



meatup FORUM

**For the latest in red meat research and development
Cooma, NSW – 13 May 2026**

MLA Update

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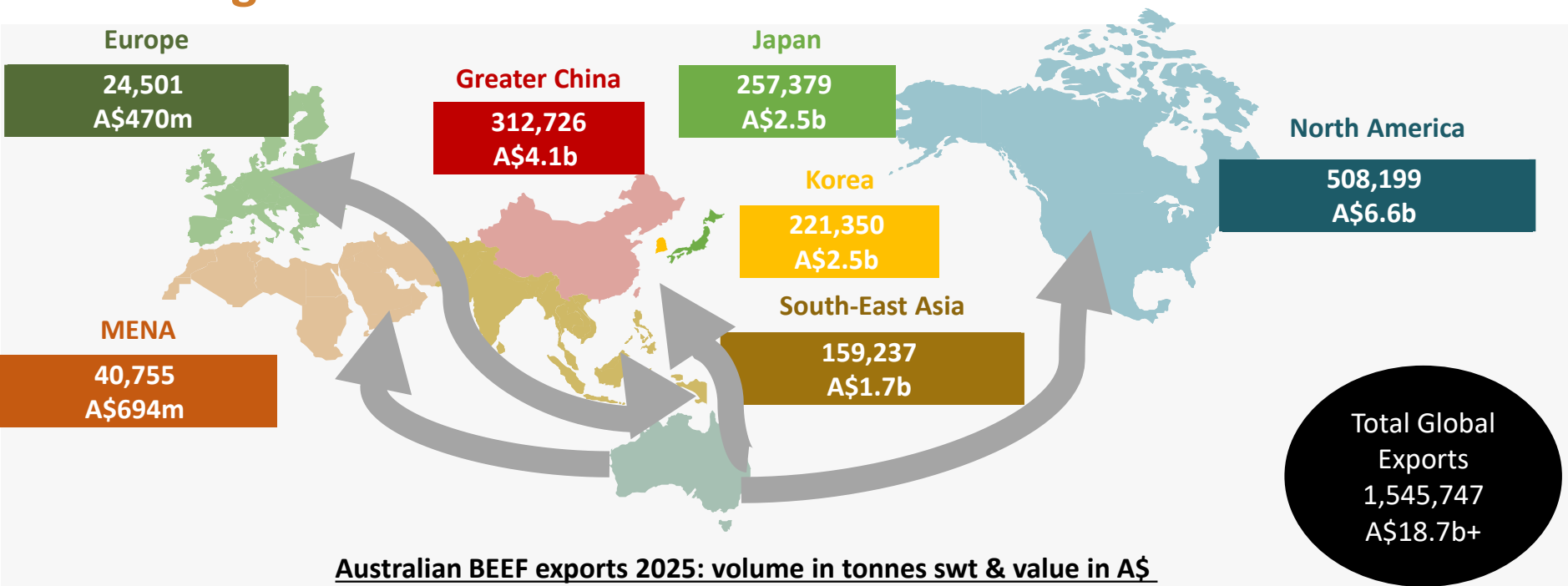
Meat & Livestock Australia

