

meatup FORUM

Wagga Wagga, 15 July 2025

Forum welcome and housekeeping

Elizabeth Thelander
Meat & Livestock Australia

The background of the slide features a warm, golden-hour photograph of two individuals, likely farmers or researchers, standing in a field of tall grass. They are silhouetted against a bright, hazy sky where the sun is low on the horizon, creating a strong backlight effect. The overall tone is optimistic and focused on nature and agriculture.

MLA 2030 – delivering innovation for a sustainable future

Sarah Strachan
General Manager
Research, Development & Adoption
Meat & Livestock Australia





POLICY AND STRATEGY

SERVICE PROVIDERS

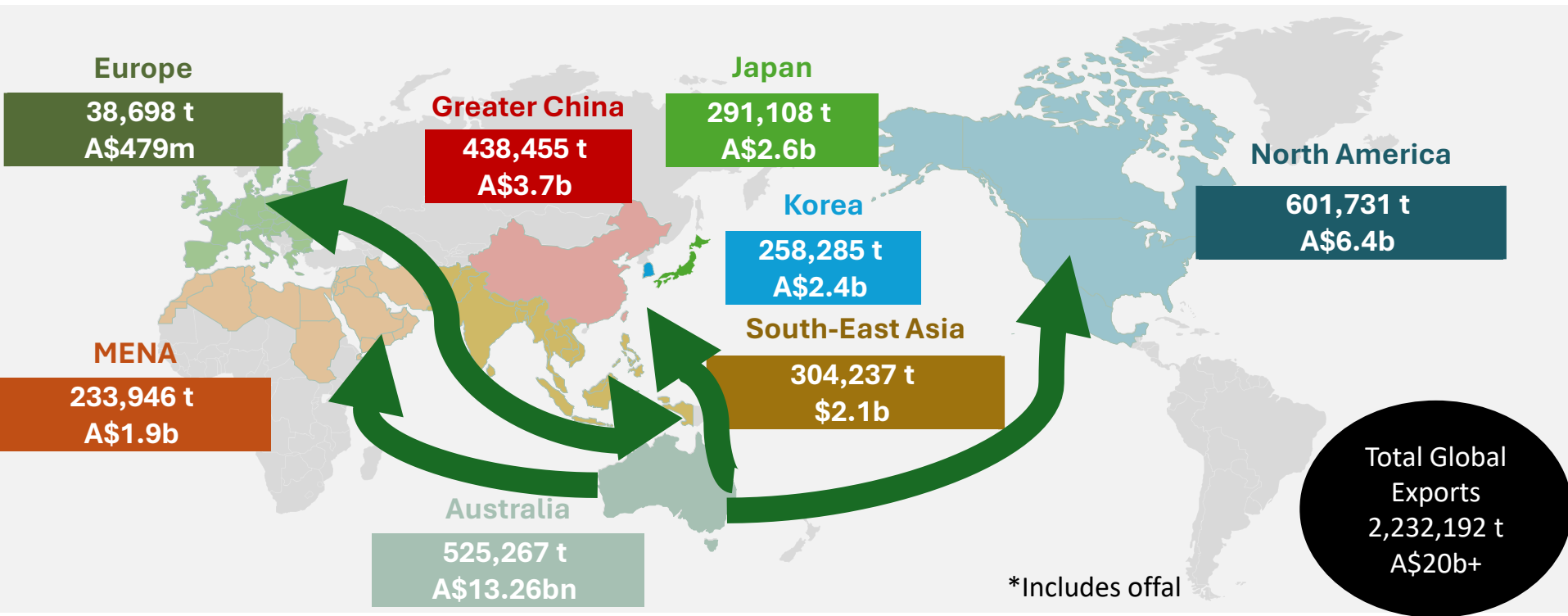




Driving demand

- Domestic market growth
- Social capital investment
- International market development

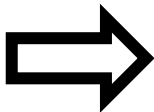
Global market overview: Total red meat exports*



The top reasons for increasing red meat consumption revolve around health and nutrition, particularly iron and protein

