at home. Our business was originally a backgrounding and feedlotting operation, but we've now expanded into exporting and developing a beef brand, Four Daughters Beef.

Why do you think it's important to share your story?

Many people in the city, through no fault of their own, are not very informed on what actually goes on in the agricultural industry, nor are they aware of all that we're doing in order to improve sustainability.

So, it's important for us to share our story and spread the positive news surrounding the beef industry and agriculture as a whole.

What information are you sharing?

How we use feedlotting to remain sustainable – it allows us to rest our pastures and better manage our grasses, soils and waterways while still producing a high quantity of consistent beef.

Producing meat through a feedlot also boosts the efficiency of food production, reduces our carbon footprint, and ensures animals are well cared for, all of which are good stories to share with the wider community.

How are you sharing your story?

We use Instagram and Facebook because they're quick and allow us to talk about food production in real time, using everyday language. We also use these platforms because they're accessible and widely used, which means we can connect with a greater range of people and show them what we're doing daily when we produce beef.

I've also had the opportunity to speak on a few podcasts and radio interviews, and was a speaker at a ladies' luncheon at Beef Australia 2021.

What has been the result of sharing your story?

Sharing our story has been very rewarding. Our customers have approached me and told me they didn't know about the things we've done on the sustainability front and how positive it is.

We've also had people say they wouldn't usually eat meat, but knowing the backstory of our product has given them the assurance to try it, which shows how powerful education can be.

What have you learned along the way?

I've learned not to be afraid of saying the wrong thing, because if you're speaking honestly and with good intentions, it's almost always going to have a positive impact.

Connect with me:

 @fourdaughtersbeef

 @fourdaughtersbeef

I'M A red meat AMBASSADOR

Know the facts. Share the facts.

Look for this symbol for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

Learn more red meat industry facts at

redmeatgreenfacts.com.au

goodmeat.com.au

Read the Australian red meat industry's *Carbon Neutral by 2030 Roadmap* here:

mla.com.au/cn30-roadmap

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

The story behind happy, healthy livestock

Australia sets the standard for world-class animal health, biosecurity and production practices and we're constantly working to improve animal welfare in line with global standards. However, most people in the community never get the chance to see first-hand what happens from paddock to plate. Here are the facts around Australia's sustainable livestock production systems.

What factors contribute to how Australia produces sustainable livestock?

The diverse nature of the environment and climatic conditions across Australia influence how livestock are produced.

Livestock production systems don't happen by chance and the red meat industry doesn't take a 'cookie-cutter' approach.

Only 8% of Australia's land mass is suitable for cropping, meaning most of our land mass cannot support any other food production than red meat. So, Australian cattle, sheep and goat production systems make use of non-arable land – that is, areas which aren't suited for other farming such as crop production.

To ensure sustainable livestock production across these diverse environments, producers implement best practice by using the best climatically suited breeds, and ecologically suited pastures and feed, along with disease and parasite controls and husbandry practices.

Source: Australian Government Department of Agriculture, Water and the Environment, *Land use in Australia - at a glance.*

Only 8%
of Australia is suitable for growing crops

Most of Australia's land mass cannot support the production of any food other than red meat.

That's the size of Tasmania

Available for sharing

Do Australian livestock producers provide their animals with pain relief?

Where husbandry practices are required, the use of pain relief for routine husbandry is an expectation in the red meat industry. Pain relief is now legislated and enforced through penalties in several states and is a requirement of industry quality assurance programs – the industry is aiming for 100% use of pain relief by 2030.

The development of effective and practical treatments has been a major advance in alleviating the pain animals experience associated with husbandry practices including castration, dehorning, mulesing and tail docking, and their application is becoming commonplace practice.

There are pain relief products available in Australia for sheep, cattle and goats including fast-acting/short-lasting local anaesthetics and slow-acting but longer lasting analgesics. MLA supports the recommendation that using a combination of products will provide greater pain relief.

The Australian Beef Sustainability

Framework reported in 2021 that 30%* of producers always use pain relief when undertaking aversive animal husbandry practices (castration, dehorning, spaying, disbudding).

This figure comes from a producer sustainability survey which received 1,107 responses. When diving further into these results, the percentage of producers using pain relief for specific aversive procedures represents a majority of the cattle herd. For example, while 38% of producers always use pain relief when disbudding, this represents 84% of cattle being disbudded in 2020.

Source: *Australian Beef Sustainability Framework,* 2021.

Are livestock well cared for in Australia?

Yes, Australian producers care for their animals and want to make sure they are healthy and happy. In addition, in Australia animal welfare is a legal requirement and animal cruelty is a criminal offence.

The Australian livestock industry commits to the 'five domains of animal welfare', which is the internationally recognised standard for optimal animal health and welfare as endorsed by the World Organisation for Animal Health. These five domains are:

- nutrition
- environment
- health
- behaviour
- mental state.

The welfare of Australian livestock is underpinned by the Animal Welfare Standards and Guidelines for cattle, sheep and goats, as regulated by state and territory governments.

These standards and guidelines are the legal requirements for the welfare of livestock. They apply to all who are responsible for the care and management of livestock, and are based on current scientific knowledge, recommended industry practice and community expectations.

The Australian Animal Welfare Standards and Guidelines cover producers' responsibilities and sets out animals' needs in relation to:

- feed and water
- risk management in extreme weather
- disease, injury and predation
- facilities and equipment, handling, husbandry and management
- breeding management
- humane processing.

Source: Australian Animal Welfare Standards and Guidelines.

The Australian red meat industry is committed to the
5 domains of animal welfare

Mental state

Environment

Behaviour

Nutrition

Health

Available for sharing
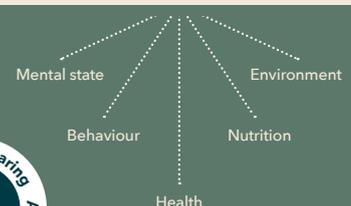
How is the livestock industry tracking its sustainable production?

Animal welfare, pain relief and emissions reduction are just some of the ways Australian livestock producers are committed to a sustainable industry. These, along with other production strategies, are covered by two industry-led mechanisms in Australia: the Australian Beef Sustainability Framework and the world's first Sheep Sustainability Framework.

The Australian Beef Sustainability Framework (ABSF) was developed by the industry to meet the changing expectations of customers, investors and other stakeholders, and to advise industry investments for continued progress.

ABSF is an industry-led initiative that commits the Australian beef industry to a sustainability pathway of best practice and tracks performance through independent evidence against a series of priorities aligned to the four themes of animal welfare, environmental stewardship, economic resilience, and people and community. The ABSF is managed by MLA on industry's behalf.

The ABSF is aligned to international and national standards and best practice guidelines – such as alignment to nine of the 17 United Nations Sustainable Development Goals, and utilises the best science and technology available through MLA and its partnerships. The materiality assessments are guided by the global standards of reporting on sustainability impacts and are independently investigated and audited.
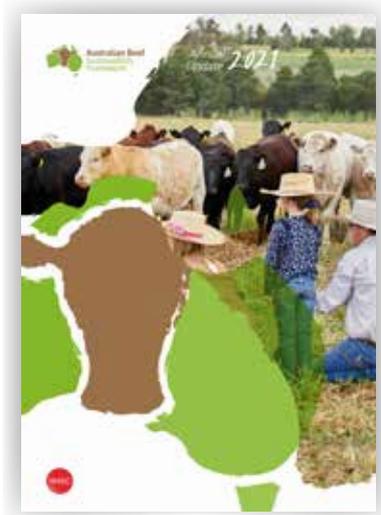
🖝 **sustainableaustralianbeef.com.au**

So how is the ABSF being used?

The ABSF is increasingly being referenced by government, industry and investors, reflecting growing recognition of the importance of sustainability reporting. The ABSF is also being utilised by a growing number of value chain partners, customers and investment groups. These groups are aligning their own sustainability tools and processes to the ABSF, as it's tailored to the unique factors of the Australian beef industry and articulates what the value chain, from producer to customer, want addressed.

A world first for the sheep and wool industry, the Sheep Sustainability Framework (SSF) launched in April 2021.

The SSF is led by the Australian sheep meat and wool industry, in recognition of the changing expectations of our customers, investors and stakeholders, and is managed by MLA on industry's behalf.

The framework recognises and outlines the sheep industry's sustainability commitments through the four themes

of caring for our sheep, enhancing the environment and climate, caring for our people, customers and community and ensuring a financially resilient industry.

Within those four themes, the framework has identified nine focus areas, 21 priority indicators and 58 metrics to track performance and progress.

🖝 **sheepsustainabilityframework.com.au**

(Australian Beef Suitability Framework, Sheep Sustainability Framework)

Can the Australian livestock industry really help manage climate change and reduce emissions?

Livestock producers' close relationship with natural resources uniquely positions them to mitigate climate impacts and reduce emissions. This relationship also positions them to capture co-benefits from emerging markets by providing environmental and ecosystem services, such as carbon sequestration, biodiversity and resource management, alongside – and complementing – red meat production.

Climate is the biggest individual driver of production variability in the Australian livestock industry. Our industry is adapting management practices to reflect changing climatic conditions, and the critical role and capabilities producers hold as custodians of half of Australia's land mass.

Much of this land mass cannot support other food production systems – such as cropping – and is capable of sequestering carbon into soils and vegetation, and in turn offsetting national greenhouse gas (GHG) emissions.

The Australian red meat and livestock industry is committed to greater adoption of on-farm and off-farm practices that are beneficial to the environment, to build community trust and give us an important environmental competitive advantage in international markets for Australian red meat.

Our industry has already made significant progress.

Australian agriculture has achieved the biggest reductions in net GHG emissions of any sector nationally since 2005. The red meat and livestock industry is leading the way and making the biggest contribution to agriculture through its proactive improvements in animal genetics, new forage crops, feed additives and leadership in emission reduction and carbon storage projects. (See page 42 for more information)

Sources: MLA, 2018. National Greenhouse Gas Inventory, 2020.

Australian agriculture has achieved the biggest reductions in net GHG emissions of any sector nationally since 2005.

Elle Moyle – veterinarian and producer

I grew up on sheep and cattle properties throughout southern Australia. I currently live in south-west Victoria, where I work as a large animal vet. I've also purchased my own property where I run composite ewes and Angus cattle.

Why do you think it's important to share your story?

Sharing our stories is an important way to connect with others, find common ground and showcase our great industry. As a young producer, I love to discuss and share all the positives of working in this industry and the opportunities it presents. I feel that sharing our lifestyle, projects and goals can help others understand farming practices and inspire those in the industry to further their involvement.

What messages do you share?

My message follows my story in agriculture – that while it can be a big leap to follow your passion and get into farming, it's worth it.

I started out as a vet and despite growing up on properties and always working rurally, I learned I had limited practical farming (or business) skills beyond what you learn as a farmer's daughter. So when I bought a farm in 2017, I had to learn the basics from scratch. I couldn't strain a fence or plumb a trough, let alone confidently navigate all the intricacies of running a farming business. Very quickly, with guidance from some excellent mentors, I learnt and mastered these skills and I've found anything is possible if you are willing to take the leap.

How are you sharing your story?

I've been lucky enough through the Cattle Council Rising Champions initiative and the Zanda McDonald Award to have been given a platform to tell my story. From these opportunities, doors have opened to connect with a wide range of people and create new networks.

Social media platforms like Instagram are a really easy way to start sharing because it's quick and accessible. Podcasts are also a great way to share stories.

What's been the impact?

I get a positive response from a lot of people who tell me they've enjoyed reading or hearing my story and feel connected and encouraged by it.

What have you learned along the way?

When sharing your story, it can be uncomfortable to put yourself out there but it's important to remember your stories and advocacy is for the greater industry, and the positive messages need to outweigh the negative perceptions. Ensure that you support each other and know you will be supported.

I encourage anyone to share their positive agricultural story and help spread the message that our industry is a thriving and vital part of Australia's future.

Connect with me:

@elsey_park_farm

Is it true the red meat industry aims to be carbon neutral by 2030 – is that even possible?

Our industry has set an ambitious target to be carbon neutral by 2030 (CN30) and CSIRO modelling has demonstrated this is achievable.

The red meat industry has set the CN30 target in recognition that we must become more environmentally and economically resilient to manage the impacts of climate change. This target demonstrates our industry's commitment to addressing emissions and to building our reputation as a global leader in sustainable food production.

MLA's investment in CN30 is a critical piece of work for our industry and country.

CSIRO modelling has demonstrated CN30 is achievable and is compatible with industry's target of doubling the value of red meat sales by 2030, with much of the science and practice change under investigation or already available for adoption.

MLA launched the CN30 Roadmap in 2020. It provides industry with enterprise-level pathways and practices that reduce GHG emissions, improve carbon storage and sequestration and provide tools to calculate enterprise-level GHG emissions.

CN30 activities are grouped into four key areas of work, representing the most important issues to pursue to achieve CN30. These are:

- emissions reduction
- carbon storage
- integrated management systems
- leadership building.

Source: MLA, 2018.

CN30 four key areas of work:

1. emissions reduction
2. carbon storage
3. integrated management systems
4. leadership building

How will CN30 be measured?

CN30 means the Australian red meat and livestock industry will make no net release of greenhouse gas (GHG) emissions into the atmosphere by 2030, as measured by the Australian Government's National Greenhouse Gas Inventory (NGHGI).

The NGHGI reports Australia's emissions annually, from 1990 to present, in keeping with Australia's international GHG emissions reduction commitments, with 2005 set as the baseline year.

The NGHGI reports GHG emissions as total carbon dioxide equivalent (CO_2e) and the amount of carbon dioxide (CO_2), methane (CH_4), and nitrous oxide (N_2O) for each sector.

