



meatup FORUM

**For the latest in red meat research and development
Northam, WA – 12 August 2026**

Welcome

Elizabeth Thelander
Meat & Livestock Australia

MLA Update

Sally Leigo

Program Manager - Adoption

Meat & Livestock Australia



▲ POLICY AND STRATEGY ▲

▼ SERVICE PROVIDERS ▼



Integrity Systems
red meat customer assurance

meatup
FORUM

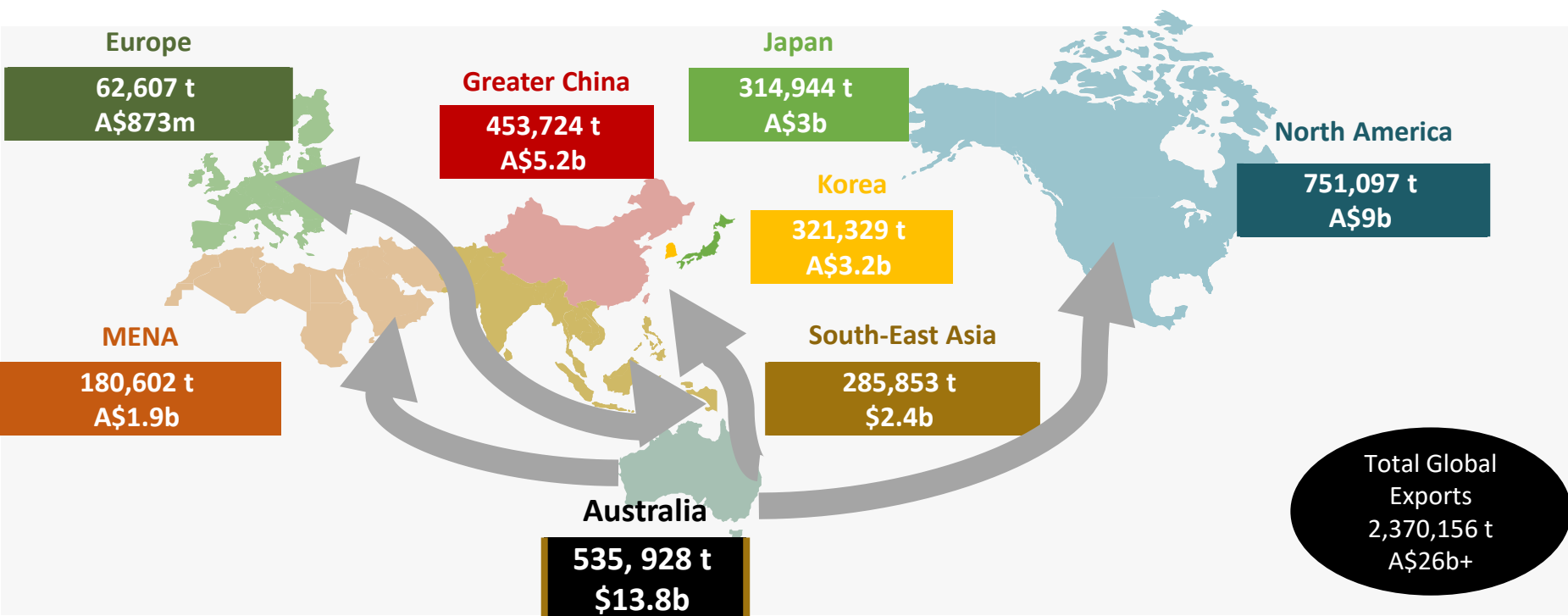


MLA's strategic direction – 1 year in



Driving demand

Australian red meat : FY26 total volume and value



Uncertain global trading environment



Triggering safeguards

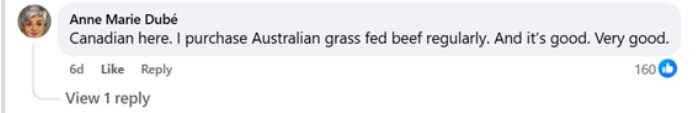


But other markets are growing



Mary
I bought Australian beef yesterday. 🇦🇺 ...
6d Like Reply 149

View all 3 replies



Anne Marie Dubé
Canadian here. I purchase Australian grass fed beef regularly. And it's good. Very good.
6d Like Reply 160