Top reasons for eating more red meat (%) | Red meat increasers

18%



Consuming
more often

1st

Source of protein

58%

2nd

Source of iron

58%

3rd

Just like meat

48%

4th

Improve my health

46%

90%

Are driven by
health /
nutrition

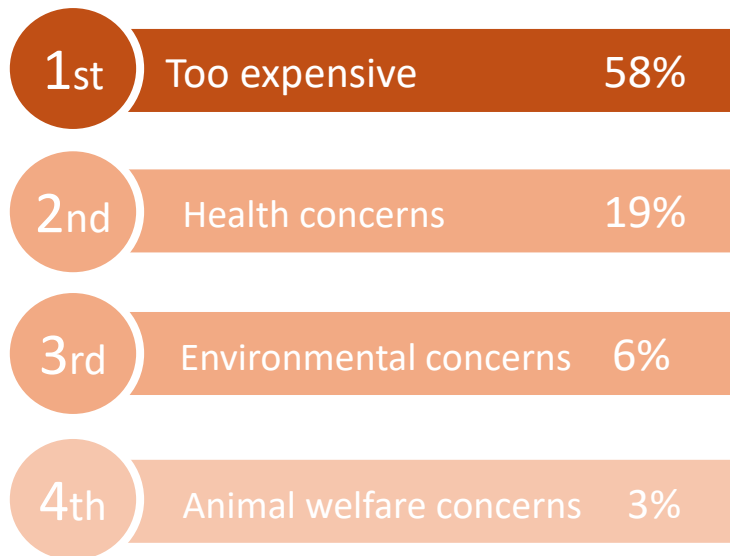
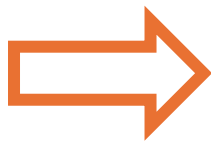
Cost is by far the main reason for reducing red meat consumption

Top reason for eating less red meat (%) | Red meat reducers

24%



Consuming
less often

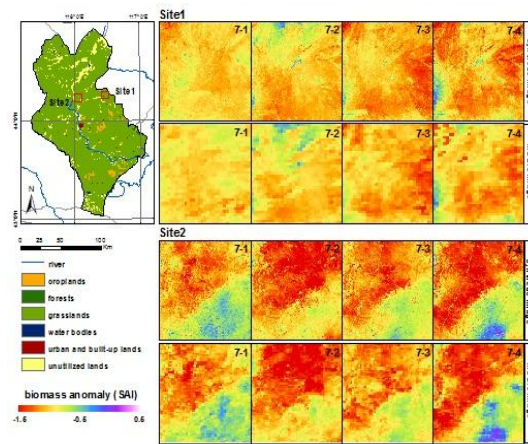




Contributing to Australia's net zero ambitions

Biogenic Carbon Cycle Program – complete cycle

- National scale models at paddock level resolution – address missing gaps & accuracy
- ✓ National grassland biomass inventory
- ✓ Studying methane & nitrous oxide flux in soils
- ✓ Low-cost soil, grassland, woody vegetation sequestration models



