

Industry sustainability and integrity

MLA invests in programs that support the industry's environmental, animal welfare, community communications and workforce sustainability practices.

MILESTONE SCORECARD

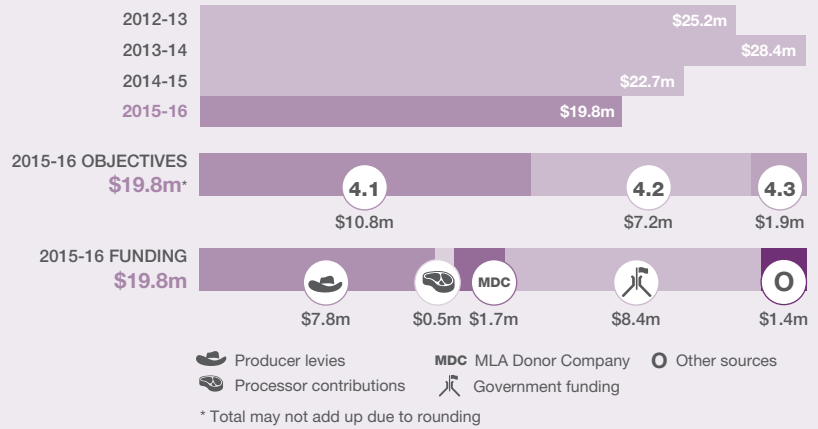
31 milestones

- 23 achieved
- 4 partly achieved
- 4 not achieved

Objectives under this strategic imperative include:

- 4.1 Sustainable supply chain resource management
- 4.2 Animal welfare, biosecurity and animal well-being without reducing productivity levels
- 4.3 Support industry's effective engagement with the community

INVESTMENT



Meat Industry Strategic Plan 2010-2015 Strategic Themes

- Environment and ethics
- Our industry
- Innovation
- Economics and infrastructure

Australian Government Science and Research Priorities

- Food
- Environmental change
- Soil and water
- Resources

Australian Government Rural Research and Development Priorities

- Biosecurity
- Climate change and variability
- Natural resource management
- Productivity and adding value
- Supply chain and markets

Agricultural Competitiveness White Paper Priorities

- Adoption of research and development
- Advanced technology
- Biosecurity
- Soil, water and managing natural resources

KEY ACHIEVEMENTS

Rabbit control

The new K5 strain of rabbit haemorrhagic disease (formerly calicivirus) has been approved for use with a target release date of autumn 2017. Following community engagement, the virus could potentially be released at 500 sites nationwide.



Pain relief breakthrough

The first producer-administered pain relief product for cattle, ILIUM®Buccalgesic OTM, became commercially available via a partnership with MLA Donor Company. A similar product for sheep is expected to be available for use in 2016-17.



FACTS & FIGURES

No. of parkinsonia biocontrol agent release sites	Producers with Emissions Reduction Fund contracts	Potential release sites of K5 strain rabbit haemorrhagic disease	Primary students attending Target 100 video conferencing lessons	Silverleaf night-shade areas under best practice management
50	400	500	4,000	95,000ha
Producers completing MLA animal husbandry practices survey	Consumers engaging with Target 100 events	Views of GoodMeat 2.0 series	No. of parkinsonia biocontrol agents released	Electricity savings identified by major beef processor
1,500	145,463	541,181	30,000	8%

+ OPPORTUNITIES

- Biological control of parkinsonia will soon become a more potent option with the release of more than 30,000 biological control agents across northern and Western Australia and the upcoming registration of a new bioherbicide.
- Producers will be able to use outcomes from northern feedbase research into assessing new pasture legumes and grasses, suited to Queensland's moderate rainfall zones, to build their enterprise's productivity and profitability.
- MLA-funded research into biosecurity and disease control is raising Australia's profile internationally as a proactive, safe and trustworthy supplier of quality red meat.
- Successful live demonstrations at food events, such as Regional Flavours in Brisbane and the national Taste food festivals, demonstrated a strong public appetite for understanding the paddock-to-plate journey and personal engagement with producers.

■ CHALLENGES

- The design of the NumNuts device for sheep needs further refinement, particularly improving its pain-relief efficacy on the scrotum. An investor is also being sought so the project can proceed to commercialisation.
- To enable the feedlot sector to provide the best animal welfare outcomes, a euthanasia manual providing protocols and a clear framework for the process, followed by on-site training, is in development.
- A challenge is to reduce the variability, in some locations, of a hand-held pasture biomass assessment tool by coupling allied sensors to estimate pasture quantity at the change of seasons.