View 1 reply



meat
FORUM



Driving demand through



Marketing



Market access



Australia-UK FTA

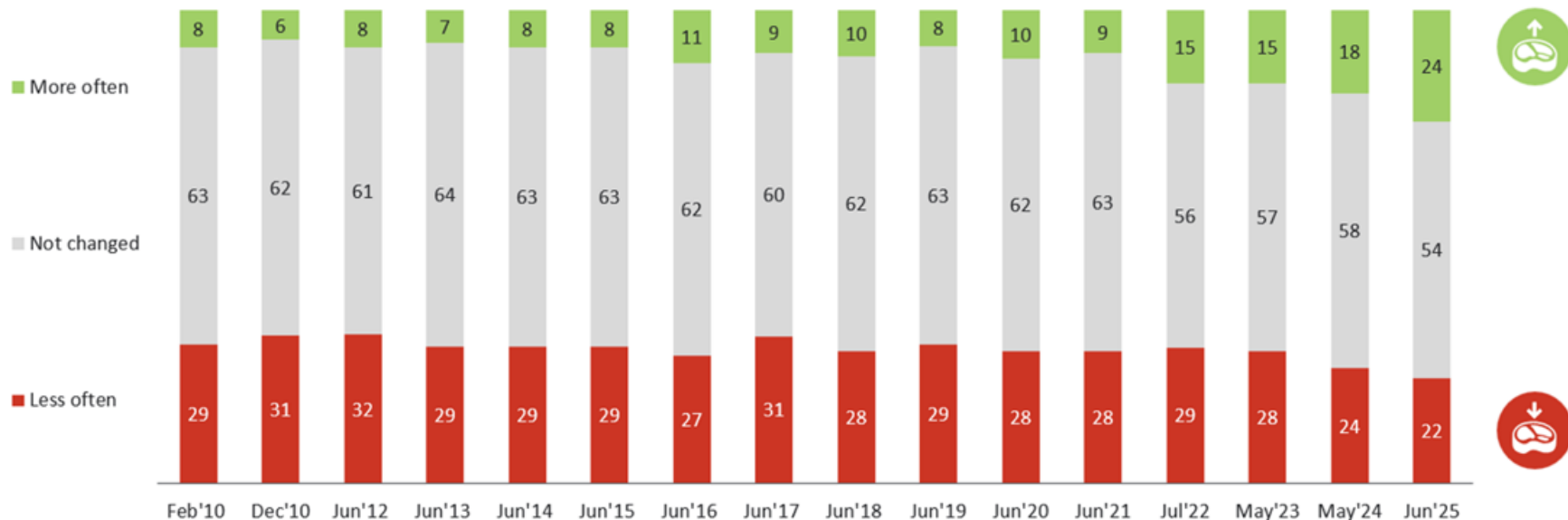
	Beef	Sheep/ goat
Pre-FTA	3.7kt	13.3kt
Year 1	35kt	25kt
Year 10	110kt	75kt

Social capital



The proportion of red meat increasers has continued to increase – the highest level since research began in 2010

Red meat consumption vs. 1 year ago (%) – Among meat eaters



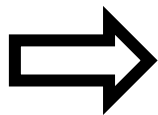
The top reasons for increasing red meat consumption revolve around health and nutrition, particularly iron & protein