Climate Resilience



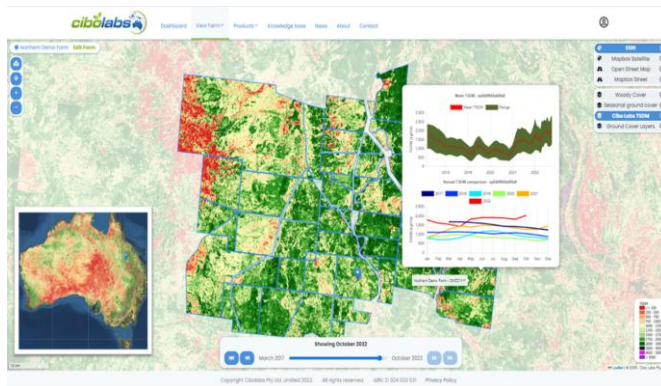
Forage Conservation



Income Diversification



Lot feeding



FORUM
Grazing Management

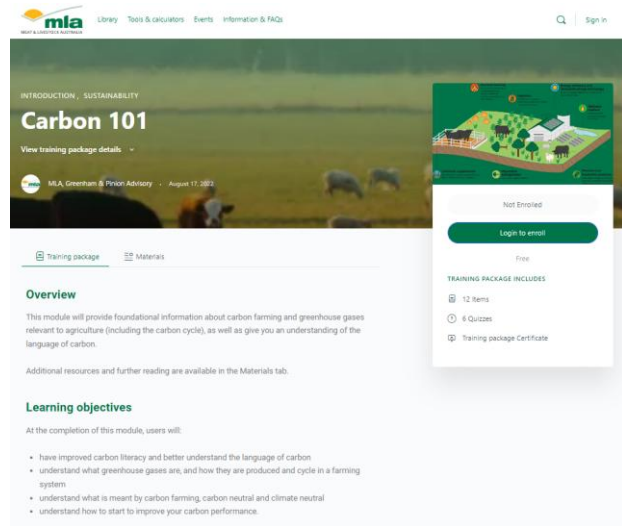


Soils & Water - Landscapes

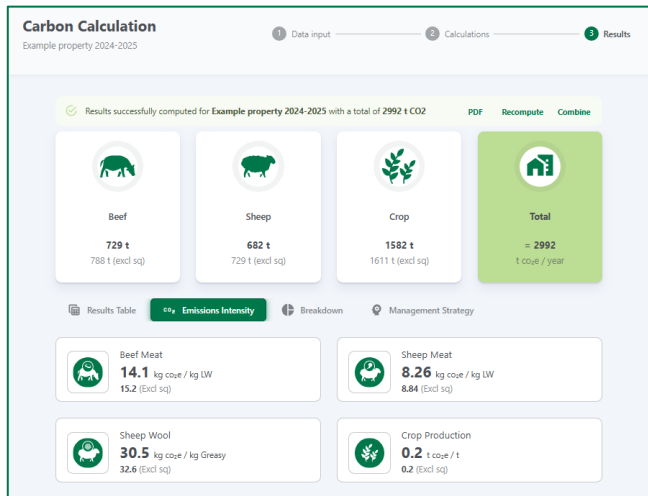


Climate Forecasting

Producer support to demonstrate environmental credentials



The screenshot shows the 'Carbon 101' training package interface. At the top, there's a navigation bar with 'Library', 'Tools & calculators', 'Events', and 'Information & FAQs'. Below this, the main header reads 'Carbon 101' with a subtitle 'View training package details'. A sidebar on the right indicates the user is 'Not Enrolled' and provides a 'Login to enroll' button. The main content area includes an 'Overview' section with a description of the module's purpose and 'Learning objectives' listed below. A 'Training package' section on the left lists '12 Items', '6 Quizzes', and a 'Training package Certificate'.