📌 OUTLOOK 2016-17

- A Rural Research and Development for Profit project is being implemented to fast-track the availability of biological control agents for weeds such as blackberry, cylindropuntia, gorse, parkinsonia and parthenium.
- Two new Rural Research and Development for Profit projects are being implemented: controlling rabbits through monitoring impact of the new RHD virus; and controlling wild dogs through early warning systems.
- MLA will refresh the Target 100 program to keep abreast of supply chain challenges, community expectations and build on its previous achievements.

Emissions Reduction Fund opportunity

MLA, in collaboration with AACo, led a project that directly contributed to the development of the 'Beef Cattle Herd Management' method and research on productivity gains associated with reduced methane emissions.



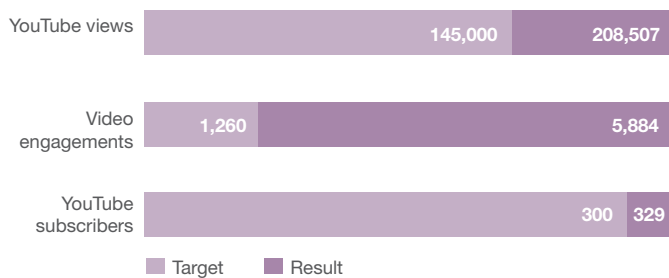
GoodMeat success

The success of Target 100's second GoodMeat* series far outstripped expectations, reaching over 541,181 views across YouTube and Facebook.

It also stimulated a 102% increase in subscribers to Target 100's YouTube channel and an almost five-fold increase in video engagements.



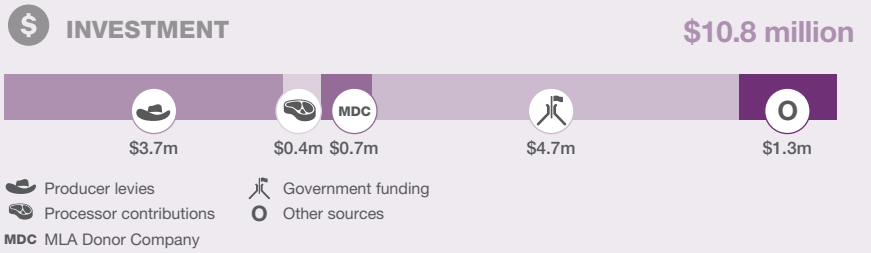
GoodMeat 2.0 targets and results



* GoodMeat aims to debunk myths around red meat production and share stories behind the making of 'good meat' with the community.

Sustainable supply chain resource management

MLA supports the livestock industry to further its environmental sustainability through research and development focused on improving natural resource management, responding to climate change and increasing productivity while demonstrating environmental stewardship. Off-farm research will continue to focus on using energy and water resources more efficiently.



STRATEGIES

Support sustainable on-farm resource productivity

Develop and implement through-chain environment strategy

KEY MILESTONES

MILESTONE	RESULT	COMMENTARY
Cost-effective weed management options for producers including parkinsonia biocontrol agents (loopers caterpillar) classified as 'established' in >30 target zones across northern Australia (Queensland, NT and WA) and a parkinsonia bioherbicide approval for registration under review to the Australian Pesticides and Veterinary Medicines Authority (APVMA)	Achieved	Biocontrol agents (loopers caterpillars) have been released at more than 50 sites, and establishment has been achieved at 31 sites (across Queensland, NT and WA). A parkinsonia bioherbicide is undergoing APVMA approval
10,000ha of silverleaf nightshade infected areas will be under best practice management during the 2015-2016 control season, including 150 producer demonstration/trial sites	Achieved	An additional 159 on-farm demonstrations have been established, bringing the cumulative number of sites to 396; corresponding to greater than 95,000ha of land under best practice management
Preliminary host specificity testing of Jatropha leaf miner to control bellyache bush completed and assessment completed of Nigrospora fungus for biocontrol of giant rat's tail grass	Achieved	Host testing of the Jatropha leaf miner is progressing with oviposition and larval feeding tests completed for 26 test plant species. There is no evidence of larval feeding or larval development on any non-target test plant species. The Nigrospora fungus has been assessed and has been deemed not suitable as a biocontrol of giant rat's tail grass
New tools for managing feral pigs, including submission of an APVMA registration package for a new pig toxin based on sodium nitrite, and release of PIGOUT® Econobait pending registration approval	Not achieved	Submission of an APVMA registration package has been delayed until at least December 2016 for a new (sodium nitrite based) pig toxin after delayed completion of field testing and technical issues with ensuring stability of the sodium nitrite in the bait matrix. PIGOUT® Econobait has not been released as the APVMA rejected the registration on grounds of inadequate stability and manufacturing difficulties with pest animal pesticide, 1080
New strain of rabbit calicivirus released across Australia pending APVMA registration approval	Achieved	APVMA approval has been granted for release of a new strain of calicivirus (K5) in autumn 2017. State approval is required before field release. An expression of interest call for participation in the release program attracted more than 500 responses from producers and community groups

