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56% use it to help make buying/selling decisions

96% rate MLA Market Information as reasonably, highly or extremely valuable to their business

97% rate it as moderately, highly or extremely accurate and timely

\* results from MLA Market Information subscriber survey – conducted in August 2009

## **Getting the most out of MLA Market Information**

**Read MLA's publications  
for the latest news and statistics**

**Get up-to-the-minute  
information on MLA's website**

**Talk with MLA's specialised  
market analysts**

You can access the latest news, analysis, information and statistics for the Australian livestock and red meat industry from Meat & Livestock Australia (MLA).

MLA's National Livestock Reporting Service (NLRS) provides industry statistics and detailed reporting for major cattle and sheep markets, including both saleyard and direct sales.

In addition, MLA's expert analysts examine and interpret developments in, and prospects for, the Australian domestic market, key export markets and major competitors.

## **Publications**

MLA produces a wide range of publications to help meet your market information needs.

### **Latest news, analysis and information**

#### **Meat & Livestock Weekly (weekly by email – free to MLA members)**

Access the very latest news, analysis and trends for livestock, domestic and key export markets in an easy-to-read and concise format. Includes information on buyer and competitor activity and trends.

### **Market analysis and forecasting**

#### **Australian cattle industry projections, Australian sheep industry projections and updates (semi-annual)**

A must-have for red meat industry participants interested in the prospects for the cattle and or sheep industries over the next five years. Provides forecasts for supply and demand in both domestic and export markets and examines the likely threats and opportunities facing the industry. Separate reports for cattle and sheep are available in February, with mid-year updates provided in August.

#### **Australian cattle and sheep industry overview (monthly by email only)**

Provides analysis of the key drivers of changes to livestock prices in Australia and in key domestic and international markets.

#### **Red Meat Market Reports (email only)**

Keep up to date with in-depth reports on the key developments in individual red meat markets or sectors.

#### **LiveLink (monthly by email)**

Access news, market updates and analysis on the livestock export industry.

MLA membership is free to levy-paying producers of cattle, sheep or goats – however you must be registered with MLA.

#### **Feedlot survey (quarterly by email only)**

Provides results from the latest ALFA/MLA lotfeeding survey.

#### **Co-products Brief (email only)**

Presents results from the latest co-products price survey

### **Livestock market reporting**

#### **NLRS livestock indicators (daily or weekly – email or sms)**

Access the latest price indicators from the eastern states on a daily or weekly basis. All indicators are seven-day rolling averages derived from NLRS reported saleyards and include the Eastern Young Cattle Indicator, trade cattle, Japan ox, manufacturing cow, feeder steer, trade and heavy lamb and mutton, restocker lamb, Merino lamb and light lamb.

#### **NLRS individual saleyard reports (weekly)**

Detailed reporting of prices and yardings for individual stock categories sold at major cattle and sheep sales. Includes 'on the ground' commentary explaining local market trends.

#### **NLRS OTH reports (weekly)**

Access the latest OTH (over the hooks) rates generated each Monday and sourced directly from processors, agents and producers.

#### **NLRS slaughter reports (weekly)**

Provides slaughter totals for cattle, sheep, lambs, pigs, goats and deer generated each Monday from data collected from registered abattoirs in each state.

#### **NLRS feeder cattle report (weekly)**

Access the latest rates for sales directly to lotfeeders generated each Monday from information sourced from lotfeeders, agents, alliance groups and producers.

#### **NLRS summaries (weekly)**

Suitable for those looking for a general overview of price trends, indicators and major influences on physical markets in individual states over the past week.

## NLRS hide report (weekly)

Suitable for processors and hide traders requiring a general, weekly overview of price trends for green, brine cured and wet blue hides.

## NLRS skin report (weekly)

Access weekly skin prices for lambs and sheep including Merino prices, rates for new season lambskins and crossbred skins of varying weight classes.

## NLRS Sydney wholesale report (weekly)

Provides the latest prices for carcass, broken and carton sales directly from Sydney wholesalers.

## Industry information and structure

### Statistical review (annual)

All the livestock and meat statistics you've ever wanted for Australia and other major red meat producing and trading countries.

### Fast facts (annual)

Facts and figures about Australia's beef, sheepmeat and goatmeat industries, including numbers by state, exports, production and consumption levels, and Australia's position relative to other countries. Available individually for beef, sheepmeat and goatmeat.

## Website

MLA provides the latest news and a comprehensive range of red meat data at [www.mla.com.au](http://www.mla.com.au)

On the site you can access:

- Latest market news [www.mla.com.au/marketnews](http://www.mla.com.au/marketnews)
- Market data and statistics

## Domestic market information

- National Livestock Reporting Service  
[www.mla.com.au/nlrs](http://www.mla.com.au/nlrs)
- Eastern Young Cattle Indicator (EYCI)  
[www.eyci.com.au](http://www.eyci.com.au)

## Overseas market information

- Japan [www.mla.com.au/japan](http://www.mla.com.au/japan)
- Korea [www.mla.com.au/korea](http://www.mla.com.au/korea)
- United States [www.mla.com.au/unitedstates](http://www.mla.com.au/unitedstates)
- South America [www.mla.com.au/southamerica](http://www.mla.com.au/southamerica)

## Specialised market analysts

MLA market information has a dedicated team of market analysts covering the following markets:

- Australian cattle and beef
- Australian sheep and lambs
- Australian co-products
- North America
- South America
- Japan
- Korea
- Russia
- New Zealand
- South Asia and The Chinas
- Europe
- Middle East and Africa
- Live exports
- Overseas market access

Our team of market analysts are available to answer queries on a wide range of topics including:

- Contact details for Australian-based exporters and overseas-based importers
- Overseas market access conditions and status
- Export market developments (eg Japanese safeguard, BSE in export markets)
- Australian export performance in key markets
- Live export destination updates
- Price trends for Australian and overseas markets
- Sleyard prices, yardings and competition
- Slaughter statistics and trends
- State OTH prices
- Weather outlook
- Currency outlook
- Price risk management

Call +61 2 9463 9163 to speak to a market analyst.