Our industry's major GHG emissions are enteric methane (CH_4), a by-product of ruminant livestock digestion, carbon dioxide (CO_2) from soil and vegetation change, and nitrous oxide (N_2O) from soils.

Methane (CH_4) is the primary source of GHG emissions from livestock. The gas is a high contributor to global warming but also has the shortest lifespan of all emissions.

The Global Warming Potential (GWP) is the most used and internationally accepted metric to report GHG emissions and is a measure of how much energy a greenhouse gas traps in the atmosphere in a given time period. The GWP of other gases, including methane, is converted to equivalent amounts of carbon dioxide (CO_2e) for accounting and reporting purposes.

There are alternative metrics that are being explored for accounting and reporting of short-lived GHGs, such as methane. One is GWP*, which factors in the atmospheric lifespan of GHGs. MLA is currently exploring using both GWP100 (GWP over a 100-year period) and GWP* in future reporting on emissions from the red meat industry.

The Australian red meat industry aims to be carbon neutral by

2030

Increasing carbon storage

Increasing livestock productivity

Reducing livestock emissions

Harnessing renewable energy

Available for sharing

Mandy Matthews – sheep producer

I'm from a sheep and cattle farm about an hour inland from New Zealand's central North Island, but now work in the sheep industry in WA. I'm a passionate advocate for the industry I grew up in.

What story are you sharing?

Our truth – why we do what we do, and what we're doing to improve. There are always ways to improve through management practices such as selective breeding our Merinos so we can move away from mulesing. It's just being open and honest about our industry.

Honesty is the best policy. People respect the raw truth, not so much the sugar-coated version.

Why is this message important to you?

A lot of people eat meat but don't know where it comes from – I think it's important to have that connection to where your meat comes from.

How are you sharing your story?

It started with Instagram and then TikTok – I just start posting random videos from the farm. Once I started seeing some of the comments from people about the industry, I saw there was a need to create a connection between urban areas and the country.

I use a lot of videos on my social media – videos are definitely a better way to get things out and explain things more. For example, I did a video on tailing sheep to explaining the process.

What have you learned along the way?

Honesty is the best policy. People respect the raw truth, not so much the sugar-coated version.

Also, don't jump in to arguing with others on social media – one of the things I learned at the Livestock Leaders course was about value-based messages and thinking about things from the other person's perspective.

Connect with me:

🟣 @miss_rae93

♪ @missrae93

WE'RE *red meat* AMBASSADORS

Michael and Michelle Lyons – producers

Thomas, Michael, Sophia, Connor, Michelle and Hugh Lyons at 'Wambiana Station'.

The Lyons family own and operate two beef cattle properties, 'Wambiana' and 'Day Dawn' near Charters Towers, Queensland.

What are you sharing?

We host school, university and tour groups on-farm and share our story, including how we run the property, the sustainability practices and the overriding theme that we aim to work with nature, rather than against it.

We see ourselves as grass farmers first and cattle producers second, as we need to manage our soils and grasses well in order to produce good beef. We want people to see beef production in the north as innovative and good for the environment, with rangelands grazing being a very sustainable use of land in our region.

Why is it important to share this story?

We believe that a lot of the community have had little to no exposure to beef production and they are inquisitive, open-minded and willing to look, see and learn.

We particularly enjoy working with students of all ages as they're naturally inquisitive, have relatively few prejudices and we feel we can make a positive impact on them and their perception of the red meat industry. This also applies to university students as they're often willing to consider alternative viewpoints when presented with facts, experiences and learnings out in the field that may

be different to messages portrayed to them via different channels.

How do you share your story?

Our farm tourism enterprise is the main way we communicate our message about the red meat industry. Students get immersed in life on the property and are shown many facets of living and working on a cattle station.

Michelle has also worked with MLA and Kimberlin Education to present virtual classroom sessions to school students across the country, and we've presented numerous times at MLA's stand at Regional Flavours in Brisbane.

What have you learned along the way?

Most people are curious to learn more and feel reassured when they gain a greater understanding of how beef is produced in a sustainable manner in our area, particularly within the context of a family operation in which our children play a key role.

What advice do you have for others?

Everyone has a story to share and there's a lot to be proud of regarding the way we raise our livestock, care for the environments we manage and the

quality of the product we produce.

Many people in the community are looking for reassurance through real experiences and real people. You don't have to be shiny and polished to share your story, but it's important to be authentic, respectful and honest.

Connect with me:

f @wambiana

f @wambiana

NOT ALL LAND CAN BE CROPPED

Removing cattle **doesn't mean that we'll free up more land** for crop production. More than 60% of agricultural land globally is pasture and rangeland that is **too rocky, steep, and/or arid** to support cultivated agriculture — yet this land can support cattle and protein upcycling.

60%

f @wambiana

Feed additives such as red seaweed can reduce livestock methane emissions by up to

80%

Available for sharing · Available for sharing
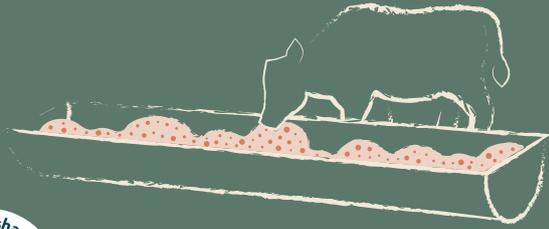
Is it true that feeding livestock different additives can reduce their greenhouse gas emissions?

That's right – feed additives to reduce ruminant enteric methane emissions is an opportunity being actively progressed through MLA research and development.

The indigenous red seaweed, red asparagopsis, is an important natural feed additive intervention into climate change, by reducing and potentially eliminating enteric methane emissions.

A collaboration between MLA Donor Company, CSIRO and James Cook University has reached the stage of working with commercial partners to trial ocean farming the seaweed, and the product is anticipated to be available to the livestock industry within Australia and globally by 2023.

That's not all – research is also exploring another feed additive, 3-NOP, which offers promising ruminant enteric emissions reduction capacity. A recent feedlot trial conducted by MLA showed that 3-NOP can reduce methane production in feedlot cattle by up to 90%. 3-NOP is a synthetic product that can be added as a feed supplement for cattle. It is known to inhibit the enzyme, methyl coenzyme M reductase (MCR) which is required in the last step of methane production.

MLA, *Asparagopsis feedlot feeding trial*, 2018.

What role does vegetation management play in the livestock sector's sustainable production practices?

Healthy landscapes support healthy livestock production.

The red meat industry has reduced emissions by 53.22% since the baseline year of 2005, largely through improved productivity as well as changes to vegetation management practices that reflect the changed regulatory environment. This equates to a reduction in industry's proportion of national GHG emissions from 22% in 2005 to 11.8% in 2018.

Source: MLA, 2018.

BURP!

3-NOP can reduce methane production in feedlot cattle by up to

90%

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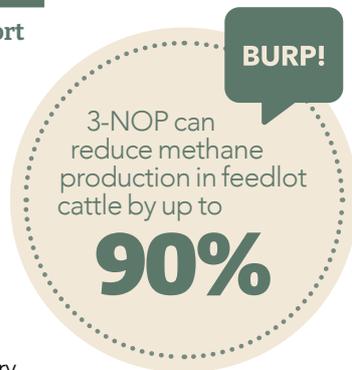
The red meat sector has reduced CO$_2$e emissions by

53.22%

since the Paris baseline year of 2005.

DID YOU KNOW:

This reduction is larger than any other sector in Australia.

ℹ Know the facts. Share the facts.

Look for this symbol 📱
for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

For more information on sustainable production practices, visit

🔊 **goodmeat.com.au/supply-chain/on-farm**

▶ **mla.com.au/cn30**

Learn more about the Australian Beef Sustainability Framework and the Sheep Sustainability Framework at:

▶ **sustainableaustralianbeef.com.au**

▶ **sheepsustainabilityframework.com.au**

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

The green facts about red meat

From paddocks to processing, the Australian red meat industry cares for its environment. But, like all industries, red meat knows its practices have an environmental impact. Here's what the industry is doing to reduce environmental impact while simultaneously enhancing farm livelihoods and food quality.

Is eating red meat bad for the environment?

No – in fact, the Australian red meat industry has more than halved its net greenhouse gas (GHG) emissions since 2005. This reduction in GHG is larger than any other sector in Australia.

But we're not satisfied with past achievements, and Australia's red meat industry has committed to a net zero greenhouse gas target by 2030 (CN30), while boosting farm productivity and not compromising on livestock numbers.

We were one of the first industries on the planet to set such an ambitious target and we're making progress to achieve it.

In fact, the Australian sheep industry is already climate neutral.

Some of the other positive steps the Australian red meat industry has made to reduce the impact of production on the environment are:

- using 68% less water to produce a kilogram of beef now than it did 30 years ago;
- reducing land clearing/deforestation on land that produces red meat. In fact, total woody vegetation in Australia has remained stable over the past 30 years.

Available for sharing

Australian beef producers have reduced the water used in raising cattle by 68% since 1985
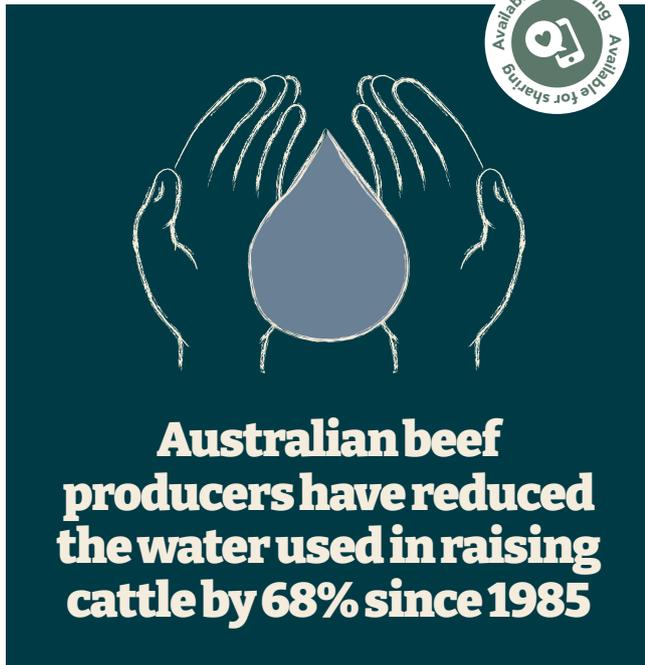
But wouldn't land used for livestock be better used for cropping to grow food?

Only 8% of Australia's land mass is suitable for cropping[*]. Most of our land mass cannot support any other food production than red meat.

Most feed that livestock eat is inedible by humans. Around 86% of plant materials fed to livestock globally are lower value by-products that do not meet human consumption standards[**].

Cattle, sheep and goats then convert this grass and other plants with low nutrient value into high quality protein, fatty acids, vitamins and minerals that humans can digest.

Sources: [*]*Global Food Security*, Volume 14, 2017. [**]Food and Agriculture Organization of the United Nations, 2018.

Available for sharing

Australian lamb is climate neutral

This means eating lamb is not contributing to further global temperature rise.

DID YOU KNOW:

Lamb is one of only two food products grown in Australia that is climate neutral.
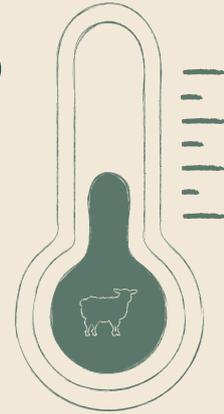
How can the Australian sheep meat industry be 'climate neutral'?

Research by the CSIRO shows Australia's sheep meat industry, despite having increased production over the past 30 years, is now 'climate neutral' making no additional contribution to global temperature increases.

The research used annual Australian greenhouse gas (GHG) emission data from 1990–2017 to measure the 'radiative forcing' footprint of the Australian sheep meat industry.

Radiative forcing relates to the balance between incoming and outgoing radiation. GHG concentrations in the atmosphere can impact the earth's energy balance and contribute to climate change.

The goal of limiting mean global temperature rise to 1.5°C, described in the Paris Agreement, depends upon urgent action to stabilise radiative forcing.

The research showed the radiative forcing footprint of Australia's sheep meat sector has plateaued over the past 30 years and reached the point of a net zero increase in 2020, a status that could be described as 'climate neutral'.

Climate neutral is different to 'carbon neutral'. Carbon neutral means the carbon footprint of a product is zero (or it has been offset). In Australia, some livestock producers are carbon neutral, using soils to store carbon, tree planting or carbon offsets to achieve neutrality.

Source: Ridoutt, B, Climate neutral livestock production – A radiative forcing-based climate footprint approach, *Journal of Cleaner Production*, Vol 291, April 2021.

I'M A red meat AMBASSADOR

Ali Hart – marketing executive and producer

I'm a third-generation producer and Marketing Executive for Stockyard – a vertically integrated beef enterprise. We manage a Wagyu breeding herd, a 20,000 head feedlot, and distribute our branded beef to more than 20 countries.

My role is to raise our brand's presence, which includes managing consumer perceptions on how we care for our animals and the environment.

Why do you think it's important to share your story?

Generally, there's a disconnect between consumers and producers. Our industry marketing bodies can lead with national campaigns, but I believe producers also have a responsibility to help bridge that gap.

How are you sharing your story?

It's simply starting a conversation on whatever platform you have available.

Our consumers are looking for trust and transparency along the supply chain. We've had great success with videos on social media, particularly during COVID. They allow us to showcase our production to people wherever they are in the world.

What information are you sharing?

It's about ensuring consumers know that animal welfare is a top priority for us, along with the environment and traceability.

We have an incredible story to share – one where our animals are deeply cared for and where we get to make impressive inroads from research that's set to change our environmental impact.

Have you seen a positive impact from sharing this with consumers?

