Australian perceptions about the red meat industry
Consumer sentiment research

How Australians feel about the red meat industry

- 2 in 3 Australians feel good about the red meat industry
- It makes a positive contribution to society: 63% of Australians
- It is environmentally friendly & sustainable: 52% of Australians
- It treats animals in an ethical and humane way: 55% of Australians

What Australians know about the red meat industry

- 1 in 3 Australians feel knowledgeable about the red meat industry
- ...and more people than ever want to learn more about red meat production: 57%
- 1 in 3 have visited a farm
- ...and even more would like to: 44%
- Internet is the No1 source of information
- ... with producers and retailers becoming more important

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

MLA Annual Consumer Sentiment Research, 2020 wave. All data reported shows significant shift compared to 2019 data. To learn more visit mla.com.au/marketing-beef-and-lamb/community-programs