MILESTONE	RESULT	COMMENTARY
New management options for producers to deal with hotter and more variable climates at a whole-farm level through: completion of NRM spatial hub assessment for potential of utilising remote sensing of land condition data to improve biomass, productivity, pasture growth models and grazing decision tools; evidence base underpinning recommendations for use of wet season spelling to recover poor condition grazing land developed and communicated; identified the long-term impacts of different grazing strategies on vertebrate faunal biodiversity (wildlife abundance and diversity); and completion of the Wambiana grazing trial analysis and deliver products designed with producer input to assist grazing land management decisions	Achieved	<p>More management options for producers were developed: whole-farm planning enabling infrastructure investment decisions (water points, fencing); a draft safe carrying capacity tool; improved seasonal forecast tools (Bureau of Meteorology reporting and the Climate Kelpie website); and spelling and grazing practices (guidelines from the Wambiana grazing trial) assist managing variable seasons.</p> <p>Research at Wambiana is supporting a grazing approach recommended for long-term sustainability (moderate approach) that also encourages wildlife biodiversity</p>
Developed strategies to abate N-based greenhouse gas emissions in feedlots, potentially allowing the industry to develop abatement methodologies that are approved under the Emissions Reduction Fund	Achieved	A project examined the potential mitigation of ammonia and nitrous oxide emissions from feed pads through the use of lignite addition to the pen surface, and clearly demonstrated that direct emissions of ammonia could be reduced by up to 67%. Ammonia emissions are an important precursor to potential nitrous oxide emissions
Completed benchmarking of the phosphorus (P) efficiency of a number of key pasture legume and grass species to identify those which have 30% better P-use efficiency. This will include the development and delivery to industry of lower P fertiliser management guidelines, strategies for targeted fertiliser use and objective information concerning the P-fertility requirements of emerging, novel and alternative pasture legumes	Achieved	<p>Benchmarking of the phosphorus efficiency of a key pasture legume and grass species to identify those which have 30% better P-use efficiency has been completed.</p> <p>Development and delivery to industry of P fertiliser management guidelines has commenced with broad-based awareness activities. Further packaging and approaches to delivery are to be progressed</p>
First results from the Pasture Variety Trial Network released to industry with results from over 100 varieties of six key pasture species evaluated in five environments	Not achieved	Development has been completed of the web-based delivery platform and user testing. Analysed pasture data is required to be 'ground truthed' with pasture specialists (public and private) before public release
Improved strategies and tools developed allowing for selection of sub-clover varieties which have resistance to fungal root diseases	Achieved	Genomic tools have been developed for selection of sub-clover. Markers for P efficiency and root disease have been identified and are being developed for inclusion in breeding programs. A paper has been accepted in the journal <i>Nature</i> , indicating the importance and originality of this work
Completed the 15-year breeding program for a psyllid-resistant variety of leucaena with the application for Plant Breeder's Rights for the selected line/s successfully completed	Achieved	Breeding program completed with the new 'Redlands' variety. An application for Plant Breeder's Rights has been lodged. Seed increase is underway
Technologies/processes that, in combination, demonstrate >10% reduction in electricity usage by meat processors defined and/or validated	Not achieved	An MDC-funded refrigeration project at a major beef processor identified electricity savings of 8%
New technologies or processes capable of reducing the fossil fuel consumption (LPG/natural gas/coal etc) for meat processing plants by 5% are defined and/or validated	Achieved	A project investigating the optimisation of biogas production from covered anaerobic lagoons demonstrated increased biogas production by 10% which offset more than 5% of natural gas use at the site. Another project will save 10% of another processing plant's boiler fuel requirements (equivalent to a reduction in natural gas use of 17,000GJ per year). A further project investigated new approaches to flash steam recovery in a rendering cooker and discovered 15% energy recovery potential