It's opened the door for positive conversations with people looking to know more about the industry, both domestically and internationally.

For example, I saw someone spreading misinformation on a social media platform and we ended up having a conversation and she came away feeling much better about the industry.

What have you learned along the way?

You need to listen more than you speak. I completed the Livestock Leaders program and the biggest takeaway message was to uncover what people are actually asking so you can recognise any shared values and address their concerns.

Most people who are advocating against our industry share the same values as we do – caring for our animals, the environment and people. Once you engage them from that angle, you genuinely can start a conversation.

I also encourage you to just say yes to industry advocacy. It's not as difficult as you might think, and you'll be surprised at how advocacy can snowball and have an impact.

Connect with me:

🅕 @experiencetheflav0ur

🅘 @stockyardbeef

We have an incredible story to share – one where our animals are deeply cared for and where we get to make impressive inroads from research that's set to change our environmental impact.

Greenhouse gas emissions in Australia

DID YOU KNOW:

The red meat industry is the only major industry to have significantly reduced emissions

11.8%	18%	19%	20%	33%
Red meat industry	Transport	Other	Stationary energy*	Electricity generation
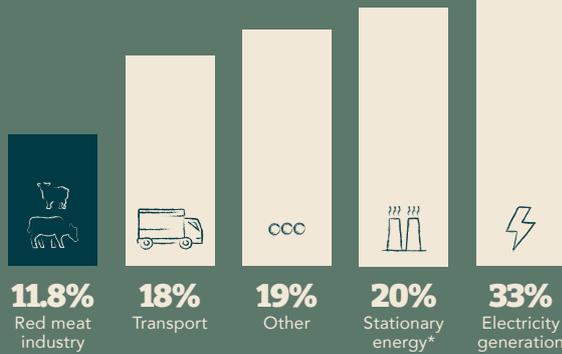
* Emissions from direct combustion of fossil fuels

Australian red meat contributes only

11.8%

of GHG emissions

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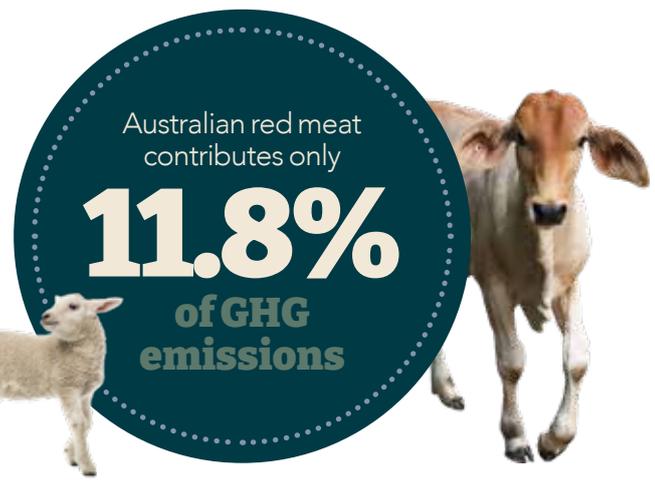
How do emissions from cattle compare to other sectors?

The electricity, energy and transport sectors are significantly larger emitters of GHG than the red meat industry.

The largest emitters are electricity generation (33%), stationary energy (20%) and transport (18%), while the red meat industry makes up approximately 11.8%*.

You're emitting almost twice as much carbon by driving a car than you are eating beef 3–4 times per year. The average car travels 13,500km in a normal year and emits 2,443.5kg CO_2**, whereas if you eat beef as per the *Australian Dietary Guidelines*, the emissions would be 1,131.8kg CO_2-e per year.

Sources: *National Greenhouse Gas Inventory Quarterly Update, 2020.
**Carbon Dioxide Emissions Intensity for New Australian Light Vehicles, 2018.

Are there ways to reduce emissions, to continue reducing the industry's environmental impact?

There are numerous strategies producers can implement on-farm to reduce emissions and, in turn, our impact on the environment.

MLA and the broader red meat industry has dozens of projects underway to explore these strategies and how they help to reduce GHG emissions. They include:

- selective breeding
- feeding cattle legumes such as leucaena
- dung beetles
- feed additives
- carbon storage
- reducing feedlot waste
- renewable energy
- savannah burning.

Let's look at 'feed additives' as an example.

Recent MLA-funded trials show cattle that ate asparagopsis (red seaweed) produced up to 98% less methane and cattle that were fed the feed additive 3-NOP (Bovaer®) produced up to 90% less methane, with no negative effects on animal performance.

Source: MLA Final Report: *Asparagopsis feedlot feeding trial*, 2018.

But what about all the methane produced by cattle – isn't that contributing to global warming?

Cattle can actually be part of the climate solution.

It's true that cattle emit methane, a strong greenhouse gas (GHG), but methane is very different to CO_2, which is the most abundant greenhouse gas in the atmosphere.

Methane emissions from cattle break down in the atmosphere, whereas carbon dioxide from burning fossil fuels continues to build up over centuries.

Methane emitted by cattle is recycled within 12 years, whereas carbon dioxide emissions from energy and transport sectors burning fossil fuels remain for thousands of years.*

Source: University of California, Davis, *Methane, cows and climate change*, 2020.

Available for sharing
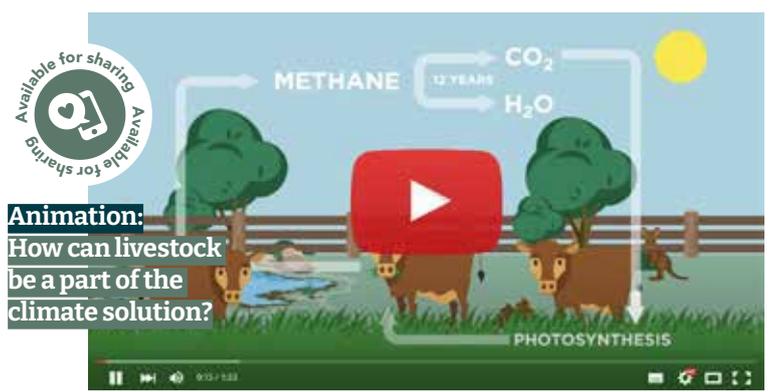
Animation: How can livestock be a part of the climate solution?

Does red meat production cause deforestation in Australia?

No – grazing of animals to produce red meat doesn't contribute to deforestation in Australia.

The Australian red meat and livestock industry's vegetation and regrowth management is tightly regulated by federal and state government legislation.

In fact, the amount of tree cover in Australia has increased over the last 30 years. Total woody vegetation has increased from 23.9% in 1991 to 25.4% in 2019, despite significant impacts of fire and drought in that time*. While only a minor increase, this data debunks the myth that grazing animals causes deforestation.

*ABSF, Balance of Tree and Grass Cover dashboard.

The amount of tree cover in Australia has increased over the past **30 years**

Carbon neutral by 2030 (CN30) partnerships

MLA has recently launched a collective of innovative new research partnerships that will help drive the red meat industry towards its target of being carbon neutral by 2030.

Under the CN30 Pathways Partnerships, MLA will invest with leading research organisations and commercial partners aiming to achieve:

CN30

20%
improvement in livestock productivity

15M
tonnes of CO_2 stored within **10,000,000ha** of Australian grazing land by 2025

50%
reduction in enteric methane emissions in 1.25 million cattle and 3.5 million sheep

For more on CN30 and its benefits visit **mla.com.au/cn30**

I'M A red meat AMBASSADOR

Barb Madden – CFO and producer

I'm the Chief Financial Officer (CFO) for our family business, Smithfield Cattle Company. We've been in the beef business since 1928 and run two feedlots at Proston and Goondiwindi, Queensland.

Why do you think it is important to share your story?

The beef industry is an amazing industry full of fabulous hardworking, authentic people who enjoy producing food for the world. That story needs sharing, along with the reasons why farming cattle is good for human health and good for the planet.

I've always been proud of what we do – my family heritage is tied to the industry – and it's now time to showcase what we do and have full transparency around our production systems and the importance of red meat in our diets and livelihoods.

It's important to find common values with our customers and share positive stories about what we do and why we do it.

It's about showcasing how cattle have helped shape the very civilisations we know, through providing nutrient-dense foods, controlling rangeland grass loads and supporting farming practices through ploughing fields. I think society might have forgotten about this and the fact cattle convert food that people cannot eat – grass – into nutritious meat we then feed our families.

With only 8% of Australian land mass suitable for cropping, using cattle to convert grass to high-quality, nutritious protein makes perfect sense.

How are you sharing your story?

I believe everyone has the ability to 'micro-influence' by influencing those people around us – our friends, family and community.

I do this by sharing stories through my own personal connections, such as through our family's longstanding connection with our local school. We hosted 35 agricultural teachers from more than 20 schools in the Wide Bay region at our feedlot – we explained the important role feedlots play in the beef supply chain and how we're producing high-quality beef.

As a result of this one tour, we reached hundreds of students across an entire region and began creating real connections for children to gain knowledge about the red meat industry.

I also use social media to share great farming images, industry facts and overall good news stories.

What have you learned along the way?

It's important we're all sharing the same message. When I first started using social media, I wondered how I, as just one person, could influence anyone. But if every red meat producer does it, and we're all sharing the same messages, positive stories and transparency around what we do, all of a sudden we will have a large movement.

What tips do you have to share the story of Australian red meat?

- Upskill your knowledge about unified red meat messaging using resources such as MLA's *Red Meat, Green Facts*.
- Be brave and start sharing the good word.
- Don't be afraid to call out misinformation when you see it in a loving and kind way – it's about finding a shared value and influencing gently through storytelling.

Connect with me:

 @smithfieldcattleco barbmadden

ⓘ Know the facts.
ⓠ Share the facts.

Look for this symbol ⓠ
for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

Learn more about the Australian red meat and livestock industry's commitment to be carbon neutral by 2030 at

 mla.com.au/cn30

For more green facts about red meat visit

 redmeatgreenfacts.com.au

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

Red meat you can trust

The Australian red meat industry is backed by an integrity system of on-farm assurance, animal identification and traceability from paddock to processor. This protects our disease-free status and underpins the marketing of our products as clean, safe and natural. Here, take a closer look at how Australia's red meat integrity system ensures the livestock industry can stand by what it sells.

How can I trust Australian red meat is safe, high quality and ethically produced?

Our systems ensure:

Biosecurity

Food safety

Animal welfare

Traceability

Available for sharing
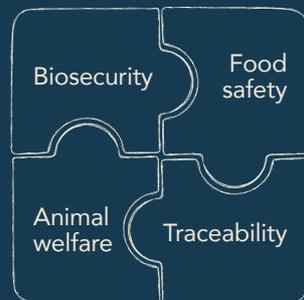
How can I trust Australian red meat is safe for me, my family and friends?

Our red meat and livestock industry has a rigorous integrity system that's crucial in guaranteeing biosecurity, food safety and traceability of our products from paddock to plate.

To support what happens on-farm, Australia has one of the best identification, traceability and assurance programs in the world. These work together as an integrity system which is one of our industry's most important investments and underpins market access for Australian red meat around the globe.

This system provides customer assurance so our producers can stand by what they sell and consumers and customers around the world can trust that Australian red meat is safe, high quality and ethically produced.

Australia's red meat integrity system also protects the disease-free status of Australian red meat.

What are these programs and how can I trust Australian meat is fully traceable?

Australia has strict systems to ensure the traceability of its livestock. Traceability is a requirement under Australian state and territory legislation.

Knowing that products can be traced from paddock to plate is increasingly important to domestic and international customers.

Livestock producers are required to operate within the requirements of the red meat integrity system. They commit to managing their livestock and properties in accordance with a set of standards including for animal welfare and biosecurity. They commit to identifying their animals and keeping records so those animals can be traced throughout their life.

The Integrity Systems Company – a subsidiary of MLA – is responsible for delivering the system that guarantees the integrity of Australia's $28 billion red meat and livestock industry to our customers.

The Livestock Production Assurance Program (LPA) is industry's independently audited on-farm quality assurance program. LPA is underpinned by seven requirements covering food safety, animal welfare and biosecurity. Producers commit to the safe and responsible treatment of animals and all specific treatments, actions and accountabilities are recorded. LPA is voluntary but a requirement for all export markets, National Feedlot Accreditation Scheme-accredited feedlots, the eating quality program Meat Standards Australia (MSA) and the majority of domestic market channels.

The National Livestock Identification System is Australia's system for the lifetime identification and traceability of cattle, sheep and goats. It combines identifying devices (commonly ear-tags), unique property identification codes and an online database to ensure lifetime traceability of Australian red meat for our domestic and international customers, and underpins access to more than 100 export markets.

Central to Australia's red meat integrity system is the LPA National Vendor Declaration, which communicates the food safety status of every animal as it moves along the supply chain, between properties, to saleyards and to processors. These are the legal declarations about livestock history and on-farm practices, and underpin Australia's reputation as a reliable supplier of safe red meat to domestic and international markets.