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

24%



Consuming
more often



1st

Source of protein

58%

2nd

Source of iron

51%

3rd

Just like meat

46%

4th

Improve my health

46%

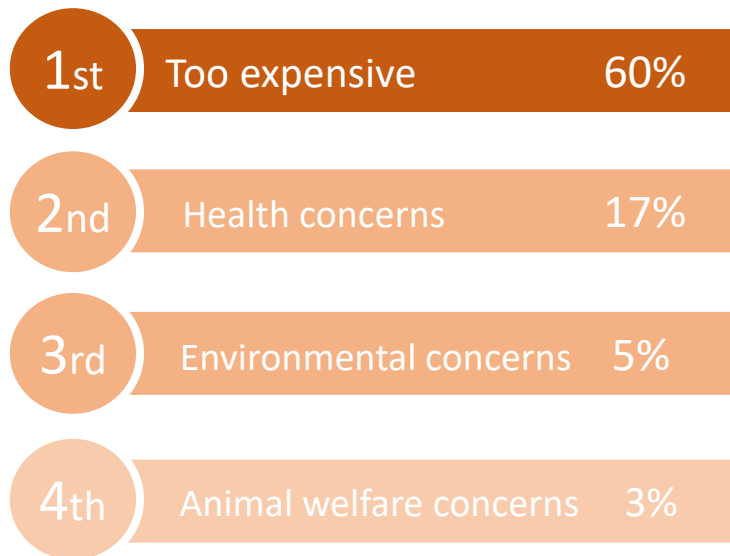
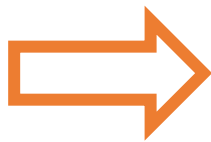
Cost is by far the main reason for reducing red meat consumption

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

22%



Consuming
less often



Marketing innovations



meatup
FORUM

YOU'LL WANT
SECONDS



AUSSIE
BEEF



FIFA WORLD CUP WEEKLY TRACKER

TOTAL TV (BVOD + TV) TRACKING

11/06/2026 – 23/07/2026

BVOD Value + Cost Delivered	\$1,678,035
Planned 000s (TV + BVOD Planned WC 000s)	10,937,593
Delivered 000s	24,521,040
Tracking %	+124%

TV TRACKING

11/06/2026 – 23/07/2026

Cost	\$464,100
Planned 000s	4,293,149
Delivered 000s	10,397,217
Tracking %	+142%



BVOD TRACKING

11/06/2026 – 23/07/2026

Value Delivered	\$1,213,935
Planned WC 000s	6,644,444
Total Delivered 000s including bonus	14,123,823
Tracking % to Planned 000s	+112%





Driving productivity and creating value

WALRC RDA Priorities 2026/27



Virtual fencing adoption in sheep and cattle systems



Optimising WA feedbase systems and pasture utilisation



Genetics for eating quality, productivity and resilience



Improving productivity in WA rangeland and pastoral systems



Nature-based sustainability and drought resilience

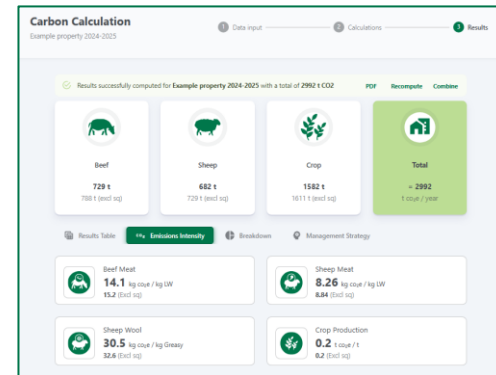
Contributing to Australia's net zero ambitions