## MLA members

MLA members can receive the following publications free of charge:

- Meat & Livestock Weekly
- Australian cattle and sheep industry overview
- LiveLink
- Red Meat Market Reports
- Lotfeeding Brief
- Co-products Brief
- Four NLRS saleyard and/or over the hooks reports and/or other publications

To obtain your free publications, be sure to provide your MLA member number when subscribing.



## MLA market information pricing (A\$) (All member and non-member prices are inclusive of GST)

MLA members can receive *Meat & Livestock Weekly*, *Australian cattle and sheep industry overview* and four NLRS saleyard and/or OTH reports and/or other NLRS publications for free.

Please tick <input checked="" type="checkbox"/> required publication(s)	MLA members		Non-members		International	
	Email*	Mail	Email	Mail	Email	Mail
Meat & Livestock Weekly	<input type="checkbox"/> Free	<input type="checkbox"/> 100	<input type="checkbox"/> 400	<input type="checkbox"/> 600	<input type="checkbox"/> 800	<input type="checkbox"/> 1200
Australian cattle and sheep industry overview	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
LiveLink (MLA/LiveCorp)	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
<b>Red Meat Market Reports (RMMR) – complete set</b>	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR Japan	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR Korea	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR North America – beef	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR North America – lamb	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR Australian retail and foodservice	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
■ RMMR Other markets and competitors <sup>†</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
Lotfeeding Brief	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
Co-products Brief	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
Australian supply Brief	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	–
Australian cattle industry projections (including mid-year updates)	<input type="checkbox"/> 30	<input type="checkbox"/> 50	<input type="checkbox"/> 60	<input type="checkbox"/> 100	<input type="checkbox"/> 120	<input type="checkbox"/> 200
Australian sheep industry projections (including mid-year updates)	<input type="checkbox"/> 30	<input type="checkbox"/> 50	<input type="checkbox"/> 60	<input type="checkbox"/> 100	<input type="checkbox"/> 120	<input type="checkbox"/> 200
Australian cattle industry projections mid-year update	<input type="checkbox"/> 15	<input type="checkbox"/> 25	<input type="checkbox"/> 30	<input type="checkbox"/> 50	<input type="checkbox"/> 60	<input type="checkbox"/> 100
Australian sheep industry projections mid-year update	<input type="checkbox"/> 15	<input type="checkbox"/> 25	<input type="checkbox"/> 30	<input type="checkbox"/> 50	<input type="checkbox"/> 60	<input type="checkbox"/> 100
Statistical review	<input type="checkbox"/> 15	<input type="checkbox"/> 25	<input type="checkbox"/> 15	<input type="checkbox"/> 50	<input type="checkbox"/> 15	<input type="checkbox"/> 100
<b>Fast Facts</b>						
■ Beef industry	<input type="checkbox"/> Free	<input type="checkbox"/> Free	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	<input type="checkbox"/> Free
■ Sheepmeat industry	<input type="checkbox"/> Free	<input type="checkbox"/> Free	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	<input type="checkbox"/> Free
■ Goatmeat industry	<input type="checkbox"/> Free	<input type="checkbox"/> Free	<input type="checkbox"/> Free	–	<input type="checkbox"/> Free	<input type="checkbox"/> Free

MLA NLRS publications	Email*	SMS	Email	Mail	Email	Mail
Eastern states Daily livestock indicator report	<input type="checkbox"/> Free	<input type="checkbox"/> 75	<input type="checkbox"/> 330	<input type="checkbox"/> 600	<input type="checkbox"/> 660	<input type="checkbox"/> 1200
Weekly livestock indicator report – national	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
Individual saleyard reports (cattle or sheep) <sup>#</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> 220	–	<input type="checkbox"/> 440	–
OTH reports – individual states (all species) <sup>#</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
National pig OTH report	<input type="checkbox"/> 220	–	<input type="checkbox"/> 440	–	<input type="checkbox"/> 880	–
Slaughter reports – individual states (all species) <sup>#</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
Slaughter report – eastern states (all species)	<input type="checkbox"/> Free	–	<input type="checkbox"/> 440	–	<input type="checkbox"/> 880	–
Feeder cattle report – national	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
State summaries (cattle or sheep) <sup>#</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
Hide report – eastern states	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
Skin report – eastern states	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–
Sydney wholesale report (all species) <sup>#</sup>	<input type="checkbox"/> Free	–	<input type="checkbox"/> 330	–	<input type="checkbox"/> 660	–

\* Internet subscriptions charged at email rate

<sup>†</sup> Includes South America, Middle East, South Asia, Chinas

<sup>#</sup> Please indicate  specific reports overleaf

Single issues of *Meat & Livestock Weekly* available by email for \$10 in Australia and \$20 outside of Australia (free to MLA members).

Internet subscriptions – to subscribe to market information online please register at [www.mla.com.au](http://www.mla.com.au)  
For all other subscriptions, please return this form along with your completed tax invoice to mla.

## Interested in becoming an MLA member?

Access the latest information on your industry by becoming a member of Meat & Livestock Australia. Membership is free to levy-paying producers of cattle, sheep or goats. All you have to do is complete a member registration form at [www.mla.com.au](http://www.mla.com.au) or phone MLA on 1800 675 717.



### More information

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