Here's how the Australian red meat and livestock industry's on-farm assurance and supply chain traceability systems work hand-in-hand:

LPA

NLIS

Livestock management

Food safety, animal welfare and biosecurity risks

On-farm assurance

Identification and traceability

Livestock ID

Tracking the location of every animal

The red meat integrity system ensures Australian red meat is

☑ **safe to eat**

☑ **fully traceable**

☑ **high quality**
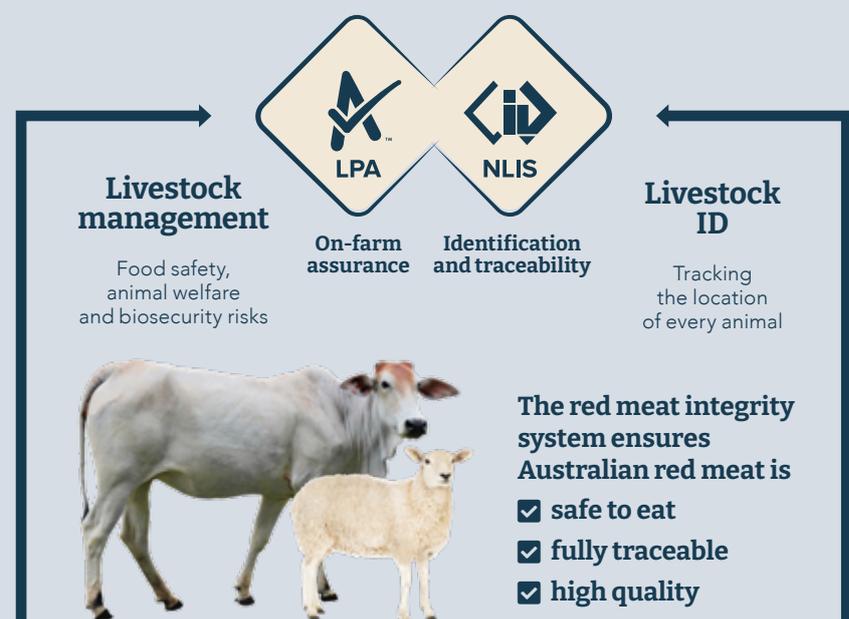
I'M A red meat AMBASSADOR

Stephanie Whitaker – livestock and property agent

My husband, Lance, and I own a saleyard in Biggenden, Queensland called the Burnett Livestock Exchange, and are livestock and property agents at Burnett Livestock and Realty. I'm also a board member of the Australian Livestock Markets Association – the national body for saleyards – and sit on the Northern Advisory Committee for the Australian Livestock & Property Agents Association.

Why are you sharing your story?

To tell the true story of my work, what we do and how we do it in this industry, so people don't have any misconceptions.

What misconceptions are you addressing?

That we don't care about our animals or look after them. In my line of work, we're entrusted with producers' animals, so it's critical that we look after them and do all we can to ensure their welfare under our care.

We need to make sure nothing goes into the food chain that shouldn't be there to ensure we maintain Australia's reputation for having the safest beef in the world.

How are you sharing your story?

One of the best ways I've found to share our story is through talking with the public. Our saleyards are across the road from a caravan park, so we get a lot of visitors like 'grey nomads' coming over to look.

We always approach these people and ask if they have any questions, because they always do. It's a really good way to address any concerns they might have.

We also use our business Facebook page and my personal Instagram account, which I aim more at people who aren't in the industry to show them what goes on at saleyards every day.

What's been the impact?

We've built a reputation within the grey nomad community as a place where people can come and safely ask questions.

It's also been positive within industry – a lot of people who work with livestock don't know what goes on at a saleyard, so we're able to provide transparency.

What have you learned along the way?

Most of the time people come from a position of genuinely wanting to know more. When they ask questions, they aren't interested in tearing the industry down, but want to learn.

I've also learned that you shouldn't be frightened of being asked questions. As an industry and in the saleyard business, we shouldn't have anything to hide, so all questions are an opportunity to improve our image.

I always try to be respectful, even when people disagree with me, but if people are just there to troll or interact negatively, there's nothing wrong with blocking or removing them so the rest of the audience can keep interacting to a high standard.

Connect with me:

⑥ @BurnettLivestockRealty

⑥ @saleyardsteph

I'm reluctant to eat red meat because of the risk of diseases such as Foot and Mouth Disease – is this a reality in Australia?

The good news is, Australian livestock have an enviable health status.

Australia is internationally recognised as being free of the significant exotic and notifiable diseases of cattle including Foot and Mouth Disease and has a 'negligible' risk of Bovine Spongiform Encephalopathy – more commonly known as 'mad cow disease'. Considerable monitoring of animal diseases is carried out in the field and at the processing plants to verify that this remains the case.

If there is ever an emergency animal disease event, Australia has the NLIS to enable us to track every animal throughout its life and act quickly to contain and manage the event.

Australian cattle and sheep have electronic or visual ear tags so they can be tracked throughout their lifetime

Available for sharing

1ABCD123ABC00001

To ensure food safety, the Australian red meat industry uses **3 elements** to track livestock throughout their life.

Animal identification
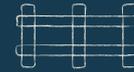
Property identification code (PIC) for physical location identification

Online database that records livestock movements

Available for sharing

What about off-farm – what controls are there in Australia's feedlots, saleyards, processing facilities and for live export?

In addition to on-farm integrity systems, Australia has a range of red meat and livestock industry quality assurance programs for feedlots, transportation, saleyards, processing plants, independent boning facilities and export distributors.

Transport

TruckSafe provides a best practice standard for trucking operators when transporting livestock. It underpins industry programs such as MSA and LPA to maintain supply chain integrity. Currently, 210 transport companies with more than 20,000 trucks and trailers are accredited with TruckSafe.

Feedlots

Australia's feedlot industry has a quality assurance scheme, called the National Feedlot Accreditation Scheme (NFAS). NFAS accreditation is a prerequisite for all certified grainfed beef. The program ensures the management of cattle complies with the requirements of the Australian Animal Welfare Standards and Guidelines. These standards and guidelines are the legal requirements for the welfare of livestock. NFAS feedlots must comply with industry standards, must maintain records on all facilities and all procedures, and must be audited by an independent third party.

Saleyards

The National Saleyard Quality Assurance Program ensures saleyards meet recognised national standards in the handling of livestock through all stages of the red meat market.

Processors

The Australian Livestock Processing Industry Animal Welfare Accreditation System is the self-regulatory AUS-MEAT audited certification program used by livestock processors to demonstrate compliance with industry best practice animal welfare standards, from receival of livestock to point of processing.

Live export

The Australian Government's Exporter Supply Chain Assurance System (ESCAS) is designed to assure the welfare of Australian livestock in overseas markets. ESCAS is mandatory for all exporters of Australian feeder and slaughter livestock and the exporter is held accountable for the welfare of livestock from the port of arrival to the point of slaughter. ESCAS specifies strict animal welfare standards are complied with, including control, traceability and auditing requirements.

I'M A red meat AMBASSADOR

Kate Andison – export depot logistics manager

I grew up on my family's 'Braceborough Station' west of Charters Towers, Queensland, and got my first taste of live export working at the saleyards. I've had a few different jobs with exporters right through the supply chain and now work at Reid River Export Depot.

Why are you sharing your story?

A lot of people are unaware of what actually goes on in live export, despite being well informed about other areas of the industry such as on-farm production.

This means they have the chance to say whatever they want about live export, such as that the cattle are crammed onto ships and that they aren't given water.

It's important the public know the true story of what goes on because our own families' and our friends' livelihoods depend on it.

How do you share your story?

I've always loved taking photos of agriculture – when I realised people from outside the industry were really engaged and loved seeing what goes on, both on-farm and in live export, I started sharing these photos on Facebook.

As I got more involved in live export and witnessed more misconceptions being posted online, I started the 'Supporting Townsville Live Export' page, to demonstrate what really goes on and directly speak to issues that are raised by groups or individuals.

People are afraid of the unknown, which is why I'm focused on transparency around live export. I use the hashtag '#showtherealstory' because I want people to know that live export is full of professionals who care about the industry and the animals.

I also take tours of school and university students around the export depot, which is a great way to share my story and educate them on the industry.

What have you learned along the way?

Don't pick fights with people who refuse to see eye to eye with you, because it's likely that their opinions will never be changed, regardless of what you do.

Be proud of our industry – don't be afraid to stand up and promote the truth and defend our industry's performance.

Connect with me:

 @supportingtownsvilleliveexport

Know the facts. Share the facts.

Look for this symbol

for impactful facts you can share to your social channels. Just scan the QR code and access resources, images and animations.

For more information about the systems which underpin trust in Australian red meat visit

 integritysystems.com.au
 @integritysysco
 @integritysysco
 Integrity Systems Company

Integrity Systems
red meat customer assurance

To learn more about sustainable livestock production on Australian farms visit

 goodmeat.com.au/supply-chain/on-farm

Learn more about Australia's feedlot sector at

 goodmeat.com.au/supply-chain/feedlot

More information on the National Feedlot Accreditation Scheme can be found at

 feedlots.com.au

ALFA NFAS ACCREDITED

Learn about the Australian Government and industry's partnership, SAFEMEAT, which ensures all red meat products achieve the highest safety and hygiene standards from paddock to plate at

 safemeat.com.au

safe meat

More information on animal health can be found at

 animalhealthaustralia.com.au

animalhealth AUSTRALIA

Feeling social?

If you want to have a greater impact in online conversations about your industry, here's a guide to best practice social media use.

Whether you're a social media spectator or active participant, there's tips, tricks and examples of how to turn your keyboard or smartphone into a tool to share the facts and your own story with the wider community.

Social media toolbox

Ensuring a balanced discussion online about red meat

Australians are pretty web savvy, with social media being our favourite online pastime.

Out of the 6hr13m we spend online daily, 1hr46m is dedicated to social media.

Given the time Australians spend in these environments, it shouldn't come as a surprise that discussions related to red meat should arise – much as they do for everything from parenting, school and the footy to civil rights, politics and more.

However, the problem is – as with all topics – when the facts are drowned out by falsehoods.

Falsehoods over facts

In recent years, the phenomenon of 'fake news' has exploded, creating a global misinformation problem of significant proportions. It's breeding disharmony within communities, exacerbating social division and, at times, even endangering public health.

For discussions related to red meat, the industry often falls foul of falsehoods or misinformation relating to the environment, animal welfare and nutrition.

The red meat industry also faces misinformation challenges brought on by competing sectors, such as fake meats and alternative proteins.

At present, the red meat industry is underrepresented in these discussions. This can result in a very one-sided and inaccurate portrayal of the industry, with the narrative mainly being driven by pressure groups and/or those with a vested commercial interest.

Shining a light on shared values

While there are positive voices online championing red meat, they often speak to the product (cooking, taste) and not its environmental, nutritional or animal welfare credentials.

For example, few social media posts speak to the role red meat plays for families or communities (the red meat industry employs more than 400,000 people in Australia).

To help create a more balanced discussion on red meat, the industry needs its champions to:

1. proactively promote the credentials of the red meat sector, particularly across nutrition, environment and animal welfare

2. respectfully call out incorrect information posted by others, perhaps sharing a link to data/information that supports an alternate view.

In this guide, MLA brings together opportunities and best practice examples to raise awareness within social media about red meat's positive role in society.

Find us on social media

To ensure MLA content continues to appear within your preferred social media channels, make sure you regularly interact with, comment on and share content from MLA's social profiles, or they will stop appearing in your feed.

You can view a complete list of all MLA social media profiles at mla.com.au/social-media

What is MLA doing to help?

MLA creates and maintains a wealth of resources dedicated to arming stakeholders with the latest insights regarding the progress being made in the industry.

These resources help to shine a light on research, trends and case studies that demonstrate the excellent work being done across the sector to improve our environmental, nutritional and animal welfare credentials.

The resources adjacent are great places for you to discover and access the information you need to help engage and educate your community, both online and offline. There are images, infographics, videos, animations and other useful resources which you can share through your social networks to make your posts more impactful.

Australian Good Meat and *Red Meat, Green Facts*

goodmeat.com.au

 @AUSGoodMeat   @ausgoodmeat

- An educational platform for consumers demonstrating the benefits of red meat.
- Home to an evolving collection of resources, such as infographics, animations, education materials and videos, which can be easily downloaded and shared on your social media platforms.

redmeatgreenfacts.com.au

- Developed for the red meat industry as a source of useful facts to share with the community.

Australian Grain Fed Beef

grainfedbeef.com.au

 @AustFeedlots   @grainfedbeef
 Australian Grain Fed Beef

- Provides information on the production systems behind grainfed beef and information on the quality systems and product.

MLA Healthy Meals

mlahealthymeals.com.au

- Practical guidance on healthy eating in line with the *Australian Dietary Guidelines*.
- Offers data, insights and nutrition communications.

Carbon Neutral 2030 (CN30)

mla.com.au/cn30

- Outlines the details and the roadmap for achieving carbon neutrality by 2030.

Australian Beef Sustainability Framework and Sheep Sustainability Framework

sustainableaustralianbeef.com.au

 @BeefFramework
 Australian Beef Sustainability Framework
 @australian-beef-sustainability-framework

sheepsustainabilityframework.com.au

 @Sheep_Framework   sheepframework
 The Sheep Sustainability Framework
 @sheep-sustainability-framework

- Individual frameworks to track how the beef and sheep industries are performing against their 'sustainability scorecards'.

How can you help?

The best way for stakeholders to help create a more balanced view of the red meat industry online is to engage thoughtfully on the progress being made in the sector.

From a practical perspective, this can come to life in a variety of ways:

- create and share considerate content regularly on your experiences
- interact and share content from MLA's social profiles
- respectfully challenge falsehoods online, providing evidence-based responses.

As Australians use multiple social media channels, the specifics of how interaction comes to life varies from platform to platform – this is covered throughout this toolbox.

However, broadly speaking, please do what you feel comfortable doing in the channels that you feel comfortable using. It's also possible to gradually build up your activity over time if you're pretty new to social media, or if you have been active for some time but tend not to interact too heavily.

For example, since Facebook is the most commonly used social network in Australia, below is an example of how your social media engagement could play out and build up over time.

How long are Australians spending online?

