

Australian perceptions about the red meat industry

Consumer sentiment research | June 2021

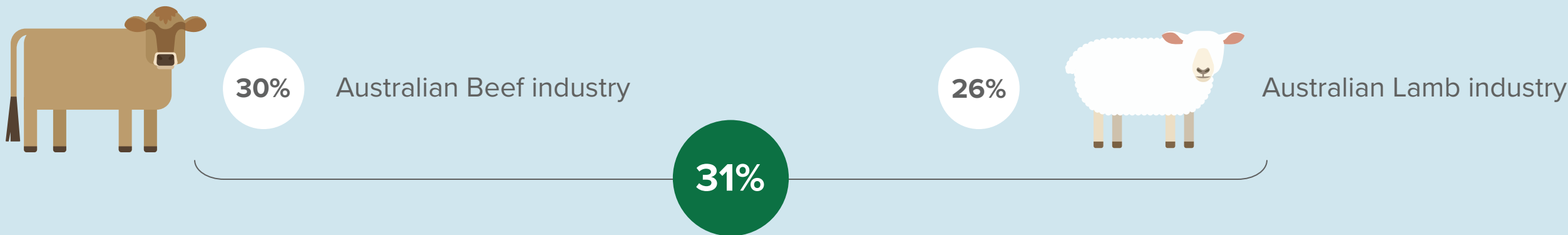


Who we spoke to

A robust, sample of n=1510 main grocery buyers and main meal preppers aged 18-64 in metro Australia

Higher perceived industry knowledge is linked to better perceptions

Those who agreed “I have a very good knowledge & understanding of ...



From the 31% who feel knowledgeable, the following agreed ...

	Total sample
I feel good about the production of beef / lamb in Australia	76% 63%
Cattle / sheep farmers make a positive contribution to society	77% 63%
Cattle / sheep farmers care about the environment	72% 56%
Australian cattle / sheep are farmed and raised in a humane manner	70% 54%

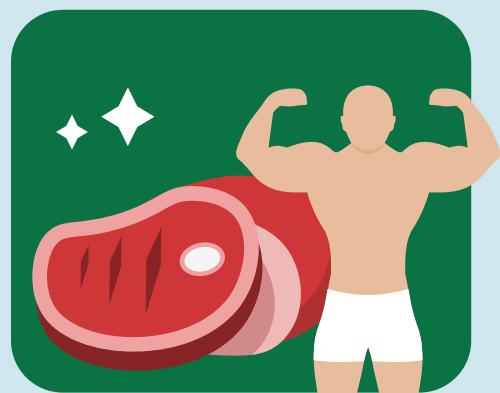
And they want to learn more ...

53% of total metro Australians are interested in learning about how farmers produce beef and lamb



What has motivated people to change their red meat consumption?

In the last 12 months, 9% are consuming meat more often, and 28% are consuming meat less often



Reasons for eating more red meat

- #1 Source of protein
- #2 Just like meat
- #3 Source of nutrition
- #4 Source of iron

Reasons for eating less red meat

- #1 Too expensive
- #2 Health concerns
- #3 Environment
- #4 Animal welfare



MLA's Community Engagement priorities



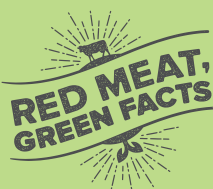
Community sentiment

Maintain positive community sentiment towards the red meat industry, highlighting care for environment and animal wellbeing



Tell our positive stories

Showcase farmer stories to share their knowledge with the community on the journey from paddock to plate



Red Meat, Green Facts

Provide easy to understand facts on the red meat industry to bust myths and build industry knowledge



School education

Build teachers and students knowledge through curriculum aligned topics on the red meat industry