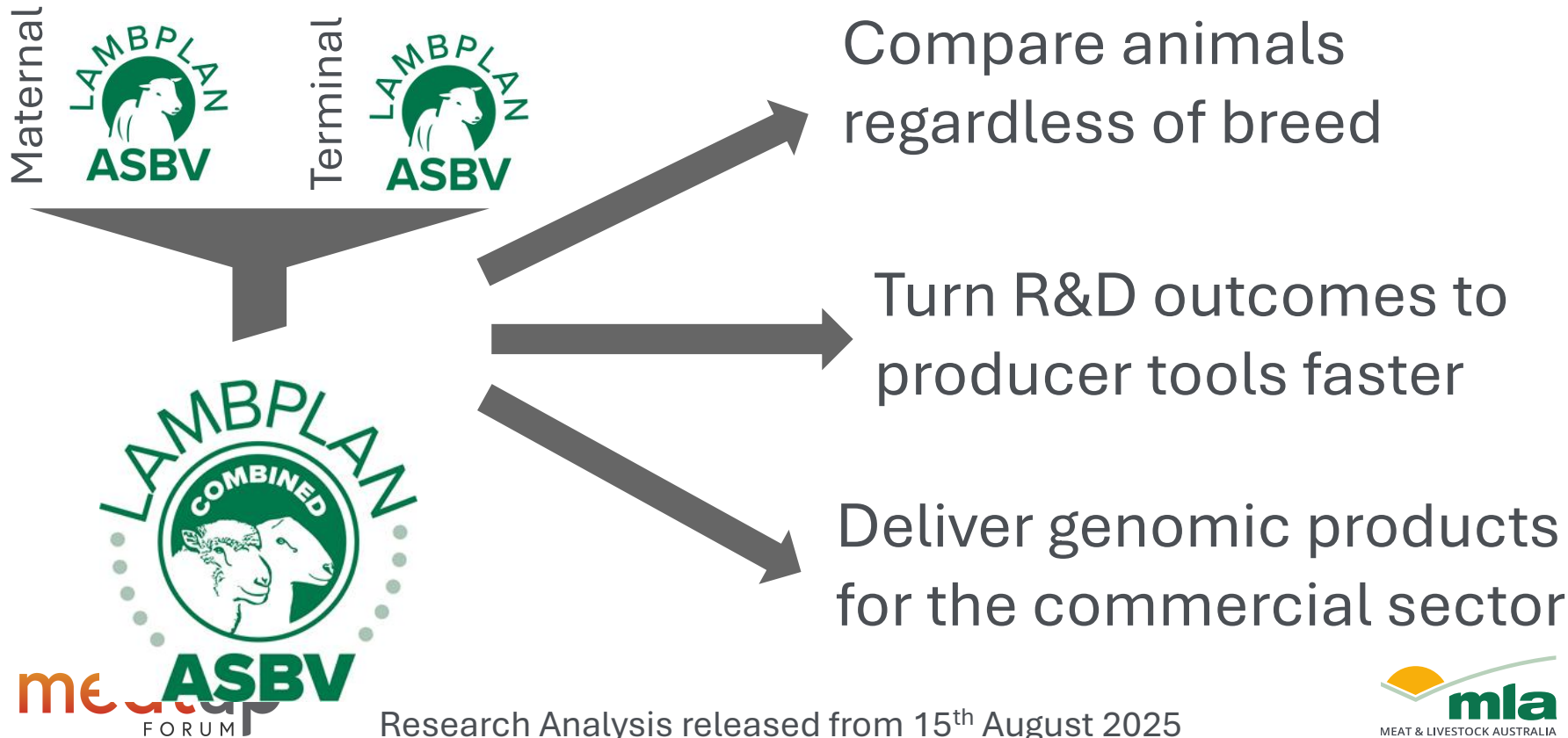
- Be prepared
- Benchmark
- Understand market trends
- Develop an action plan