The average time that internet users aged 16 to 64 spend on different kinds of media and devices each day:

6 hours and 13 minutes
Internet

3 hours and 30 minutes
Broadcast and streaming

1 hour and 46 minutes
Social media

1 hour and 14 minutes
Reading press media

1 hour and 22 minutes
Music streaming

40 minutes
Podcasts

Source: We Are Social, *Digital 2021 Australia.*

Building stronger Facebook engagement

1 Like or react to MLA posts

2 Comment on MLA posts

3 Comment on agricultural media posts

4 Comment on mainstream media posts, providing relevant insights and facts

5 Share MLA posts to your network, applying your own take on the topic

6 Create and post photos based on your experience working in the red meat industry

7 Create and post short videos sharing your story in red meat production

8 Respond thoughtfully to people commenting on your photos and videos

9 Create Facebook Live content and welcome questions from your followers on agricultural processes

We all have different comfort zones and interests, so do what you feel comfortable doing. Believe it or not, even just liking a post from MLA or another industry stakeholder can create a more balanced dialogue online.

Within social networks, interactions almost act like votes which influence the visibility of news stories, photos and videos online. On the next page, we explain in more detail how social environments rank and organise content.

What are social media algorithms and why do they matter?

Social media algorithms have attracted a lot of interest in recent years, becoming the source of countless news stories, political discussions and even movies.

Every social network has some kind of internal ranking or underlying organising principles that determine the content users experience in their personal feeds.

What influences ranking?

Some things influence ranking more than others, and some of the most important factors include:

- how often you interact with posts from friends, interest groups or profiles (friends and family are prioritised)
- if the type of post is something you often interact with (e.g. photo, video, link)
- the number of comments, likes, reactions and shares a post receives from the people and profiles that see it – bear in mind these posts are shared by the friends, interest groups or profiles you follow
- how recently something was posted.

Ranking helps create a personalised and diverse stream of posts from the people, news sources, businesses and communities you've connected with on the channel you're using.

Some factors have a smaller influence over what you see. For example, social networks also consider signals such as how fast your internet connection is right now or what kind of phone you're using (because this can affect how quickly things can load on your feed). These are just some of the many signals that may be considered for feed rankings.

Each social network ranks in a slightly different way, although the gist is similar throughout. This is why it's helpful for stakeholders to be on the front foot when discussing matters relating to red meat and engaging with MLA content online.

As we've already pointed out, the red meat sector is being somewhat drowned out online, with anti-meat groups and vested commercial interests heavily engaged in social media, which in turn unfairly skews the narrative and public opinion.

Stakeholders, and the industry at large, have great stories to tell, full of passion, pride and ingenuity. As an industry, we're making significant advances every year, whether it be environmentally or in matters relating to animal welfare. A positive approach to social media engagement can help shift the dial and present a fairer, more true to life and balanced discussion online.

Using hashtags to reach new audiences

A hashtag is a word or phrase preceded by the # symbol, such as #farmingAustralia.

Hashtags help make content discoverable within social networks and effectively reach more people. Hashtags offer a way for stakeholders to potentially reach non-agricultural audiences and broach environmental, nutritional or animal welfare subjects.

To join the discussion on environmental issues, for example, monitor relevant hashtags that others are using when discussing the topic. Likewise, consider using the internal search function in your social channel (see Instagram example on this page) to identify commonly used hashtags that may be appropriate to use.

Twitter, Instagram and TikTok are the most fruitful environments to use hashtags due to the open nature of those platforms. Although hashtags can also be used on LinkedIn and Facebook, the in-built privacy features limit their usefulness on these platforms.

Here are some examples of existing popular agricultural hashtags:

Instagram:

#AusAgmoments   #LifeontheLand

#aussiefarmers   #farmingAustralia

#australianagriculture   #aussieag

#thankafarmerforyournextmeal

Twitter:

#ausag   #agchatoz

MLA-supported:

#AustralianBeef

#AustralianLamb   #GoodMeat

ethical	
#ethical	2,050,441 posts
#ethicalfood	54,358 posts
#ethicallysourced	586,083 posts
#ethicalfarming	28,866 posts
#ethicalmeat	21,081 posts
#ethicallyproduced	47,614 posts
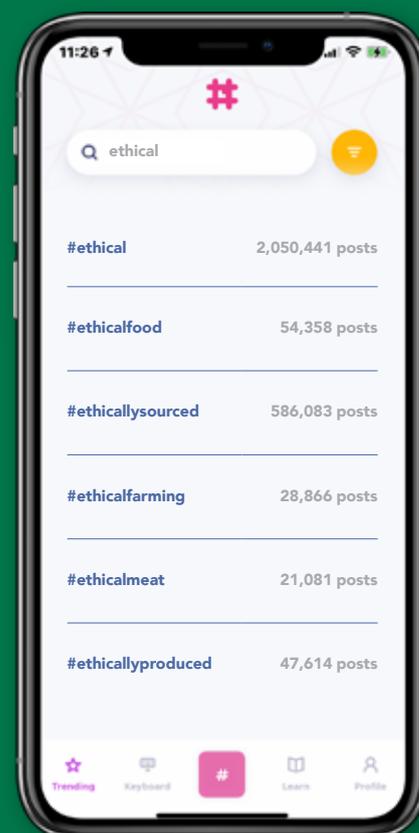
Facebook dominates social media usage locally and globally

Facebook is the online environment where the greatest volume of discussions related to red meat will play out.

Alongside everyday users, the media relies on Facebook as a key channel to reach and engage audiences online. Therefore, it's an essential outlet to ensure an accurate and constructive discussion on matters relating to the red meat industry.

60% of Australian Facebookers are aged 35 years or older

Best practice content sharing

Shannonbrook Farms @shannonbrookfarms

Shannonbrook Farms' posts balance stories related to educational content on raising livestock, day-to-day farm life and the challenges of modern farming, which is engaging for a non-agricultural audience.

This Facebook post explains very simply the thought and care that goes into raising livestock, gently educating the community on calving ease while highlighting a commitment to animal wellbeing.
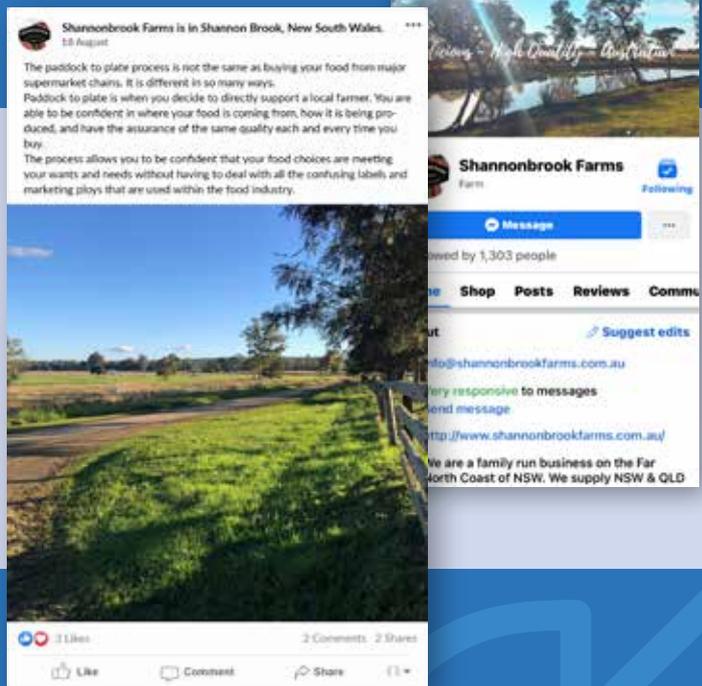
Did you know?

16 million

Facebook is the leading social media network, reaching 16 million Australians.

35 mins daily

Users are estimated to spend around 35 min on Facebook daily.

2.7 million

While Facebook has 2.7 million 18–25-year-old users, younger audiences often prefer Instagram, TikTok and Snapchat.

Live content

On Facebook, live video and photos typically drive the highest reach and engagement.

Features for effective communication

Queensland government betting big on sheep and goat industries

Queensland government betti...
abc.net.au

Twitter · Facebook · LinkedIn · Instagram

Share · SHARE

User Name
22 September at 15:45
My two cents on drought management

98 Likes · 4 Comments · 1 Shares
Like · Comment · Share

User Name
9 October at 16:19
Enjoying a beautiful spring day while it lasts...

70 Likes · 5 Shares
Like · Comment · Share
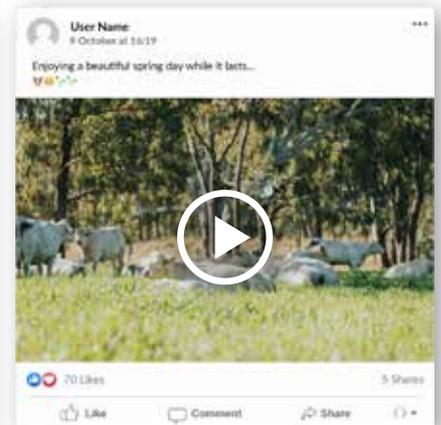
Sharing news links and articles

- Share links to relevant news stories and articles. Look for these symbols on articles, browsers, and news apps for direct sharing to your social channels.
- Choose your sources thoughtfully.
- Provide your own thoughts on the news.
- Ask questions and encourage respectful debate.

Sharing images and photos

- Tell your story with regular snaps that illustrate your farming experiences.
- Pictures drive higher interaction on average than news links.
- Provide captions on your images for more context.
- Only share images that you take or have permission to use.

Creating and sharing videos

- Video is a great way to bring to life the reality of livestock production.
- Facebook videos are best shot upright, in vertical format.
- Capturing attention quickly is key for video, so cut to the chase.
- Be mindful that bad sound quality often puts off viewers.

Facebook organic interaction by post type

Median post interactions
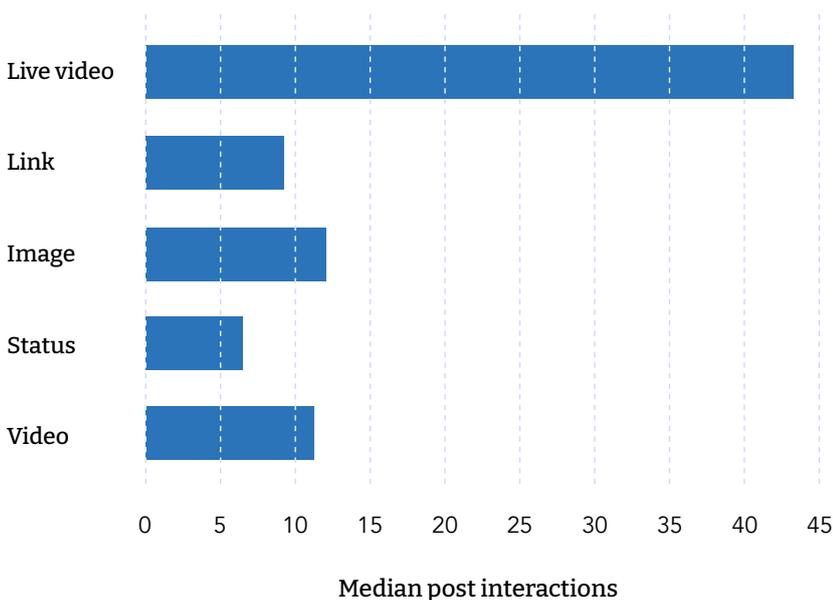
Sources: Facebook, eMarketer and Socialbakers.

Get social

Scan this QR code with your smartphone to access and easily share resources, images and animations which tell the facts about red meat.

Features for effective communication (continued)

Facebook Live

- Facebook Live is Facebook's livestreaming video offering, perfect for capturing moments on the fly.
- Livestreaming on Facebook has boomed during the pandemic, with live video most closely mimicking in-person interaction online.
- Live broadcasting lends itself well to things like:
  – candid, real-life moments Instructional, 'how-to' style content
  – unusual, rare or one-off style content
  – product reviews
- Facebook Live drives more interaction on average than other post types.

Facebook Messenger

- Facebook Messenger is one-to-one communication, akin to SMS or email.
- Facebook Messenger is for more private communication.
- If you wish to raise an objection with a Page, Messenger can be a good way to flag an issue.
- The bulk of interactions on Facebook now occur in this way.
- Sending a private message can be more effective than sparking an angry public exchange.

Facebook Stories

- Stories are full-screen, vertical images or videos.
- Stories are Facebook's take on the popular Instagram feature.
- Stories have a short shelf-life and disappear after 24 hours.
- They can be shared directly from Instagram to Facebook when posted.
- Use Stickers and other Stories creative effects to stand out.
- Video content works well within Stories and can be up to 15 seconds long.

How to effectively engage on the subject of red meat

- Support content that you believe presents a fair and reasonable portrayal, by sharing, commenting or reacting on Facebook.

- Share the latest insights and research from MLA to present the real story of livestock and red meat production in Australia.

- For content which is sensationalist, unreasonable or inaccurate:

  1. report it to Facebook as such

  2. if it's from a page or publisher, comment or send a private message

  3. consider commenting and perhaps sharing accurate data from a credible, trusted source.

- Try and keep discussions on topic. Be constructive, objective and centred on progress being made by the industry.

- Avoid being drawn into arguments and know when to walk away from discussions if they become heated.

- While not everyone can be won around, be mindful that many more observers are passively watching the exchange, and judging both parties accordingly.

More advanced features

Video content on Facebook has seen a sharp uptick in performance recently. Facebook increasingly favours videos which drive viewer loyalty and watch time. Here's a summary of how to ensure video success:

- Produce and release video content consistently for best results, rather than ad hoc.

- Video retention and loyalty are important – aim to create content that is watched to completion.

- Ideally, Facebook is looking for video to be viewed for at least 60 seconds, preferably longer than three minutes.