*Genetics, Supplements,
Feedbase*

Biogenic carbon cycle

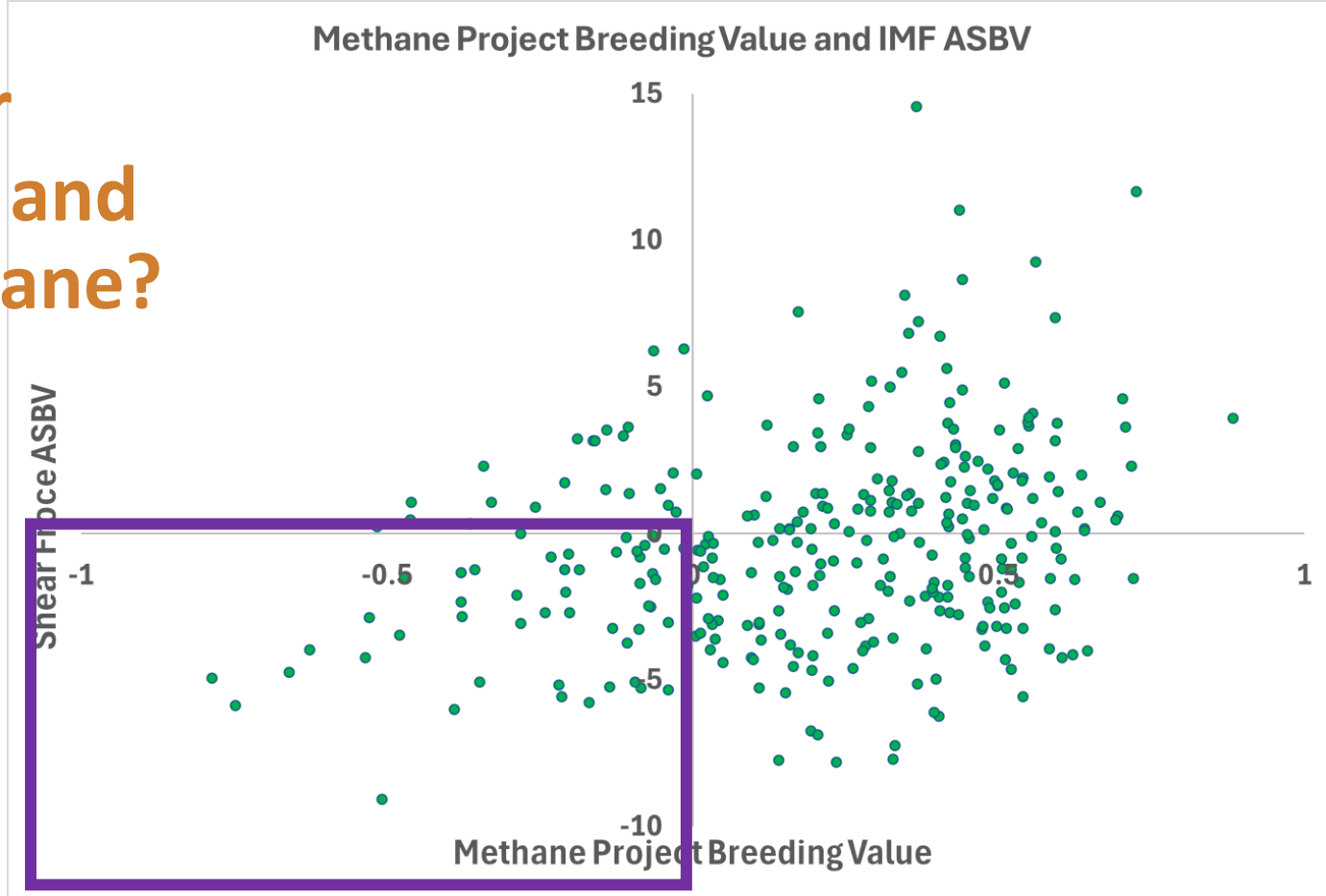
*Data, tools and
technology*



Can we have high production
and low methane genetics?



Shear force and methane?



Increasing weaning rates and decreasing mortality



SRSP Website (mla.com.au/srsp)



Monthly SRSP RDA Alert



SRSP Webinars



SRSP Professional Development Training Program

- 5-part webinar program developed for industry advisers
- Creates linkages to industry extension programs