Multibreed genetic evaluation

Optimising breeding programs for
the greatest productivity gains

Combined LAMBPLAN – A world-leading multibreed evaluation

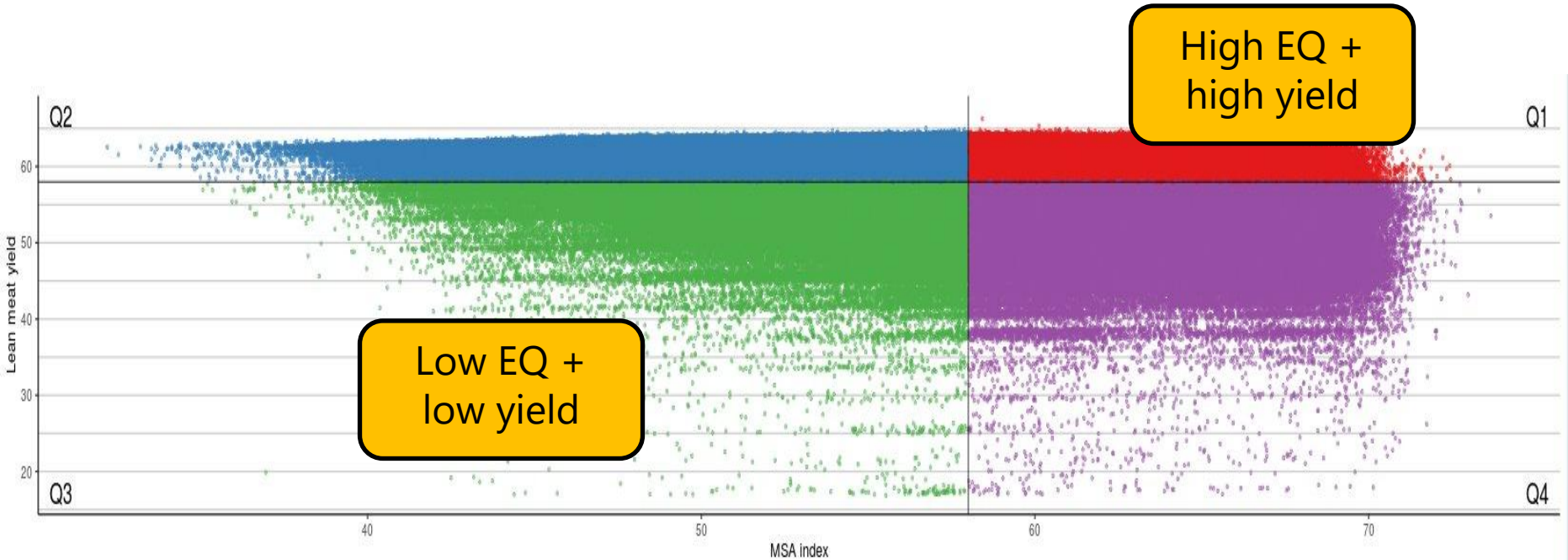




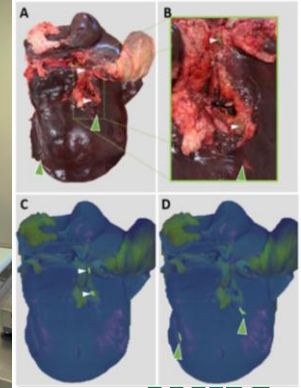
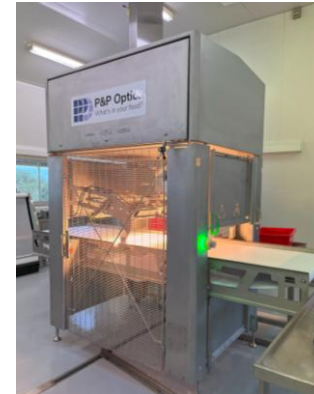
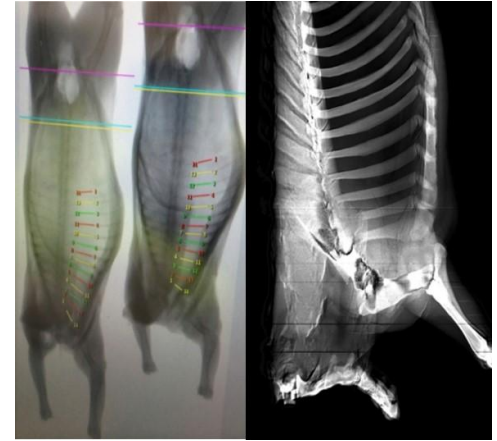
Value based marketing

Eating Quality + yield +
carcase health + brand
specifications + livestock
credentials

Quantifying carcass value



Technology unlocks new opportunities



Providing carcass feedback....all the way to breeder



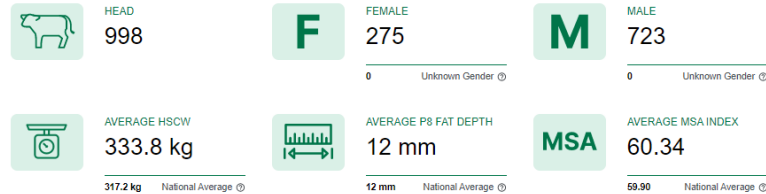
Consignment Summary Grid Specifications Reports You are viewing cattle 

Overview of All Consignments

Processors: Producer PICs:

Date Range: to Compare:

[Apply Filters](#)



Consignments

[Download Consignments](#)

The below listed consignments represent cattle lots that have been consigned directly to a processing plant by this account's registered Property Identification Code (PIC) or will represent individual or lots of cattle that have been bred by this registered PIC, as determined by electronic tag identification at slaughter.

Kill Date	Processor	Target Market	Feed Type	Head	Avg HSCW	Avg P8 Fat	Avg LM%Y%	Avg MSA Index	MSA Non-Compliance %	No. of Diseases/Defects	MSA Reports	Actions
29/08/2022	Test Processor	ABC	Grass	132	248.6kg	5	62.3%	59.02	15.9%	50	N/A	See details
20/06/2022	Test Processor	ABC	Grass	1	306.5kg	17	58.2%	60.42	0%	1	N/A	See details
17/06/2022	Test Processor	ABC	Grass	44	358.5kg	16	59.0%	60.99	0%	8	 	See details





Investing in our industrys people

- Industry leadership
- Workforce of the future
- Workplace safety
- Network of livestock advisors