- Use Playlists to organise video content and to encourage viewers to watch multiple clips.
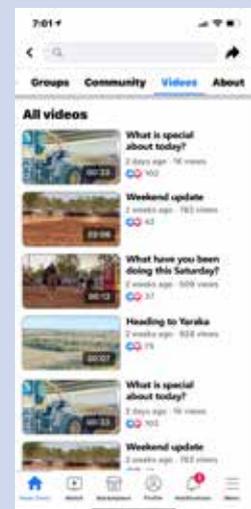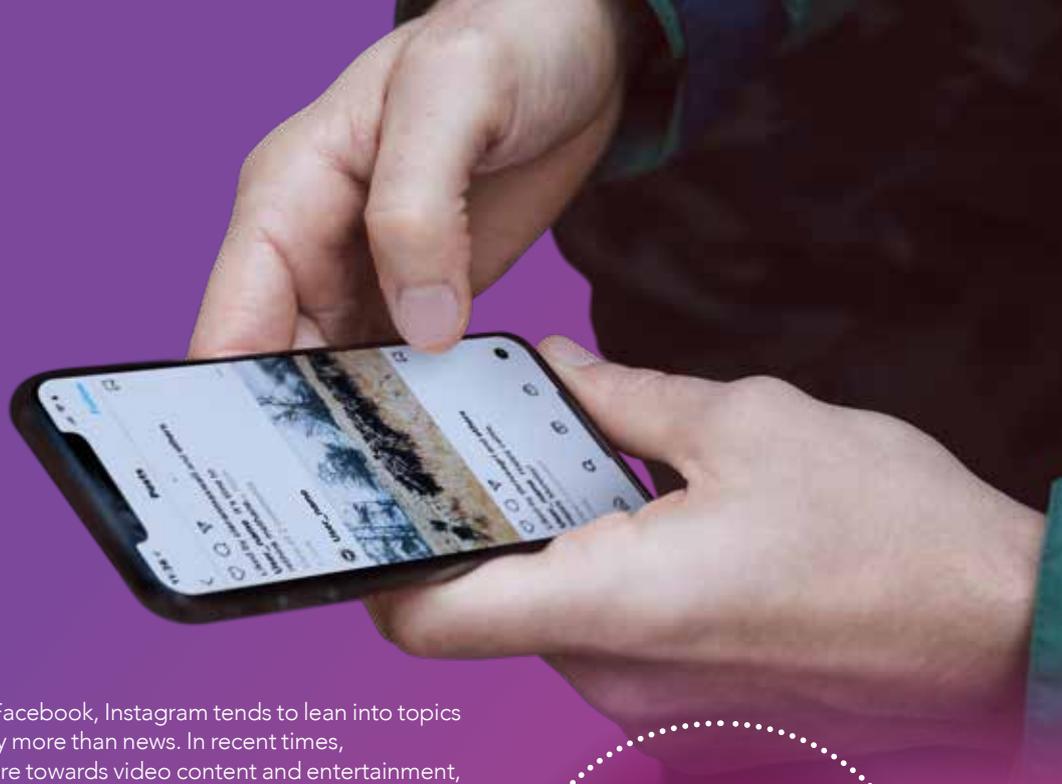
Instagram is a millennial haven

With a younger user demographic than Facebook, Instagram tends to lean into topics such as health, wellness and sustainability more than news. In recent times, Instagram has begun to shift its focus more towards video content and entertainment, however its heritage is in photography, food, design, lifestyle and beauty.

As a result of this, Instagram claims that creativity, visual beauty and uplifting content are three attributes that resonate strongly with users. For maximum impact, ensure these characteristics are present when creating and sharing content related to red meat.

> **We're no longer a photo-sharing app, or a square photo-sharing app. The number one reason people say they use Instagram in research is to be entertained... we're trying to lean into that trend, into entertainment and into video.**

Head of Instagram, Adam Mosseri, July 2021.

62%
of Australian Instagram users are aged 35 years or under

Best practice content sharing

Smithfield Cattle Company @smithfield_cattle_company

Smithfield Cattle Company uses great photos from their day-to-day life to demystify the feedlot industry, telling the story of operating a family-owned feedlot where animal wellbeing is central to everything they do.

Did you know?

13 million
Instagram reaches 13 million users in Australia.

Carousels are king
Carousels (posts with multiple photos or videos) drive considerably higher interaction than other features (see graph).

Don't forget hashtags
A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.

Features for effective communication

Feed

- Instagram Feed posts have historically driven the highest reach.
- Within Feeds, photos tend to perform better than video. Instagram video comes to life better elsewhere.
- Carousels (a post with multiple photos or videos) are best for interaction and a great way to tell a story over multiple frames or to share large images.
- Be sure to use detailed captions on posts, and make the most of relevant hashtags; this provides a significant boost in discoverability.

Stories

- Instagram Stories are full-screen, vertical images or videos.
- Stories have a limited 24-hour shelf-life and lend themselves well to behind-the-scenes style content.
- Whereas Feed posts tend to be a little staged and showy, Stories should ideally be less polished and true to life.
- Instagram Stories can be up to 15 seconds long, so video can work better here than in the main Feed.
- Make good use of Story Stickers to boost interaction. For example, the new Polls sticker is popular for driving responses.

Reels

- Reels are short-form videos that are commonly 15 or 30 seconds long, although they are to be extended in due course to one minute plus.
- Cloned from TikTok in 2020, Reels are now central to the Instagram app and widely considered to be the future of the platform.
- Make good use of popular Instagram camera effects, such as Green Screen for example, to improve Reel engagement and generate standout.
- Instagram ideally looks to favour Reels that are entertaining or funny, so it pays to keep the focus on your short-form videos light.
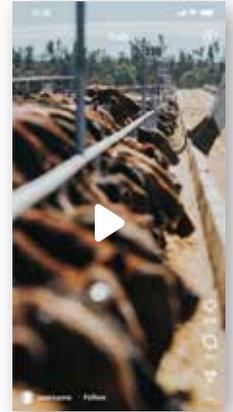
More advanced features

- For best results on Instagram, create and distribute content across all placements regularly, such as Feed, Stories and Reels.
- Consider using Instagram Live to further enhance results.
- Use Instagram Live to interact and engage with followers, to share your own candid experiences or to help explain elements of your job in the agricultural industry.
- To share links to a website or blog from your Instagram profile, use services such as Linktree or Later.com which make it easier to share multiple links at once.

Instagram organic interaction by post type*

Post type	Median post interactions
Carousel	~185
Image	~133
Video	~90

Median post interactions
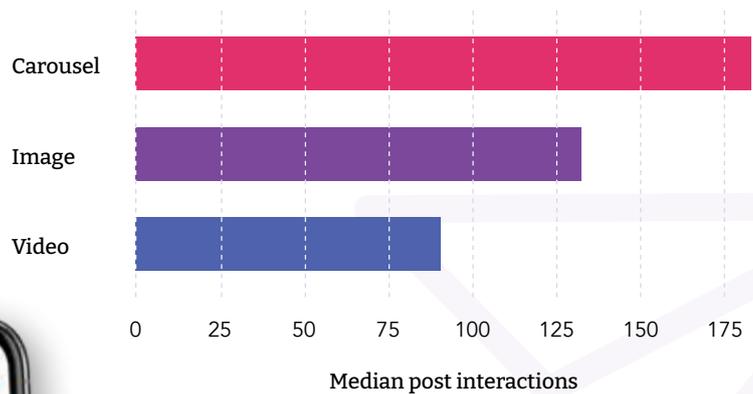
Sources: Instagram, Socialbakers and Later.com

The world's largest professional social network

You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

Given its more business-like profile, LinkedIn makes fertile ground for sharing information and educating users about research and the facts of red meat production. LinkedIn also tends to be quite a reserved and corporate environment; therefore, a respectful and professional demeanour is highly advisable at all times.

LinkedIn is well suited to share and challenge news articles related to the agricultural sector. Even though news is popular on Facebook, it tends to skew more tabloid, whereas on LinkedIn, more technical news topics often work well for fostering discussion. Given LinkedIn's broad user base in Australia (and beyond), it also offers a positive opportunity to reach and engage audiences beyond typical networks.

3.6 million
LinkedIn users in Australia are interested in agriculture and farming

Best practice content sharing

Robert Mackenzie, Macka's Australian Black Angus Beef

NSW beef producer Robert's touching post perfectly captures the nurturing spirit of Australian producers and encapsulates their genuine love of animals. The post is down-to-earth, relatable, and can reach beyond just those in the industry to create a connection with the community, building trust.
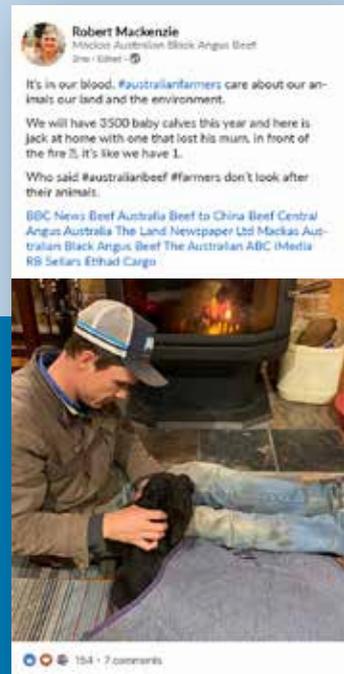
> We once again saw record engagement as LinkedIn's 756 million members use the network to connect, learn, create content, and find jobs. Conversations increased 43%, content share was up 29%, and the hours on LinkedIn increased by 80%.

Satya Nadella, Microsoft Chief Executive*, April 2021.

Did you know?

12 million

LinkedIn has more than 12 million members in Australia.

60% users

60% of LinkedIn's users are aged between 25 and 34 years old.

81 jobs a second

On LinkedIn, there are 81 job applications submitted every second.

Features for effective communication

Posting on LinkedIn

- LinkedIn is looking for quality insights and fresh perspectives based on your knowledge, expertise or observations.
- Use photos or videos in posts to draw people into your content and to bring your posts to life.
- For best results, try and share consistently on LinkedIn, as this helps you build stronger relationships with your network.
- Given LinkedIn's strong interpersonal focus, respond to commenters and engage with others' posts with a comment or share to drive chatter.

LinkedIn Groups

- LinkedIn Groups provide a place for you to network with people in your industry or with similar interests, sharing insights and experiences.
- It is possible to create Groups from scratch to suit your requirements, or you may join an existing Group.
- Once you're a Group member, you can join conversations, find answers and send message requests to other Group members.
- Groups can offer an effective route to engage with non-agricultural audiences on LinkedIn relating to advances in sustainability, technology and environmental matters within the red meat industry.

Livestreaming on LinkedIn

- LinkedIn Live is LinkedIn's livestreaming video feature, similar to Facebook Live.
- Livestreaming has snowballed in popularity on LinkedIn since its 2019 launch. According to LinkedIn, Live video now generates:
  - 24x more comments than regular LinkedIn video.
  - 7x more reactions than regular LinkedIn video.
- To use LinkedIn Live, users have to go through a brief application process, whereby there are basic criteria that must be met, such as an audience base of more than 150 followers and recent sharing of original content.
- Once you get the green light, your next step is to choose a third-party broadcaster tool, of which there are several options. Zoom, WebEx and Microsoft Teams have recently been added.
- As with other forms of live broadcast, choosing an appropriate application for LinkedIn Live is key. It lends itself particularly well to high-value information, such as live presentations, insights and analysis, tips and best practices.
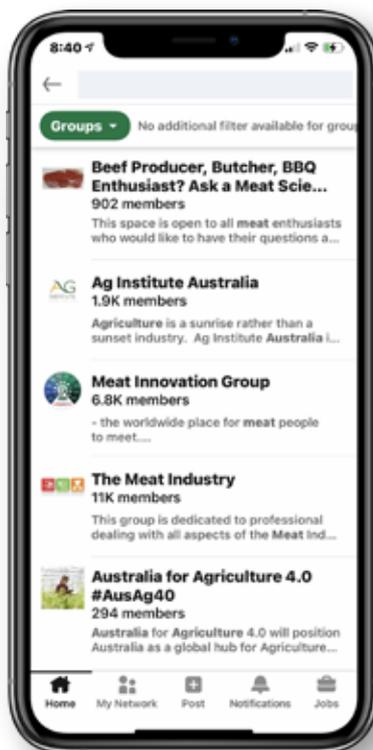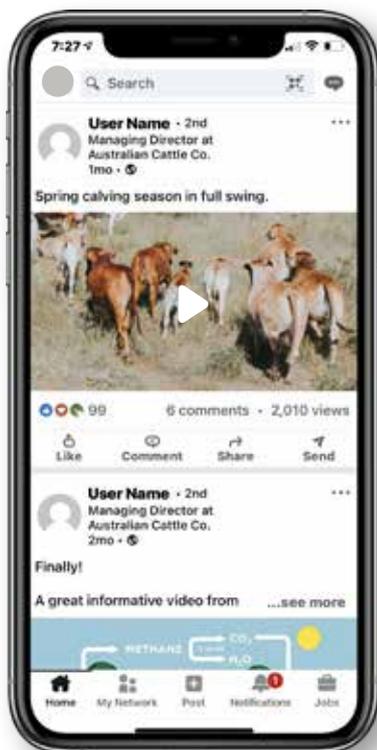
More advanced features

Introduced in 2020, LinkedIn Creator profiles were introduced for those wanting to stand out within their industry. Creator profiles are more prominent within LinkedIn and have high visibility. Switching to creator mode also puts you first in line for new content creation tools as and when they launch, which helps generate greater reach.
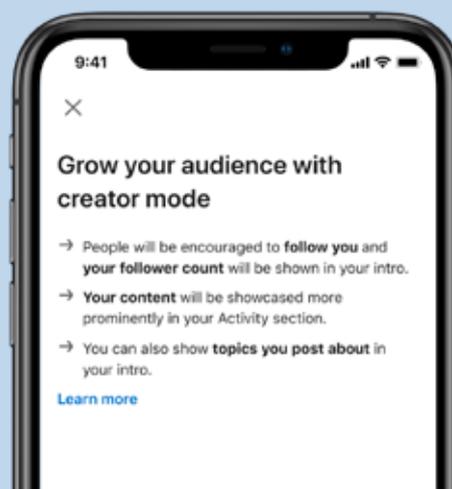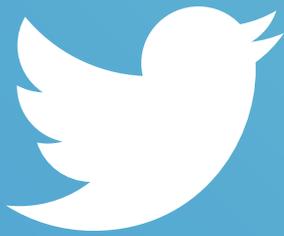
Among social networks in Australia, Twitter is something of a stalwart within the ag sector

Red meat industry stakeholders use Twitter to source news, follow research and connect with industry. However, while Twitter is an important channel, Twitter lacks the broad user base in Australia that it enjoys in the US and UK.