Sustainable supply chain resource management

MILESTONE	RESULT	COMMENTARY
New technologies or processes capable of reducing abattoir town water consumption are demonstrated and/or validated	Achieved	A project is looking at 'phytoremediation' (the use of plants to clean up polluted soils) as a new way to 'polish' waste water from abattoirs and move toward more sustainable waste water management and less dependence on town water
High-rate anaerobic pond technology adopted with ex-post cost-benefit analysis completed	Achieved	MDC projects with two value chain partners on high-rate anaerobic digestion completed
Ex-ante cost-benefit analysis on conversion of waste to value-add products completed	Achieved	An MDC project with a value chain partner on the cost-benefit analysis of converting blood meal to bioplastic was completed. A feasibility study into a centralised waste treatment facility was successful and is progressing to secure funds for building
Develop strategy that identifies the value propositions for producers through the adoption of environmental value chain opportunities	Achieved	A strategy identifying value propositions along the supply chain was completed

Invasive animals

The new K5 strain of rabbit haemorrhagic disease virus (RHDV), formerly known as calicivirus, has been approved by the Australian Pesticides and Veterinary Medicines Authority (APVMA) for release. Following community engagement, there could be potentially 500 release sites nationwide, with a target release date of autumn 2017. Work continues to progress the new sodium nitrite-based pig bait which is undergoing more field trials and is expected to be submitted to the APVMA for product registration during 2016-17. MLA remains supportive of fox and wild dog control measures through its involvement in the Invasive Animals Cooperative Research Centre.



OBJECTIVE HIGHLIGHTS

Weeds

MLA assisted CSIRO, Pilbara Mesquite Landcare group and others to improve parkinsonia control (one of the 20 'Weeds of National Significance') with the release of more than 30,000 biological control agents across northern and Western Australia. To support this, a new bioherbicide, in the form of a pathogenic fungi, is undergoing registration for release.

In the southern states, 300 producer and local government trial sites are contributing information to forming updated, regionalised, best practice management strategies for the control of silverleaf nightshade. The project exceeded its goal for the area under

monitoring by 46,000ha and has been a collaborative effort by producers, Landcare groups, local government and state departments.

Feedbase and Pasture Variety Trial Network

The feedbase portfolio targets better profitability of livestock enterprises through improving pasture quality, quantity and utilisation. Projects included on-property assessment of new pasture legumes and grasses for moderate rainfall zones across Queensland and southern Australia.

With Caring for Country funding, the NRM Spatial Hub is providing a unique rangelands management whole-farm

planning tool that combines the world's latest mapping and imagery technology to assist management decisions.

The Pasture Trial Network, funded through MLA Donor Company, aims to help producers select the best pasture varieties for their climate and enterprise. The tool is in the prototype phase with data analysis continuing before it is adapted for the web. To keep Australian producers informed of the latest pasture varieties, the Pasture Variety Trial Network, in conjunction with the Australian Seed Federation, is conducting trials across southern Australia to evaluate new species of ryegrass, fescue, phalaris, clover, lucerne and others.

In southern mixed-farming zones, new seeding techniques for hard-seeded annual legumes have resulted in germination on the first major autumn rains. High quality legume pastures can be established for less than \$100/ha, growth is rapid with no loss of productivity in the first year.

Tedera, a new species suited to Mediterranean-like climates, is to be commercialised. Tedera provides high quality green forage during summer and autumn and can be used to reduce or eliminate the need for supplementary feeding.

Climate variability and Emissions Reduction Fund methodologies

The Managing Climate Variability Program is a \$4.29 million collaborative research effort by agricultural industries to help producers prepare for and manage climate change. The three-year program, which concluded in 2015-16, has delivered a wide range of services, products and tools, many of which can be accessed through the Bureau of Meteorology website including:

- The Water and the Land website which integrates information from various weather bureaus, organised by weather elements
- POAMA, a state-of-the art long-range forecast system which can predict outlooks for up to nine months ahead, as well as *El Nino* and *La Nina* events
- the Northern Rainfall Onset prediction tool
- the Climate and Water Outlook video.

