

# Beef Links

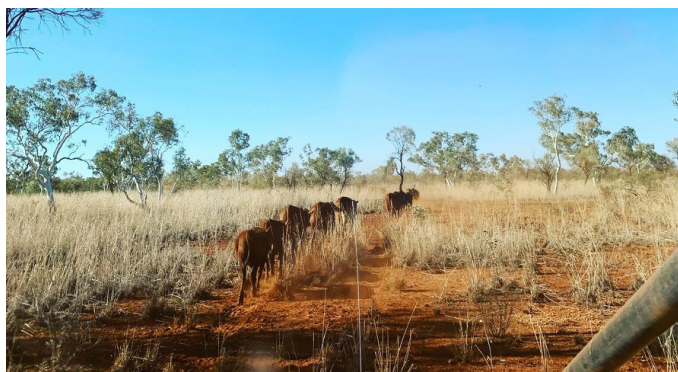
A collaborative research and development project between Meat & Livestock Australia (MLA) and The University of Western Australia (UWA) for the WA beef industry

## About

BeefLinks is a four-year research partnership (2019-2024) that aims to drive an integrated and complementary R&D program for northern and southern production systems across Western Australia to achieve **profitable, consistent and sustainable beef yields matched to consumer expectations**.

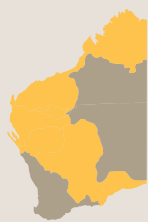
The project brings together producers, researchers, state departments, private companies and processors to develop a greater understanding of opportunities to enhance productivity and value along the red meat supply chain.

Through the program, partners will explore and understand critical control points to produce evidence-based best practices, tactics and strategies for the management and movement of cattle.



## BeefLinks : R&D for the WA beef industry from rangelands to market

### Rangelands



### Where cattle go

- Remote sensor technology
- GPS tracking – ear tags

### What cattle eat

- Plant ID from dung
- Nutritional value of feed
- Methane mitigation

### Better management

- North to south
- Rangeland ↔ pivot
- Virtual fencing
- Rangeland self-herding management

### Sustainability

- Rangeland repair
- Carbon neutrality
- Socio-economic evaluation

### Diversified markets





## Current projects

The projects currently contracted under the BeefLinks program focus on:



Developing practical and robust management practices to improve the transition of animals from the pastoral zone into backgrounding systems, as well as between grazing rangelands and forage produced under pivots, to build more certainty in year-round supply of in-specification cattle.



Developing innovative grazing management practices in the WA rangelands that increase productivity and carbon in the landscape by understanding more about where animals go and what they eat when they are there.



Evaluating the practical use of virtual fencing technology to manage animals in the WA rangelands and improve productivity and rangeland health.



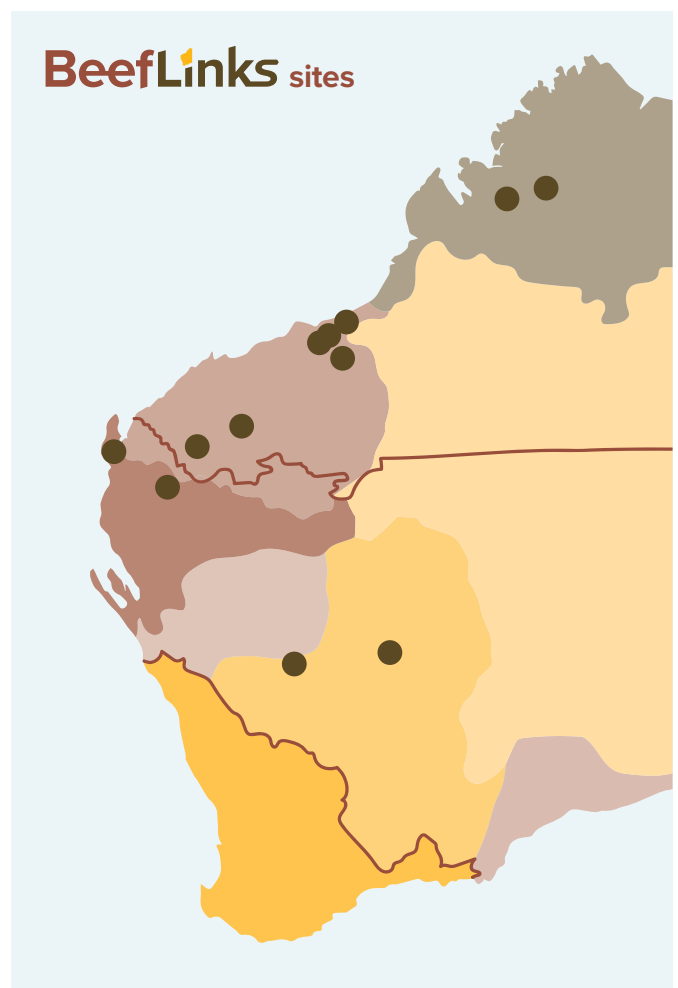
Characterising the nutritional value and methane reducing potential of WA rangeland plants.



Better understanding the socio-economic pressures on the northern WA beef producers.



Engaging producers through a Producer Demonstration Site (PDS) to implement behavioural-based management practices and accelerate the transitioning of animals across different feed types and different regions.



## Get involved

BeefLinks is always looking for new partners from across the supply chain to get involved.

Contact us to learn out more about the project, find out how you can contribute to research, trials and data collection and keep up to date with project progress.

### For more information, please contact:

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