Red Meat Industry Structure



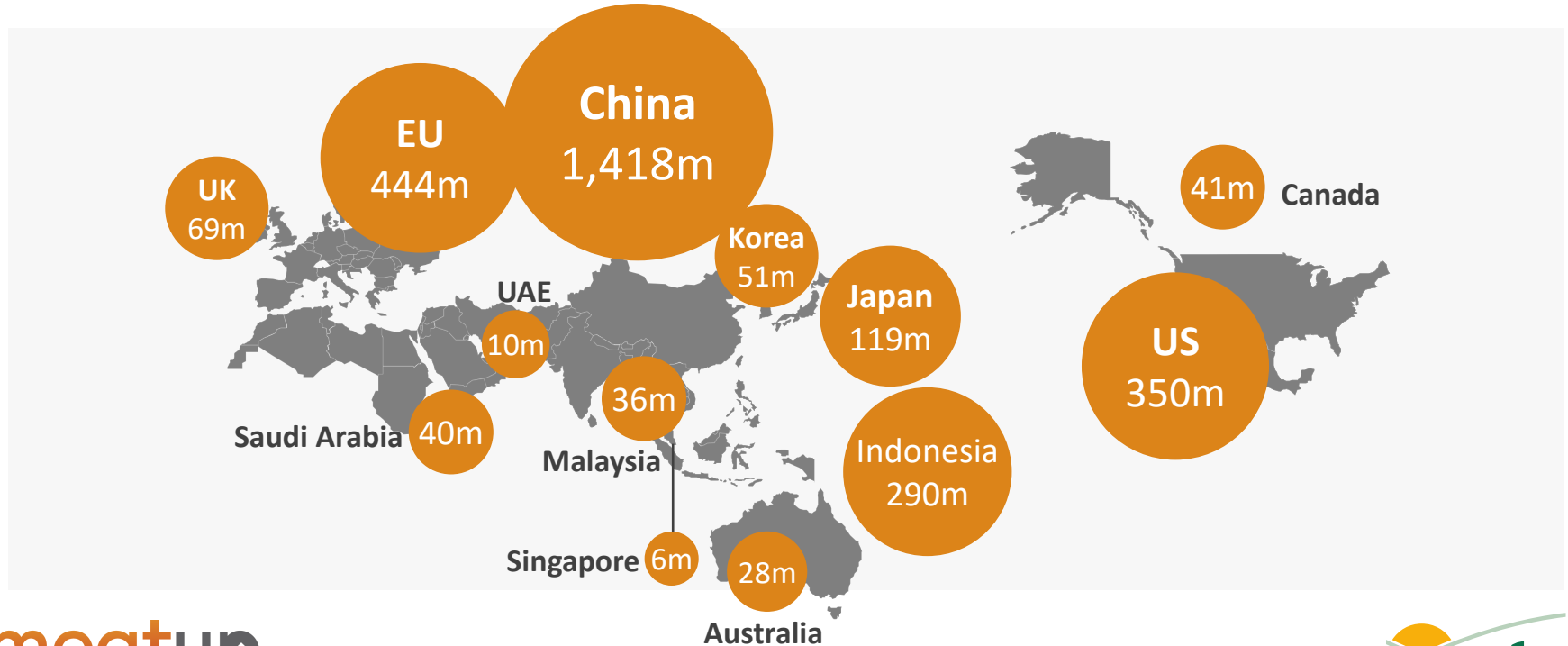
Driving demand

Australian exports go to over 90 countries, with the US being the largest market in both volume and value in 2025



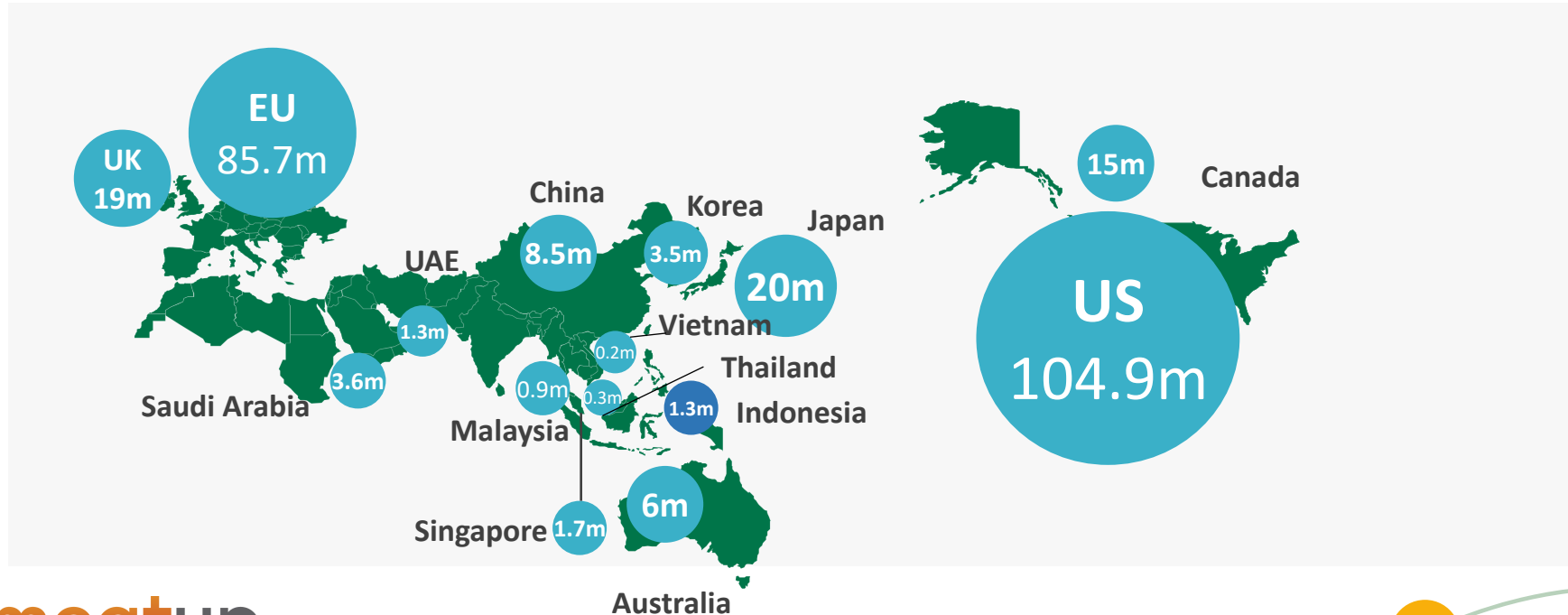
It is tempting to think demand is all about population