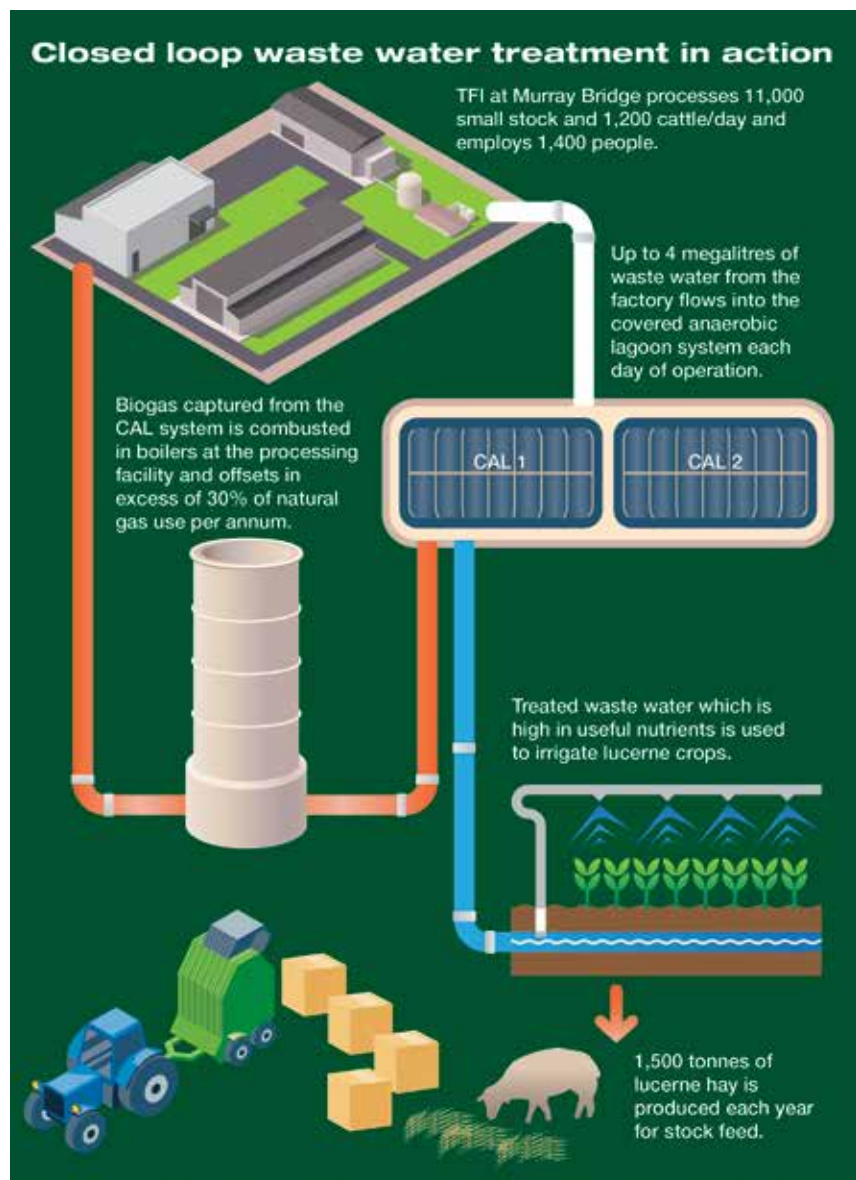
MLA, in collaboration with AACo, led a project that directly contributed to the development of the 'Beef Cattle Herd Management' method and research on productivity gains associated with reduced methane emissions. In the third Emissions Reduction Fund auction, announced in May 2016, three projects were approved (comprising more than 20 properties and more than 200,000 cattle) using the 'Beef Cattle Herd Management' method.

Processor energy efficiency measures

During 2015-16, MLA invested \$2.25 million in projects through the Supply Chain Sustainability program, aimed at delivering more environmentally sustainable outcomes

for the red meat processing industry. Within this program, Thomas Foods International (TFI) partnered with MLA Donor Company and service providers Johns Environmental and Quantum Power to achieve a 30% reduction in their natural gas requirements (see figure below). Through the installation of a closed-loop waste water treatment system at their Murray Bridge plant in SA, TFI captured the equivalent of 9,127 standard household gas bottles of biogas. This, and other investments made through the program in last five years, has reduced costs in the processing sector by \$27 million and decreased carbon dioxide equivalent emissions by 268,000 tonnes over the same period.