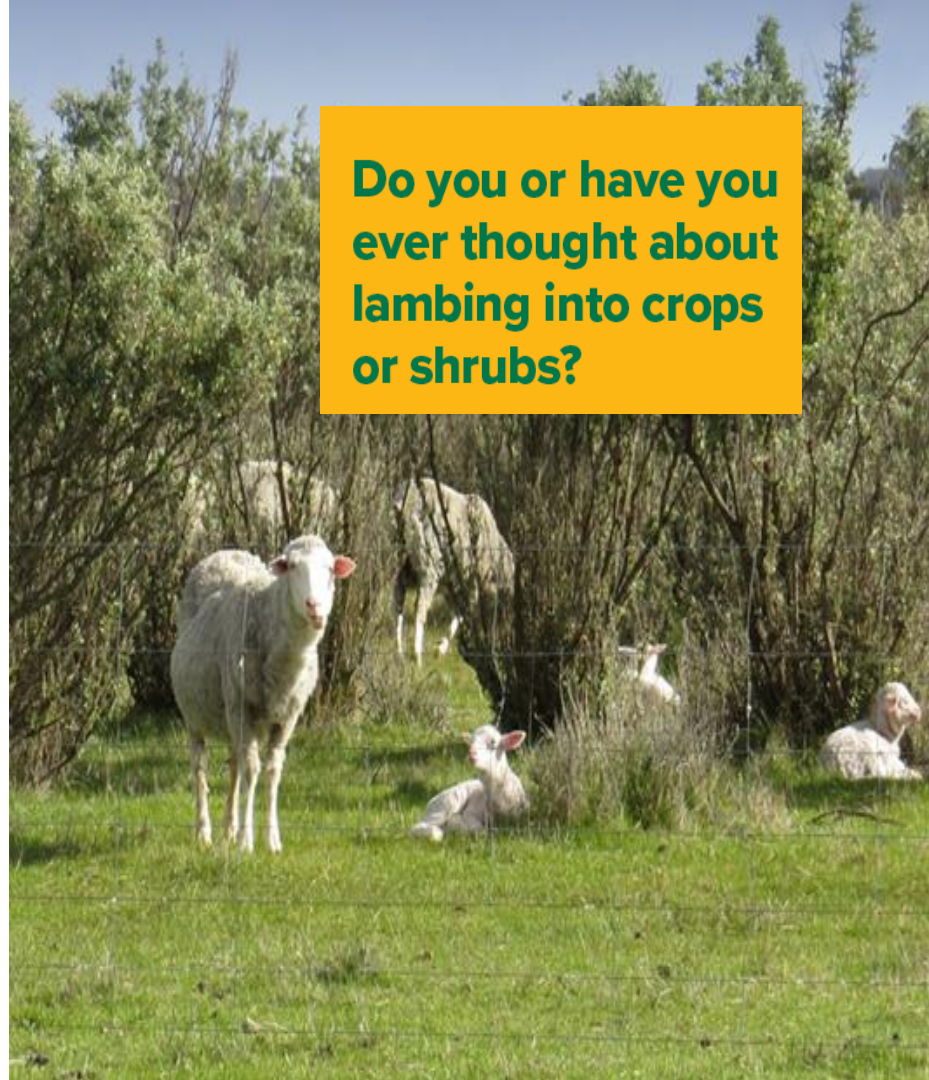
Shade and shelter impacts on reproduction and welfare

- **Edible shelter**

- Determine impact of pasture lambing vs. crop and/or shrub lambing on twin lamb survival
- Sites across NSW, crop and paddock; WA using *Rhagodia spp.* and *Anameka spp.* saltbush varieties

- **Heat stress in ewes**

- Determine the impact of heat events on ewe reproductive performance, thermoregulatory capacity, behaviour and wellbeing
- GPS and ruminal logger data is being analysed



SMARTBEEF

- WA beef producers equipped with tools, knowledge and support networks to make data driven decisions to improve business profitability through:
 - Optimising time of calving and weaning weights
 - Aligning herd nutrition with seasonal feed availability
 - Managing market options with insights into product value related to market demands.
- Producers join a group of peers to:
 - Attend seven meetings e.g. weaner management
 - Attend annual field days
 - Engage in self-directed peer to peer learning

