Accelerating innovation
in the lamb industry
MDC: Accelerating innovation in the lamb industry

MLA Donor Company Limited (MDC) is a fully-owned subsidiary of Meat & Livestock Australia.

MDC attracts commercial investment from individual enterprises and others that share a mutual interest with MLA to co-invest in innovation that will benefit the Australian red meat and livestock industry.

Since it began in 1999, MDC has attracted investment from every part of the red meat and livestock value chain, including processors, value-adders, breed societies, large pastoral companies, international collaborators and technology providers.

The Australian Government matches voluntary partner contributions in projects that address industry and government priorities and benefit the Australian community.

Investment by...  

- Australian Government
- Processors
- Value-adders
- Pastoral companies
- Breed societies
- Technology providers
- International collaborators

Innovations delivered...

- Automation
- New high value red meat products
- Animal disease test
- Pain relief products
- New products from co-products
- Health and safety tools
**How MDC is funded**

Research and development commissioned by MDC is funded by the Australian Government and MDC’s innovation partners.

The total value of red meat and livestock projects in progress within MDC as at 30 June 2016 was $130 million. Actual expenditure in 2015-16 was $30.2 million. Anticipated new expenditure in 2016-17 is approximately $73.8 million.

**The value of MDC**

MDC fast-tracks commercial innovations across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage.

- Every $1 invested in MDC has generated $4 in current and future benefits*  
- MDC increases the level and speed of innovation in the Australian red meat and livestock industry, making new products, new technologies and new ideas commercially available sooner  
- MDC encourages enterprises along the Australian red meat supply chain to invest more in innovation  
- MDC assists industry to build its capability to innovate  
- MDC attracts new investment to the Australian red meat and livestock industry from entrepreneurs and investors

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MDC: Creating new innovations across the red meat value chain

On-farm
MDC invests in a wide range of areas to enhance on-farm productivity and profitability, including livestock genetics, animal health and welfare, and pasture utilisation.

MDC project: Johne’s disease test
speedy diagnosis

What: The Johne’s disease test is a DNA-based diagnostic test for bovine and ovine Johnes disease, enabling livestock producers to diagnose Johne’s disease in just one week instead of three months.

Why: To reduce the risk of further disease spread.

Funded by: The Australian Government and Animal Health Australia.

MDC project: Buccalgesic
needle-free pain relief

What: ILIUM®Buccalgesic OTM is a safe and effective pain relief oral gel, with manageable withholding periods, which producers can use during cattle and sheep husbandry procedures.

Why: To improve on-farm animal welfare.

Funded by: The Australian Government and Troy Laboratories Australia.
Processing

MDC invests in projects to improve processing productivity, including automation, objective carcase measurement, health and safety, and environmental management to keep our industry globally competitive and sustainable.

**Covered anaerobic lagoons**

Converting waste into energy and lucerne

**What:** Covered anaerobic lagoons are used to convert methane and abattoir wastewater into biogas and irrigation for crops.

**Why:** To capture and convert abattoir waste into valuable inputs, reducing natural gas consumption by more than 30% and producing nutrient-dense irrigation.

**Funded by:** The Australian Government, Thomas Foods International and Australian Meat Processor Corporation.

**LEAP automation**

Delivering consistency to customers

**What:** A series of LEAP automated X-ray guided lamb primal cutting, middle, hindquarter and forequarter processing systems are being developed and implemented in lamb processing plants.

**Why:** To increase product consistency and yield and reduce the risk of workplace injuries and labour costs.

**Funded by:** The Australian Government, Scott automation + robotics, Australian Lamb Company, JBS and Australian Meat Processor Corporation.
Growing demand
MDC invests in projects which increase the value of the carcase, create new premium products and grow demand by enhancing product integrity and traceability systems.

**MDC project: ProForm**
value adding low value products

**What:** ProForm High Moisture Cooking converts low value trim and offal into fully cooked products which can be diced, shredded, sliced and flavoured.

**Why:** To add value to low value products, increasing the overall value of the carcase.

**Funded by:** The Australian Government and ProForm Gourmet.

**MDC project: Smart packaged meat**
exporting food without fear

**What:** Develop new inventions using smart packaging to deliver on food safety, provenance, shelf life, traceability and integrity of Australian red meat.

**Why:** To assist Australian red meat value chains achieve higher premiums for products exported by instilling trust in markets prone to food fraud.

**Funded by:** The Australian Government and Invention Development Fund.
Consumer

MDC invests in projects to grow consumer demand for red meat, providing expert market insights and delivering new red meat products and technologies.

Vending machines ready to eat red meat

**What:** Vending machines have been developed to heat single-serve red meat meals in just two minutes.

**Why:** To add value to less popular cuts, provide convenient meals to time-poor consumers, and create a new opportunity for Australian lamb in the EU where cooked product doesn’t face quotas.

**Funded by:** The Australian Government and Frewstal.

Building capability

MDC invests in projects which develop innovation capability across the red meat supply chain.

Collaborative Innovation Strategies program building innovation capability

**What:** MDC works with individual companies and their value chain partners to develop and implement innovation strategies which generate new solutions and long-term growth.

**Why:** Building innovation capability within value chains drives prosperity across the industry.

**Funded by:** The Australian Government and multiple partners.