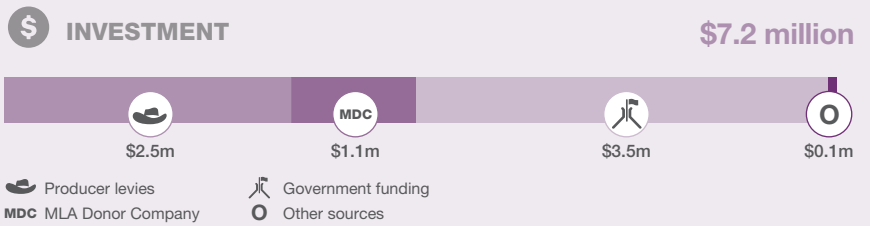
In the next five years, it is estimated the program will generate benefits of \$10 million in electricity cost savings, \$17 million in fossil fuel-derived heating energy offsets through the use of biogas generated from abattoir waste, and reduce carbon dioxide equivalent emissions by a further 270,000 tonnes.



OBJECTIVE 4.2

Animal welfare, biosecurity and animal well-being without reducing productivity levels

MLA invests in research and development to help the industry address major animal diseases affecting it and improve biosecurity measures to contain these diseases. MLA also invests in cost-effective opportunities for the industry to support continuous improvements in the welfare of livestock being raised, handled, transported and processed in Australia.



STRATEGIES

Manage and improve livestock welfare to meet community expectations

Support industry to improve animal health and biosecurity

OBJECTIVE HIGHLIGHTS

Animal welfare

The first producer-administered pain relief product for cattle became commercially available from veterinarians in 2015-16 with a similar product for sheep expected to be on the shelves in 2016-17. ILIUM[®]Buccalgesic OTM is the result of collaborative research and development between MLA Donor Company (MDC), Troy Laboratories and CSIRO. Administered orally, the product aims to improve animal welfare by reducing pain associated with on-farm husbandry practices. The NumNuts castration and tail-docking tool for sheep, developed by MLA and Scottish engineering firm, 4cDesigns, has entered the commercialisation phase, while proof-of-concept trials are underway for a cattle castration version. MLA is also funding research to set the minimum residue levels of lignocaine (a local anaesthetic used in NumNuts), which will determine any meat withholding periods.

MLA is reviewing all previous research into feedlot heat stress. Outcomes will pinpoint areas for improvement and direct new research efforts, including the ability to produce longer-term and more accurate heat-load forecasts (see page 39).

Biosecurity

MLA continued its behind-the-scenes commitment to Australia's biosecurity by continuing to invest in risk management programs to ensure the industry is both protected and prepared. During 2015-16, MDC invested \$2 million in the Foot and Mouth Disease Risk

Management Project (continuing until March 2017) which is investigating which virus serotypes are present in neighbouring countries and ensuring a vaccine is available should an outbreak occur. As a result of this investment, Australia is considered internationally as a leading authority on this disease. MDC also invested \$380,000 in developing an improved diagnostic technique for capripox, a skin disease that affects sheep and goats and has serious market access ramifications. The new test, which will be finalised during 2016-17, has helped position Australia as a frontrunner in disease management globally, with several nations expressing interest in using the test. During the year, an MLA-funded project resulted in the development of a mathematical prediction tool to simulate the potential spread of bluetongue disease in the event of an outbreak.

Endemic diseases

MLA funded Australia's first cost-of-disease review in almost a decade and its findings revealed a changed landscape of priorities and directions for new research and adoption efforts and the need to regularly scrutinise the status of animal diseases in Australia and their impact. For example, bovine viral diarrhoea virus (pestivirus) went from being unknown to being the second highest on the cattle disease impact list, estimated to cost the Australian industry an estimated \$117 million/year. In sheep, peri-natal mortality (including losses to dystocia) led the way, costing the nation an estimated \$540.4 million/year.

Internal parasites were identified as having the highest impact on the farmed goat industry, with goats being included in the review for the first time.