People driving productivity and profitability through accelerated adoption





Investing in natural capital and land productivity

- Soil health + matching pastures to environments +optimise carrying capacity
- Reproductive performance in the north
- Pasture utilization in the south
- National Feedbase Adoption Program



Strengthening animal wellbeing

- Disease prevention
- Improved husbandry procedures
- Accessible pain management
- Feedlot adoption of shade and shorter lairage times



Boosting biosecurity and ensuring industry integrity

- Controlling invasive species
- Vaccine development
- Border protection from disease
- Preserving trade access
- Strengthen traceability and food safety

A future-proofed NLIS



Multi-stage project to deliver a world-class livestock traceability platform by 30 June 2026, which will:

- deliver a fit-for-purpose and future-proofed livestock traceability system
- be easy to use and intuitive
- be flexible and scalable to support national rollout of sheep and goat eID
- work with other products including the eNVD
- strengthen biosecurity, food safety and market access



Delivering innovation and value

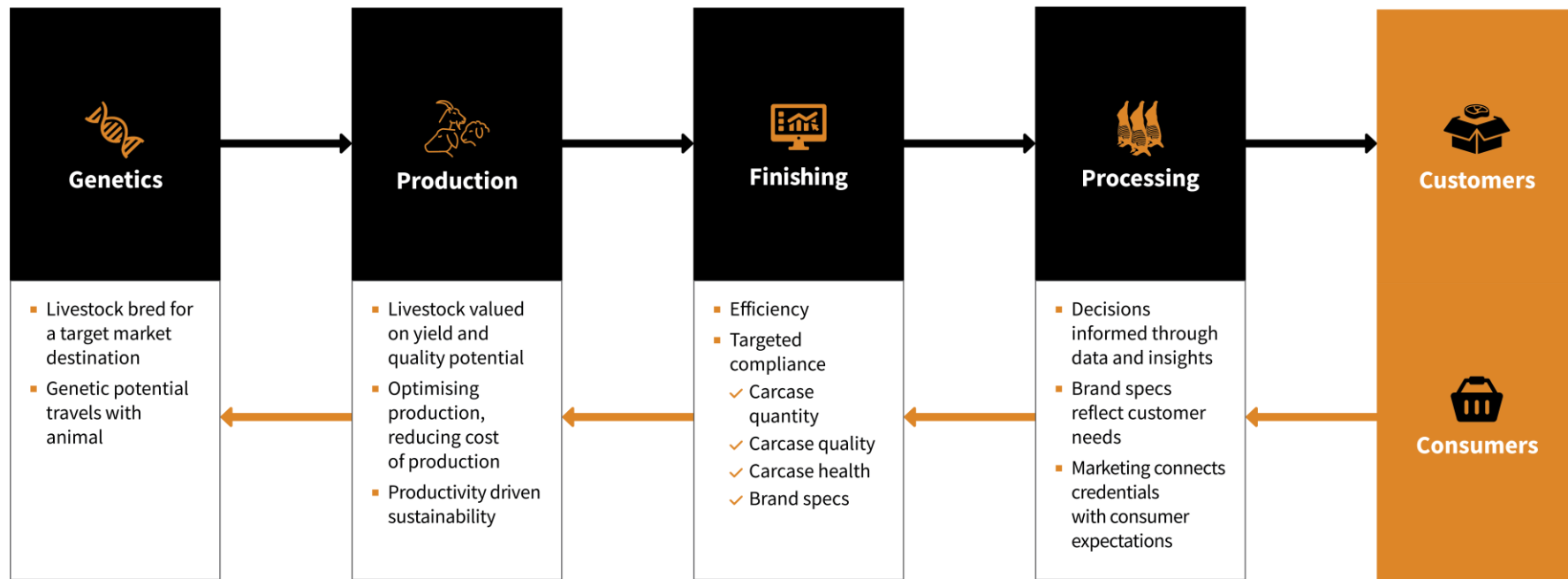
20% of the carcase is currently delivering 80% of the value

- New processing techniques
- Sustainable packaging
- New business models



Creating and capturing value

Feed forward livestock credentials adding to livestock value



Together, we will ensure that Australian red meat remains the world's premier choice – trusted, sustainable and unmatched in quality.