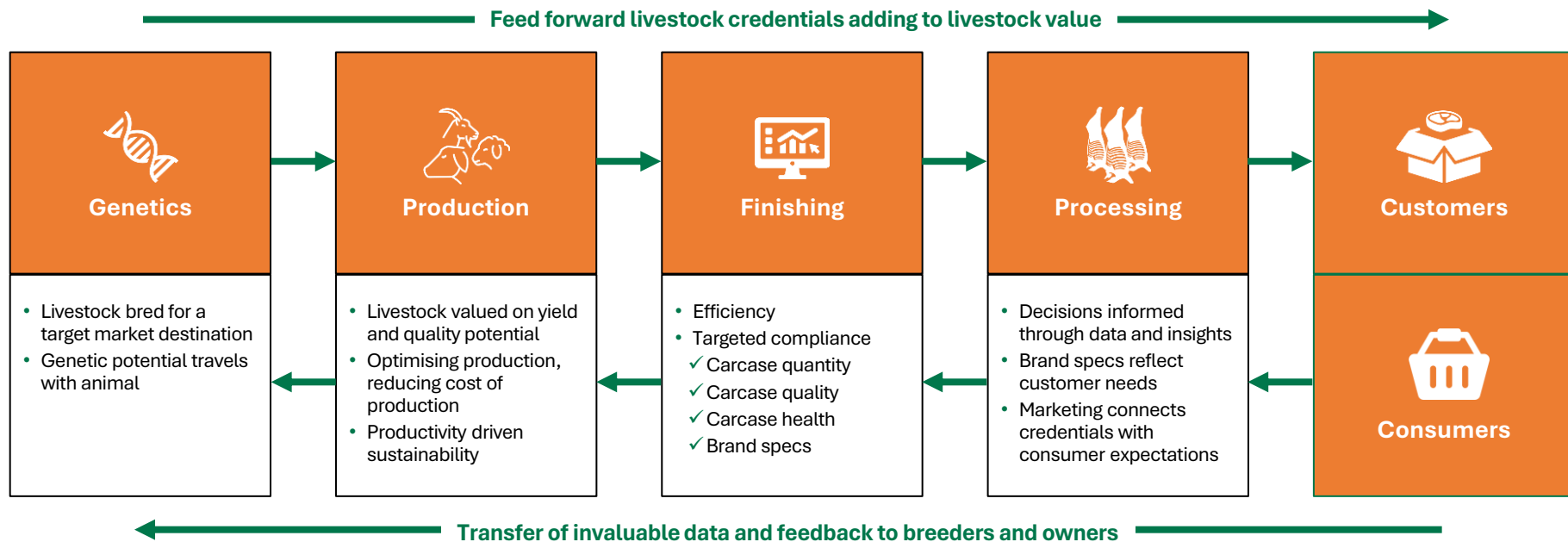


COMING SOON: More Beef from Pastures 2.0!

- More Beef from Pastures, after ten years, is being revamped to incorporate the latest R&D, tools, and on-the-ground best practice insights for successful beef businesses.
- Emphasis on management of breeding females especially heirfers.
- Due to strong interest for the first round of More Beef from Pastures 2.0, expressions of interest spots have filled.
- If you would like to participate in round two, watch out for communications around late 2026.



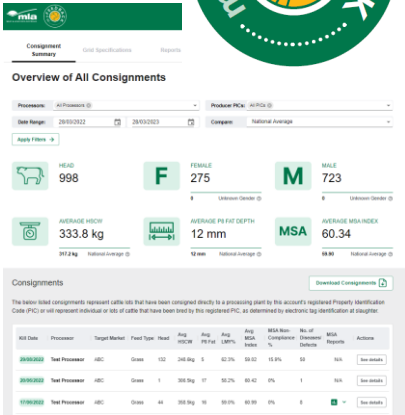
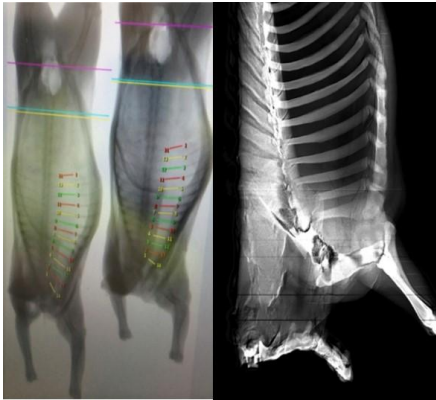
Delivering value-based marketing