MLA-funded research into buffalo fly control, ranked number three on the priority list of endemic diseases, hopes to find a new biological control agent that will inhibit its spread. Wolbachia, a maternally transmitted intracellular bacterium, will be trialled to see if it will provide area-wide control and arrest the fly's southerly spread. The research team has also developed two important research tools to enable these studies: a persisting colony of buffalo flies that can be reared in a laboratory without using live cattle, which delivers an important animal welfare outcome; and a buffalo fly cell line which will contribute to further work including insecticide testing, resistance screening and vaccine design.



 KEY MILESTONES

MILESTONE	RESULT	COMMENTARY
Livestock producers and industry will have baseline data to address the increasing consumer and community scrutiny of animal well-being credentials	Achieved	National animal husbandry survey completed with 1,210 producers interviewed. Results provide baseline data and inform extension and adoption efforts
Livestock producers will have improved tools and techniques to manage animals in feedlots for improved health and welfare	Achieved	Animal welfare officer training courses conducted by ALFA and MLA were attended by 157 feedlot personnel. <i>The Bovine Respiratory Disease Best Practice Manual</i> and <i>Euthanasia Guidelines Manual</i> are nearing completion and will be made available to industry
The livestock industry will have improved processes to detect and respond to new and exotic diseases and biosecurity threats	Partly achieved	ELISA diagnostic test for capripox is being validated for international use
Livestock producers will have improved processes and tools to manage and reduce the impact of endemic disease on productivity and market access	Partly achieved	Barbervax, a world-first vaccine against a sheep nematode parasite, is in its second year on the market. Theileria PCR diagnostic test developed. Concerted adoption promotion underway
Established a new program of sheep animal health RD&E projects based on the priority endemic diseases identified in the B.AHE.0010 endemic disease survey and impact assessment project	Achieved	Six animal health projects were approved through the open call process and now need to go through the MLA internal approval process. A WormBoss Producer Demonstration Site was established to demonstrate the efficacy and financial benefits from implementing integrated parasite management
Completed a risk assessment of bluetongue transmission in southern Australia by identification of endemic <i>Culicoides</i> spp. host-feeding preferences and their competence to transmit bluetongue virus	Achieved	Transmission risk found to be low to negligible. Southern <i>Culicoides</i> spp. found to favour birds and marsupials as hosts
Identified the vector/s of theileriosis and assessed the potential for passive transfer of the organism, for example on contaminated needles used for injection	Partly achieved	<i>Haemaphysalis longicornis</i> found to be infected – transmission still to be proven. Mechanical transmission (e.g. on needles, biting insects' mouthparts) shown to be possible
Developed a quantitative, real-time PCR (qPCR) diagnostic test for theileriosis in multiplex format which is more sensitive and provides faster and more cost-effective results than conventional PCR	Achieved	A project delivered a qPCR test which identifies the strain of <i>Theileria</i> in a blood sample, as well as the parasitaemia (parasite load)
Completed efficacy trials using the Barbervax vaccine for barber's pole worm in goats, enabling a claim to be submitted to the Australian Pesticides and Veterinary Medicines Authority (APVMA) for Australian goats and Barbervax (MDC project)	Partly achieved	Efficacy field trials were performed and unfortunately the results were mixed: one trial worked well, a second showed some positive effects, but a third failed. Because the anti-vaccine antibody responses were similar in all three trials, the underlying cause of the variable vaccine efficacy is not understood. It was concluded that the results were too variable for registration to be granted by the regulators
Assessed the production and financial benefits to feedlot operators from the adoption of the principles of 'acclimation' under Australian feedlot conditions	Not achieved	Problems sourcing sufficient cattle for the trial work have delayed project completion. Project agreement has been varied to extend timelines for completion

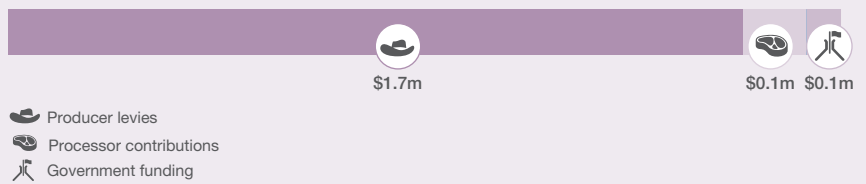
Support industry's effective engagement with the community

MLA supports industry bodies and individual producers to authentically communicate the integrity of livestock production practices to the broader community and demonstrate industry's commitment to improvements underpinned by science.