As a result, Twitter can be somewhat of an echo chamber where industry stakeholders are "Tweeting to the converted" for discussions related to red meat production. Reaching non-industry audiences on Twitter requires a more open-minded approach to content creation and interaction.

Twitter can also be quite an angry and confrontational environment, which achieves little for producers to win hearts and minds. Try to keep your tone light and positive, and familiarise yourself with the moderation features overleaf to reduce trolling and keep discussions constructive.

It is estimated
69.2%
of Australian Twitter users are male

Best practice content sharing

Adam Coffey @AdamCoffeyNT

Adam, a Queensland beef producer, effectively brings his story to life on Twitter and thoughtfully engages the Twittersphere on animal welfare, climate action, agricultural science and more. His positive and genuine posts engage users from all walks and backgrounds. For example, this video is heartfelt, fair and relatable to all.

Adam Coffey
@AdamCoffeyNT

I don't know who needs to hear this.
This is our business & an industry that I love.
All I'm asking for is a little more understanding folks.
A little more understanding & compassion for one another would go a long, long way.

12:29 PM · Jun 19, 2021 · Twitter for iPhone

381 Retweets   69 Likes   1,906 Likes

Did you know?

206 million

Worldwide, Twitter has 206 million daily active users.

2.9 million

Twitter only reaches around 2.9 million Australians.

Pinterest and Snapchat

are larger than Twitter in Australia.

**Sources**: Twitter, Hootsuite and We Are Social

Broadening Twitter's audience appeal

1. Twitter is a polarising environment, where users tend to pick a side on an issue and resort to throwing jibes at 'the other side'.

2. To reach more non-agricultural audiences, look for common ground with other users rather than differences, and focus more on creating content and interacting around these themes.

3. Similarly, a constant stream of Tweets and Retweets of news articles is of little interest to those outside of industry.

4. Include more images and video in posts to vividly tell your story, while also ensuring your Tweets are more eye-catching.

Tweeting

- A Tweet can contain text, photos, a GIF and/or video. Tweets appear in the Home timeline of anyone who is following the sender.

- Within the last few years, Twitter increased Tweet character counts from 140 to 280 characters. Studies suggest Tweets with about 240–260 characters seem to perform better.

- Don't just publish a Tweet and sign off. When your Twitter presence becomes conversational, you'll increase engagement and grow your follower base.

- Retweeting and replying to other users' Tweets is an excellent way to get on the radar of people you'd like to engage with. It also encourage people to interact with you.
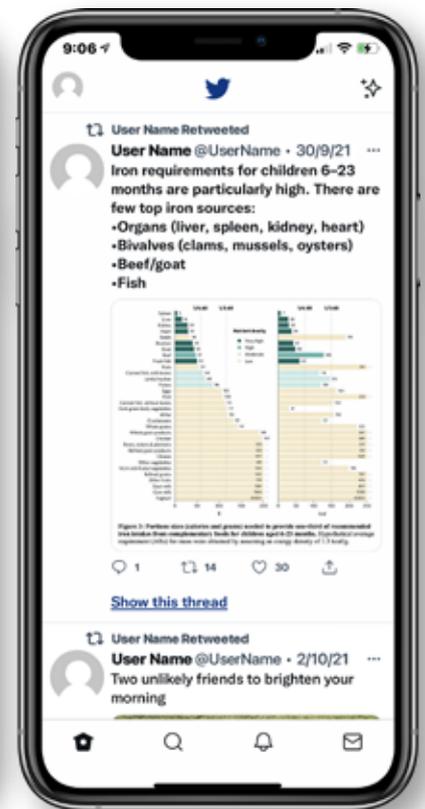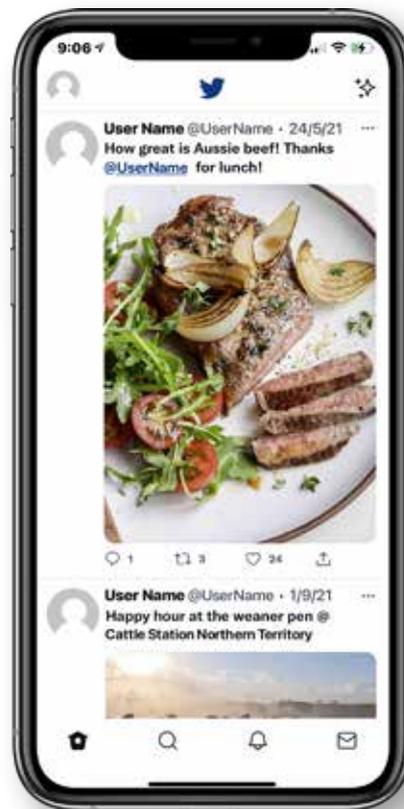
More advanced features

Twitter Spaces

- Launched in 2021, Twitter Spaces are a new way to have live audio conversations on Twitter. They could almost be considered like hosting a live podcast or radio show.

- To create a Space, hold down the Tweet compose icon on your Home timeline and then tap the new Spaces icon (multiple circles forming a diamond shape) on the far left. Or, tap on your profile image at the top of your timeline.

- For now, all Spaces are public and anyone can join any Space as a listener unless you've blocked the account. If you create a Space or are a Speaker in a Space, your followers will see it at the top of their timeline.
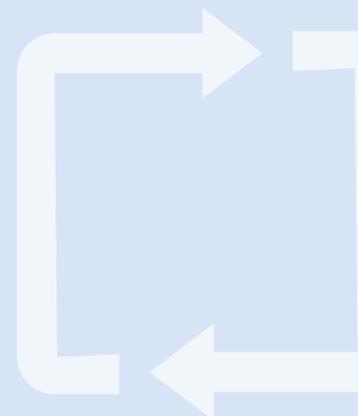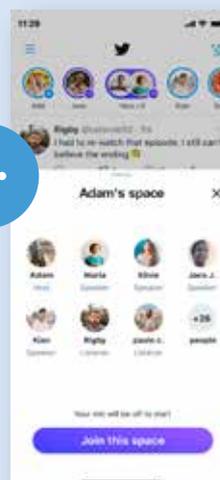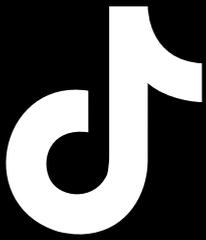
TikTok is a phenomenon

Since its launch in 2017, TikTok has exploded onto the scene and now has around 750 million monthly active users.

TikTok allows users to create, edit and share short-form video clips that are jazzed up with filters and accompanied by the latest music trends. While this premise may not sound particularly appealing to all internet users, it has proven highly successful with younger audiences.

Farming content on TikTok has been a surprise hit, with younger producers presenting the industry in a whole new light. These younger users have won legions of fans and unlikely advocates with their irreverent and highly engaging take on life.

Successful agricultural content on TikTok is entertaining, uplifting and positive. In effect, providing not only an existing blueprint for how others can also do well on TikTok, but perhaps the seeds for success in engaging audiences constructively on the subject of red meat production in other social media channels.

80%
of TikTok users are aged under 35

One to follow

Mandy Matthews, sheep producer @MissRae93

Mandy consistently produces quick and engaging videos showing her day-to-day life on the farm. She does a great job educating non-agricultural audiences on why animal husbandry is essential to looking after livestock. Mandy openly and calmly answers questions from non-rural people, and takes advantage of TikTok features like music, edits and text overlays to boost relevancy.
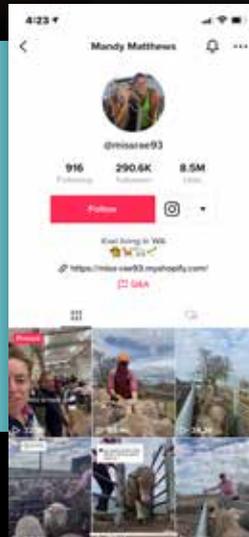
Did you know?

4.5 million

TikTok has an estimated 4.5 million users in Australia.

89 minutes

89 minutes per day is the average time spent per user.

19 times per day

A typical user opens the app 19 times per day.

Sources: Facebook, eMarketer and Socialbakers.

Features for effective communication

Creating TikToks

- TikToks are short-form videos, originally either 15 or 60 seconds in length. In recent times they have been extended up to three minutes.
- TikTok offers a wealth of video editing and production tools that can be used to make content more engaging and entertaining.
- Successful producer and farming accounts tend to focus on humour and education and don't take themselves too seriously.
- Harnessing TikTok trends is essential for growing reach and relevancy, so do not shy away from working these trends into your videos where appropriate.

Camera effects and sounds

- TikTok offers a wealth of camera effects, from green-screen backgrounds to flashing light disco effects.
- Effects are used to customise and add details to TikTok videos. Effects can be added before and after you record a video, but some effects are only available before recording, and others are only available after.
- Using Trending Sounds (and all Sounds) on TikTok helps bring your content to the next level.
- From Kath and Kim audio clips to trending songs, you can find whatever you want in the Sounds Library.

Collaboration: Duets and Stitch

- Duets allow you to build on another user's video on TikTok by recording your own video alongside the original as it plays. It's a creative format for:
  - interacting with others' videos
  - building on existing stories.
- Responding to false claims related to farming is a popular means of using Duets on popular agricultural TikTok accounts.
- Stitch allows users the ability to clip and integrate scenes from another user's video into their own:
- Like Duet, Stitch is a way to reinterpret and add to another user's content, building on their stories, tutorials, recipes, lessons and more.
- Every video made with Stitch attributes the original creator in the new video's caption, and the caption attribution links directly to the original, clipped video.
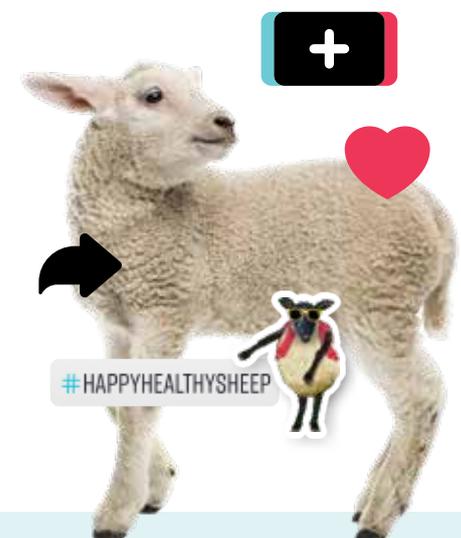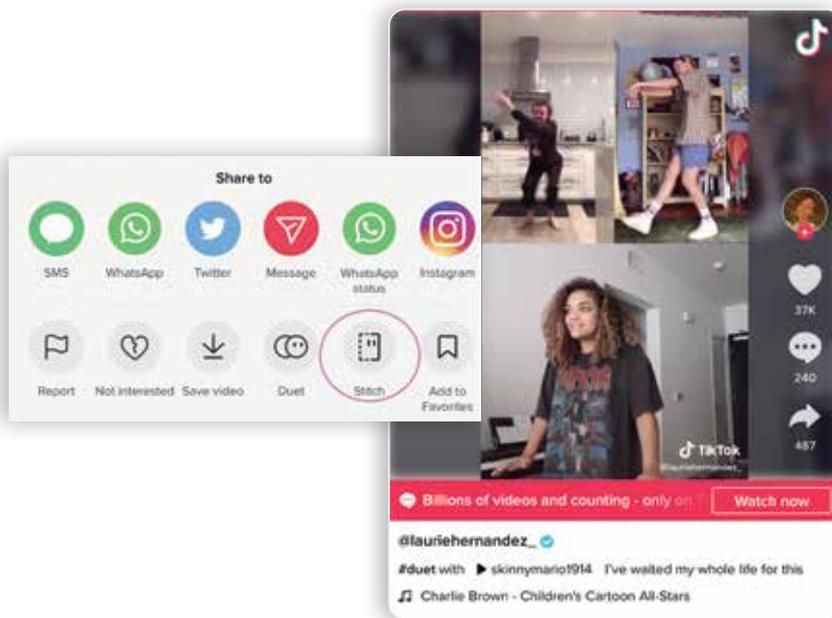
More advanced features

- Use the Discover tab in TikTok to research trending topics, themes and camera effects. You can then work these themes into your own content.
- Interacting with your followers is an effective way to build engagement and to reach new followers. Sometimes TikTokers will create response videos to specific questions or comments from their audience.
- TikTok content can be reworked and repurposed across other social media channels, most notably Instagram Reels.
- However, note that Instagram will reduce the distribution for short-form videos with the TikTok watermark, so remove this before reposting.

Tips, tricks, dos and don'ts

Respectfully engaging on red meat

As we have highlighted throughout this toolbox, there are ample opportunities to tell great stories about Australian red meat production on social media, whether it be creating short TikTok videos, photo carousels on Instagram, or sharing MLA posts on Facebook.