Cut surface grading cameras



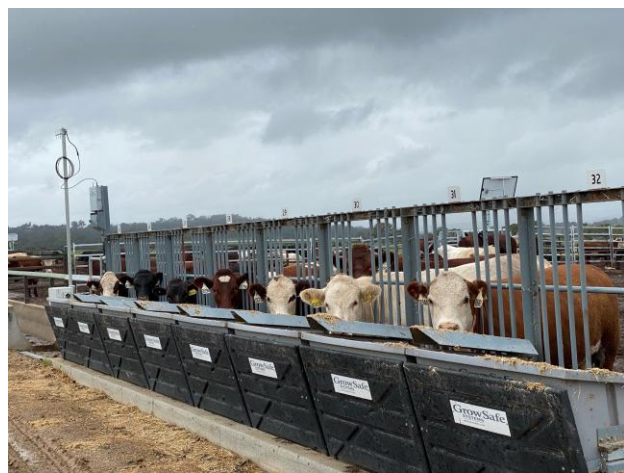
Industry action – Commitment to innovation



Multibreed genetic evaluation and livestock credentials



- Genetic merit of animals can be compared across breeds
- Accelerated genetic gain for improved productivity
- New genomic products and faster delivery to industry



Investing in our industry's people



Workforce of the future



School education
meatup
FORUM

Industry ambassadors



Accelerating R&D into action



Helping WA through the live sheep phase out

What has Government done?

The screenshot shows the official website of the Australian Government Department of Agriculture, Fisheries and Forestry. The header includes the Australian Government crest and logo, navigation links for News & media, Jobs, Ministers, and Contact us, and a search bar. The main navigation bar highlights 'Biosecurity and trade'. The breadcrumb trail reads: Home / Biosecurity and trade / Export / Controlled export goods / Exporting live animals / Livestock / Phase out of live sheep exports by sea / Transition assistance package. The left sidebar shows a tree structure with 'Transition assistance' selected. The main content area is titled 'Transition assistance package' and includes a section 'On this page' with links to Current grant opportunities, Upcoming grant opportunities, Closed grant opportunities, Package overview, and Resources.

Australian Government
Department of Agriculture,
Fisheries and Forestry

News & media | Jobs | Ministers | Contact us

Search...

Agriculture and land Biosecurity and trade Science and research About us Online services

Home / Biosecurity and trade / Export / Controlled export goods / Exporting live animals / Livestock / Phase out of live sheep exports by sea / Transition assistance package

Phase out of live sheep exports by sea

Transition assistance

- Support services
- Transition Advocate
- Decision and co-design process
- News and updates

Transition assistance package

On this page

- [Current grant opportunities](#)
- [Upcoming grant opportunities](#)
- [Closed grant opportunities](#)
- [Package overview](#)
- [Resources](#)

The Australian Government has committed almost \$140 million to assist individuals, businesses and communities to confidently plan and adapt to laws passed by the Australian Parliament to end live sheep exports by sea from 1 May 2028.

Current grant opportunities

Livestock Transport Industry Transition Program — Round 2

Round 2 of the Livestock Transport Industry Transition Program is now open from 15 May to 12 July 2026.

What is MLA doing?

- MLA Strategic Plan



Optimise demand by expanding markets and creating and capturing value

The global red meat industry is changing rapidly. MLA's priority is to ensure Australian red meat remains the top choice for consumers at home and abroad. Through market insights, expanded demand and strong supply chain collaboration, MLA is focused on creating lasting value across the entire industry.

Understanding markets and driving insights

MLA's Insights team tracks consumer trends, global shifts and competitive pressures. This helps identify risks and opportunities, giving stakeholders the information they need to make better decisions.

Supporting and enhancing live exports

MLA is firmly committed to the live cattle export trade and will actively drive market demand, as well as strengthen supply chain capability. We will pursue new commercial opportunities while working to safeguard and expand access to key markets.

Live exports remain a vital part of

Enhancing market access and global trade stability

MLA is focused on removing trade barriers and ensuring a level playing field for Australian red meat. MLA works with government and industry to reduce or eliminate trade restrictions in key markets.