INVESTMENT

\$1.9 million



STRATEGIES

Support the industry to maintain the community's trust and confidence in the integrity and ethics of the Australian red meat industry by building knowledge and providing experience

Equip and empower producers and their representatives to build our industry's reputation through facts and engagement



OBJECTIVE HIGHLIGHTS

GoodMeat 2.0 campaign

During 2015-16, Australian consumers proved they were very hungry for information on where their red meat came from with the second YouTube series of GoodMeat exceeding its target audience views by almost four-fold. Starring *Bondi Rescue's* Andrew Reid and chef and leading social media personality Rob Nixon (who has more than one million subscribers to his YouTube channel), the campaign used these two popular identities with strong social media followings to help producers tell their stories directly to consumers.

GoodMeat 2.0 consisted of five short, animated education pieces and five live-action pieces filmed on three properties at Goondiwindi, Queensland and hosted on the social media channels of MLA community engagement platform, Target 100.

The first GoodMeat series was also released on Facebook during the year, attracting a further 195,946 views.

Rebranding Target 100

Target 100, which has engaged the community with Australia's sustainable red meat industry since 2012, was evaluated during 2015-16 to compare the value of retaining the current model versus rebranding and relaunching the program.

The outcome was to refresh Target 100 during 2016-17, to further align the expectations of the community with industry practices. Key stakeholders, producers and peak industry councils will be invited to contribute to the future direction of the program.

Education

MLA continued to raise the profile of the red meat and livestock industry through the development and promotion of primary, secondary and tertiary teaching resources, accessible on the Target 100 website. During 2015-16 there were 1,988 downloads of education materials, ranging from study guides for high school students to posters and guides for primary students; an increase of 50% on 2014-15.

Approximately 4,000 primary students from NSW, ACT, Queensland, Victoria and SA expanded their knowledge on how beef and lamb are produced through 34 lessons hosted via video conferencing. Cattle and sheep producers helped present nearly two-thirds of these lessons with teachers, adding to the engagement and learning experience for the students.

MLA continued its membership of the Primary Industries Education Foundation Australia which attended/presented at five teacher conferences across Australia, reaching 2,315 teacher attendees and 121 workshop participants.

KEY MILESTONES

MILESTONE	RESULT	COMMENTARY
Percentage of consumers stating they are reducing red meat consumption due to perceived animal welfare or environment reasons remains below 7%	Achieved	Consumer sentiment benchmark research in 2015-16 found the percentage of consumers reducing meat consumption due to environment reasons fell to 1.6% and due to animal welfare reasons fell to 3.2% (to total 4.8%). This is the first time this figure has been under 5% since this benchmarking project began in 2010
Drive increased engagement with the community engagement program through the Target 100 social platforms by 20% from the 2014-15 baseline	Achieved	Average monthly engagement on MLA's Facebook page increased by 164% year on year and Twitter referrals have increased by 86% during 2015-16
Promote beef and lamb teacher guides and drive an increase in their use as tracked by teacher resource downloads from Target 100 by 20% from the 2014-15 baseline	Achieved	During 2015-16 there were 1,988 downloads of education materials, ranging from study guides for high school students to posters and guides for primary students, an increase of 50% on 2014-15. Lessons have been streamed live into 127 primary schools across Australia to utilise the MLA teacher resources and introduce farmers to students
Assist industry in responding to community reputation issues as measured by peak council feedback	Achieved	MLA provided issues management support to assist industry's response to two major issues during 2015-16: a cancer report released by the International Agency for Research on Cancer and a live export welfare breach in Vietnam

Red meat flavours

Taste festivals held in Melbourne, Sydney (pictured below) and Perth helped raise the profile of red meat in 2015-16, collectively attracting 60,463 patrons. The format at the Taste food festivals this year featured 34 live presentations across three events in 13 days. Target 100 involved 10 producer advocates and all the presentations were sold out. Additionally, Regional Flavours, held in Brisbane's Southbank and attended by 85,000 people in July 2015, was a great success with Target 100 and beef and lamb well represented in the Hunting Club, a pop-up bar and bistro that championed Queensland's best meat and malt. Regional Flavours was attended by six producer advocates who, matched with a celebrity chef, spoke to audience members throughout six cooking demonstrations.