Similarly, myths abound online related to red meat, and social media channels offer an excellent avenue for stakeholders to help set the record straight, by sharing and referring others to the latest evidence-based research and insights on the industry's impact within Australia.

However, while the majority of social media users will hopefully find this useful food for thought, there will inevitably be those who do not.

Sadly, for some internet users, sensible discourse and debate is no longer possible and, as such, discussions and behaviour can deteriorate. Not only that but various topics are now drawn along cultural or political lines, further heightening emotions online.

While it only takes a second to post a Tweet or Facebook post, the implications of something fired out in anger can potentially reverberate for some time, with a real-world impact, as mounting social media defamation lawsuits demonstrate. Therefore, it is best not to indulge those incapable of calm discussion.

Australia's 'moveable middle'

There are very clearly camps of Australians vehemently opposed to what red meat represents, irrespective of what our industry's stakeholders do or do not say.

While this is not an insignificant number of people, a far greater number of Australians sit more in the middle on issues related to red meat. This 'moveable middle' is the group that stakeholders should prioritise to engage and better educate.

When considering how and where to engage online, let this group be your priority instead of picking fights with anti-meat factions on LinkedIn, for example. Focus instead on our shared values, and strive for finding commonalities rather than sources of division.

Examples of respectfully engaging online around shared values

"Animal welfare is front and centre of what we do, because a productive industry hinges on having animals that are happy and healthy."

Hugh Dawson, head stockman, 'Beetaloo Station', NT

"You can care about the planet and animals, and also nourish your body well. The two are not mutually exclusive."

Shan Cooper, health and wellness influencer

Disrespectful interaction does not win hearts or minds

Picking fights and denigrating the beliefs of others in social media does nothing to help Australian red meat. Positive, inspiring, heart-warming or educational content expressed through the eyes of stakeholders has the power to sway a vast body of everyday Australians who occupy the middle ground.

It is also worth noting that most consumers are unfamiliar with standard agricultural practices and might find some husbandry practices confronting, even when intended well. So, do be mindful of this when trying to educate the 'moveable middle'.

VEGANISM IS THE PERFECT IDEOLOGY FOR EGOCENTRIC CITY DWELLERS DETACHED FROM NATURE

Long-term Soy Consumption Makes Monkeys Aggressive Loners: Shocking Study with Possible Human Implications,
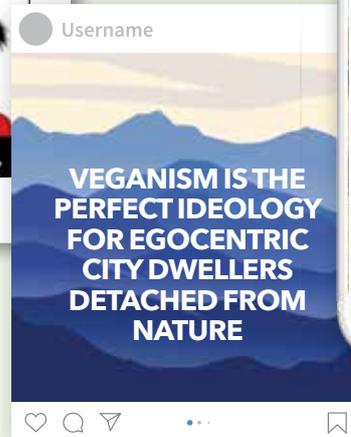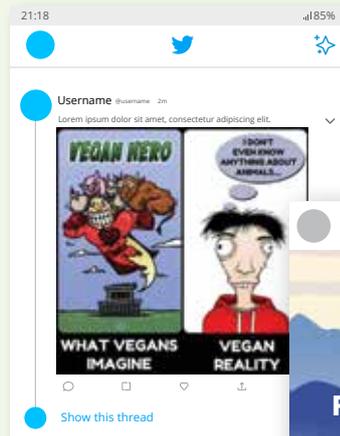
Useful social media moderation features

Social networks offer various means to keep users safe from antisocial behaviour. Here's a summary of useful features on each of the platforms featured in this toolbox.

Twitter	**Block accounts**	Block is a feature that helps you control how you interact with other accounts on Twitter. This feature helps people in restricting specific accounts from contacting them, seeing their Tweets, and following them.
	Muting options for words and hashtags	You might see content in Tweets you'd like to avoid. Twitter gives you the option to mute Tweets that contain particular words, phrases, usernames, emojis, or hashtags. Muting will remove these Tweets from your notifications and from replies to Tweets.
	Hidden Tweet replies	You have the option to hide replies to your Tweets, and can unhide a reply at any time. When you hide a reply, the author of the reply will not be notified.
Facebook	**Blocking**	When you block someone, they will no longer be able to do things such as tag you or see things that you post on your timeline.
	Privacy checkup	This checkup guides you through some of your privacy and security settings so you can review your choices to help make sure that you're sharing with who you want to share with.
TikTok	**Blocking**	Blocking users disables them from viewing your videos or engaging with you through direct messages, comments, follows or likes.
	Comment filters	If you turn on 'filter all comments', comments on your videos will be hidden unless you approve them.
LinkedIn	**Blocking**	You can block a member from viewing your profile as elsewhere.
	Disable or limit comments on posts	If comments are disabled after you share a post, any existing comments on that post will be deleted. You can also limit commenting abilities to your 1st-degree connections (connections only) before or after sharing a post.

Dos and don'ts

☑ **Engage in a way that you feel comfortable.**

☑ **Set your own narrative and tell your story.**

☑ **Share insightful content from trusted sources.**

☑ **Listen before you seek to be understood.**

☑ **Keep reactions and replies constructive.**

☑ **Pick and choose your battles.**

☑ **Appreciate that differences of opinion are okay.**

☒ **Don't play out disagreements in public.**

☒ **Don't get drawn into pointless arguments.**

☒ **Don't make personal attacks.**

Championing our industry

MLA's Red Meat Industry Ambassadors Program is an intensive development opportunity that offers participants training in community engagement, media and social media, providing tools and techniques to build trust with consumers.

The program is designed for producers and people in industry support roles throughout the red meat supply chain, with successful participants joining MLA's alumni of ambassadors across Australia.

MLA Managing Director, Jason Strong, said positioning the red meat industry as professional and progressive on issues critical to our success is a top priority and a key driver behind the program.

"The Red Meat Industry Ambassadors Program has been developed in consultation with industry to create a network of industry champions who have the skills, knowledge and confidence to engage with the community to ensure the wider Australian population outside of agriculture recognises the vital role our industry plays in food production and trusts us to deliver high-value, high-quality products and to feel good about eating red meat," Jason said.

"We're seeking people who are passionate about the red meat industry and are committed to contributing positively to build relationships with those outside of our industry by sharing their story."

MLA's consumer sentiment research – see page 6 – shows the red meat industry has great support from the Australian community, and this program will equip people to proactively reach out and engage with the community on issues and concerns which matter most to them.

> "We need to be on the front foot sharing authentic and transparent stories of agriculture so the wider community can make an informed decision on how they perceive the red meat industry."
>
> Hugh Dawson, MLA Red Meat Industry Ambassador

To find out more about the program and to register your interest, visit

📍 **mla.com.au/ambassadors-program**

Image courtesy of Stacey Ford Photography.

Know the facts, share your story.

Here's a list of all the useful resources referenced throughout this edition of *Feedback* so you can access the facts and share your story about the part you play in the red meat industry.

If you want to share resources designed for social media platforms

Red Meat, Green Facts
🔗 redmeatgreenfacts.com.au/resources

If you want to become an ambassador for the red meat industry

Ambassadors for the Red Meat Industry Program
🔗 mla.com.au/ambassadors-program

If you want to learn more about the real story of red meat production

Australian Good Meat
🔗 goodmeat.com.au

Red Meat, Green Facts
🔗 redmeatgreenfacts.com.au

Australian Grainfed Beef
🔗 grainfedbeef.com.au

If you want data, insights and nutrition resources, including delicious red meat recipes

MLA Healthy Meals
🔗 mlahealthymeals.com.au

Australian Good Meat
🔗 goodmeat.com.au

Lamb recipes
🔗 australianlamb.com.au

Beef recipes
🔗 australianbeef.com.au

Australian Dietary Guidelines
🔗 eatforhealth.gov.au/guidelines

If you want to learn more about what consumers think about the red meat industry

Consumer sentiment research
🔗 mla.com.au/consumer-sentiment-research

If you want to learn more about how Australian agriculture can better build trust

Deanna Lush's Churchill report
🔗 churchilltrust.com.au

If you want to learn more about how MLA and the wider industry are sharing the facts about farming

United Nations Food Systems Summit resources
🔗 mla.com.au/UNFSS

National Farmers' Federation's climate action campaign
🔗 farmers.org.au/realclimateaction

The Center for Food Integrity
🔗 foodintegrity.org

If you want to learn more about the red meat industry's sustainability initiatives

Australian Beef Sustainability Framework
🔗 sustainableaustralianbeef.com.au

Sheep Sustainability Framework
🔗 sheepsustainabilityframework.com.au

Carbon Neutral by 2030 (CN30)
🔗 mla.com.au/cn30

MLA sustainability update
🔗 mla.com.au/sustainability-update/

Australian Good Meat
🔗 goodmeat.com.au

If you want to learn more about the industry's practices

On-farm
🔗 goodmeat.com.au/supply-chain/on-farm

Grainfed beef
🔗 grainfedbeef.com.au

National Feedlot Accreditation Scheme
🔗 feedlots.com.au

SAFEMEAT
🔗 safemeat.com.au

Livestock health
🔗 animalhealthaustralia.com.au

Livestock integrity systems
🔗 integritysystems.com.au

Red Meat, Green Facts
🔗 redmeatgreenfacts.com.au

If you want to learn more about MLA's virtual classrooms

Smart Farming Virtual Classrooms
🔗 keteacher.com/event/smart-farming-virtual-classroom

For a complete list of references included in this special edition of *Feedback*, visit mla.com.au/feedback-references

If you want to get social and join the conversation

Meat & Livestock Australia
f @meatandlivestockaustralia
🐦 @meatlivestock
in Meat-and-Livestock-Australia

Australian Beef Sustainability Framework
🐦 @BeefFramework
in Australian Beef Sustainability Framework

Sheep Sustainability Framework
🐦 @Sheep_Framework
in Sheep Sustainability Framework

Integrity Systems Company
f @integritysysco
🐦 @IntegritySysCo

Australian Good Meat
f 📷 🐦 @AusGoodMeat

Australian Beef
f 📷 @AustralianBeef

Australian Lamb
f 📷 @AustralianLamb
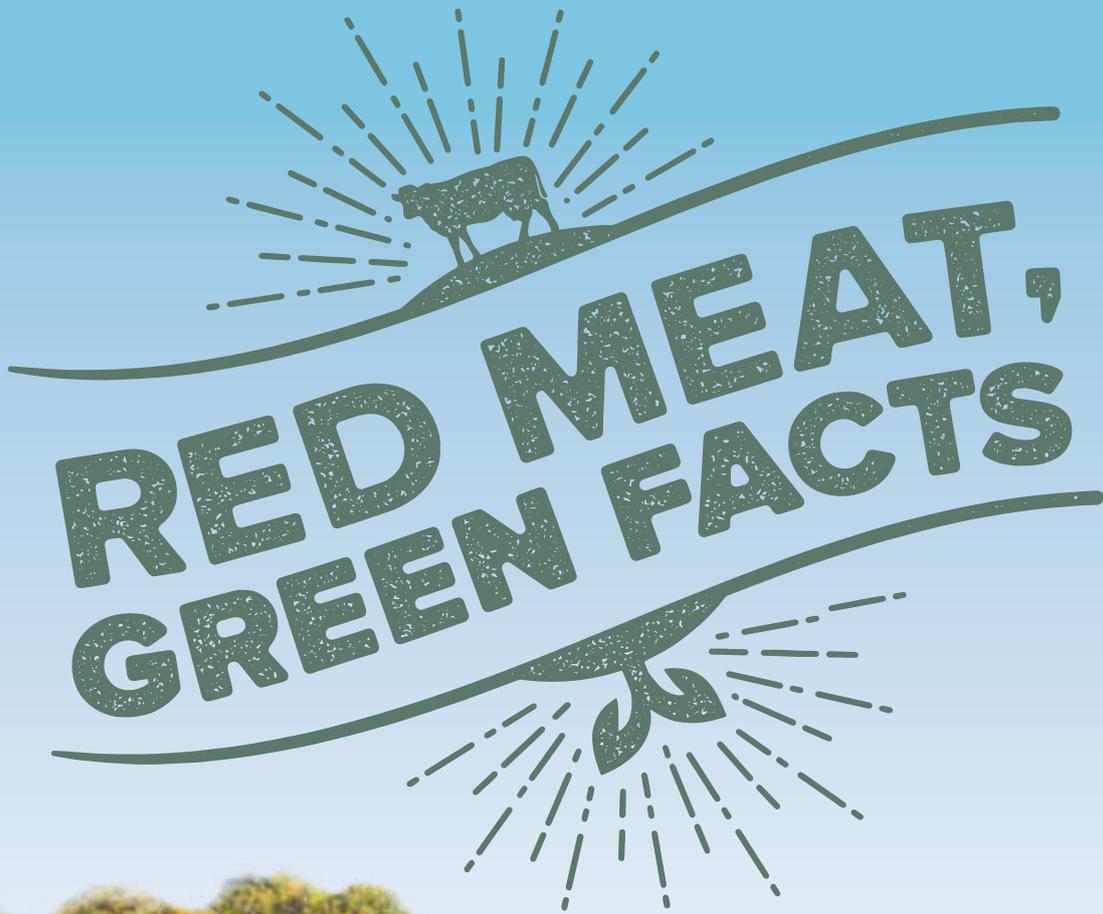
RED MEAT, GREEN FACTS

The red meat and livestock industry proudly produces healthy, nutritious, natural protein, is a world leader in sustainable farming practices and is increasingly part of the climate solution.

Australian
Good Meat
MORE THAN JUST GOOD FOR YOU

mla
MEAT & LIVESTOCK AUSTRALIA

Know your facts.

redmeatgreenfacts.com.au