Supporting market transition for WA sheep producers

The Australian Government has announced the phase-out of live sheep exports by sea by 1 May 2028. This decision presents challenges for exporters, producers and supply chain businesses,

Lambassador tour

ABC NEWS

Just In

For You

Politics

World

Business

Analysis

Sport

Lifestyle

Entertainment

Quizzes

More

Search...

International chefs share signature flavours as part of Lambassador program



By Kate Forrester

ABC Great Southern

Food and Drink

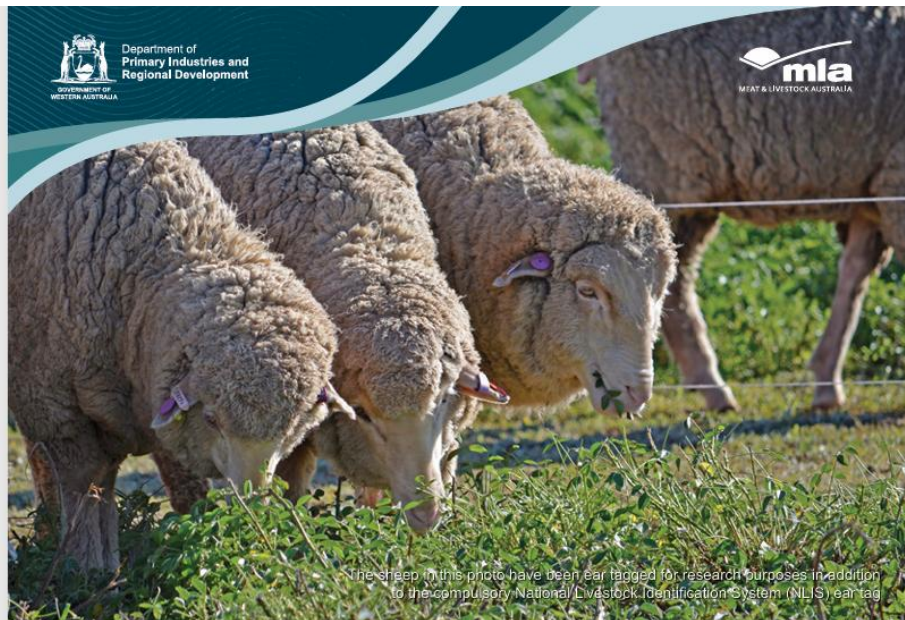
Sun 19 Oct 2025



The Lambassador program brought international flavours to Borden in Western Australia's Great Southern. (ABC Great Southern: Kate Forrester)

RD&A Investments

- WA Sheep Value Chain Program is a new \$6.7 million MDC investment with DPIRD WA and Murdoch University
- Sheep Links
- V&V Walsh Partnership - \$12.5M
- WALRC Investments



SheepLinks FEED365

Developing a 365 day livestock forage system

The project is re-designing the livestock forages systems for grazing all-year round in Mediterranean environments.

FEED365 has commenced at the Katanning Research Station by evaluating traditional and novel forage species under grazing including:



WA Sheep Transition Hub

Western Australia's sheep industry is entering a major transition as live sheep exports by sea are phased out by 1 May 2028.

MLA recognises that this change will have significant and lasting impacts on many WA sheep producers, and that no single set of resources, tools or training can remove the challenges involved.

This WA Sheep Transition Hub is designed to support business-led decisions by providing clear, practical and evidence-based information to help producers navigate the transition and adapt with confidence.

FAQs

Got questions about phasing out live export by sea? MLA has compiled these FAQs to help with the transition.

1. What is MLA doing to support WA producers transitioning to the phase-out of live sheep export?



2. Where can producers go for support?



Take home messages

1. **Global demand is strong** – producers who focus on quality, trust and productivity will be best placed to capture future market opportunities.
2. **Productivity and sustainability can go hand-in-hand** – new genetics, technology and management tools can help improve performance while meeting changing market expectations.
3. **Innovation creates opportunity** – from virtual fencing to natural capital projects, practical R&D is helping WA producers become more resilient and profitable.