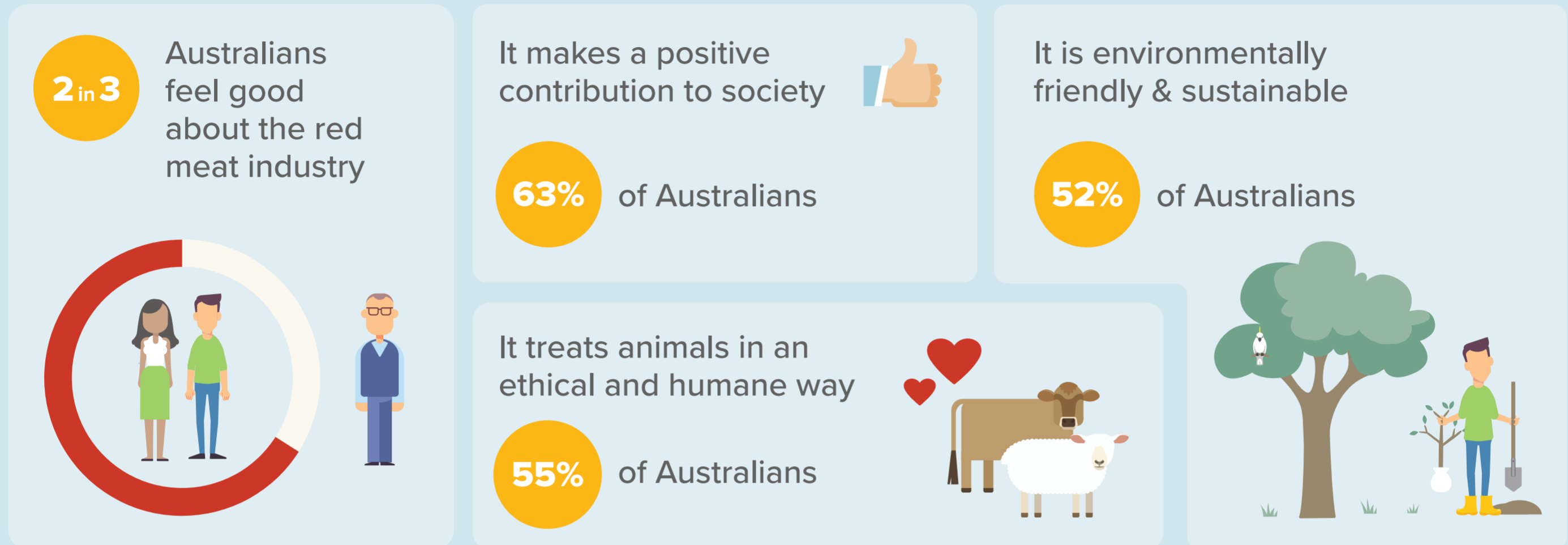


Australian perceptions about the red meat industry

Consumer sentiment research

How Australians feel about the red meat industry



What Australians know about the red meat industry



MLA's Community Engagement priorities

Community sentiment



Maintain positive consumer sentiment towards the red meat industry, highlighting high industry standards and benefits to the economy

Tell our positive stories



Continue to share red meat's story, taking the community on the journey from paddock to plate

Share our world-class practices



Be open and transparent around industry practices that underpin the industry's ethical and sustainable credentials

Leverage partnerships



Leverage existing partnerships to share info and communicate key messages with the community from a source they trust