Global population (2029 forecast, selected markets)



But what really matters is who can 'afford to choose'

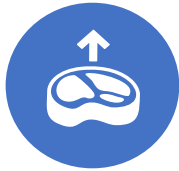
Households earning a DISPOSABLE income above US\$50,000 (2029 forecast, selected markets)



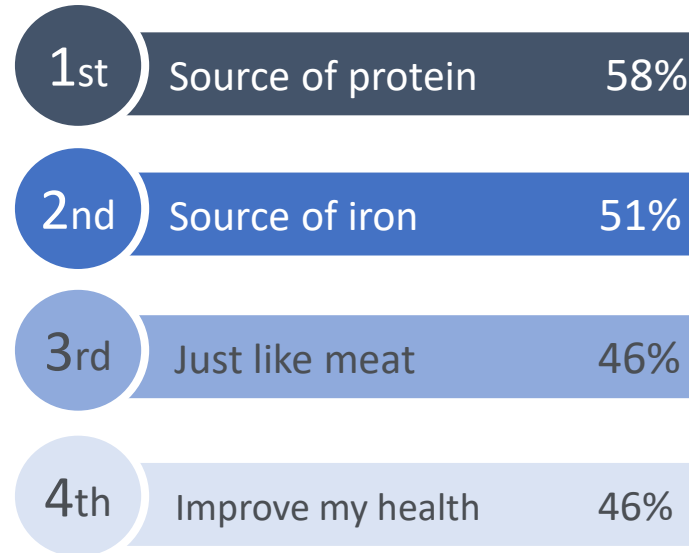
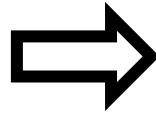
The top reasons for increasing red meat consumption revolve around health and nutrition, particularly iron and protein

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

24%



Consuming
more often



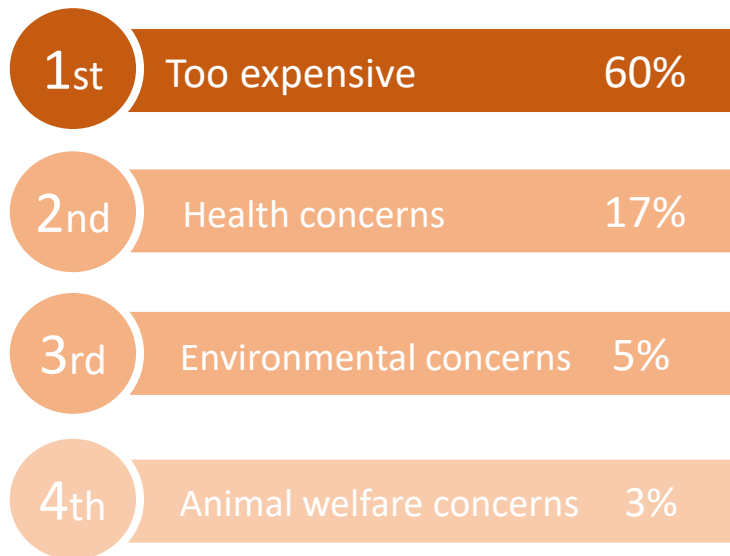
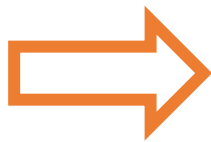
Cost is by far the main reason for reducing red meat consumption

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

22%



Consuming
less often



Driving demand through

Marketing



Market access

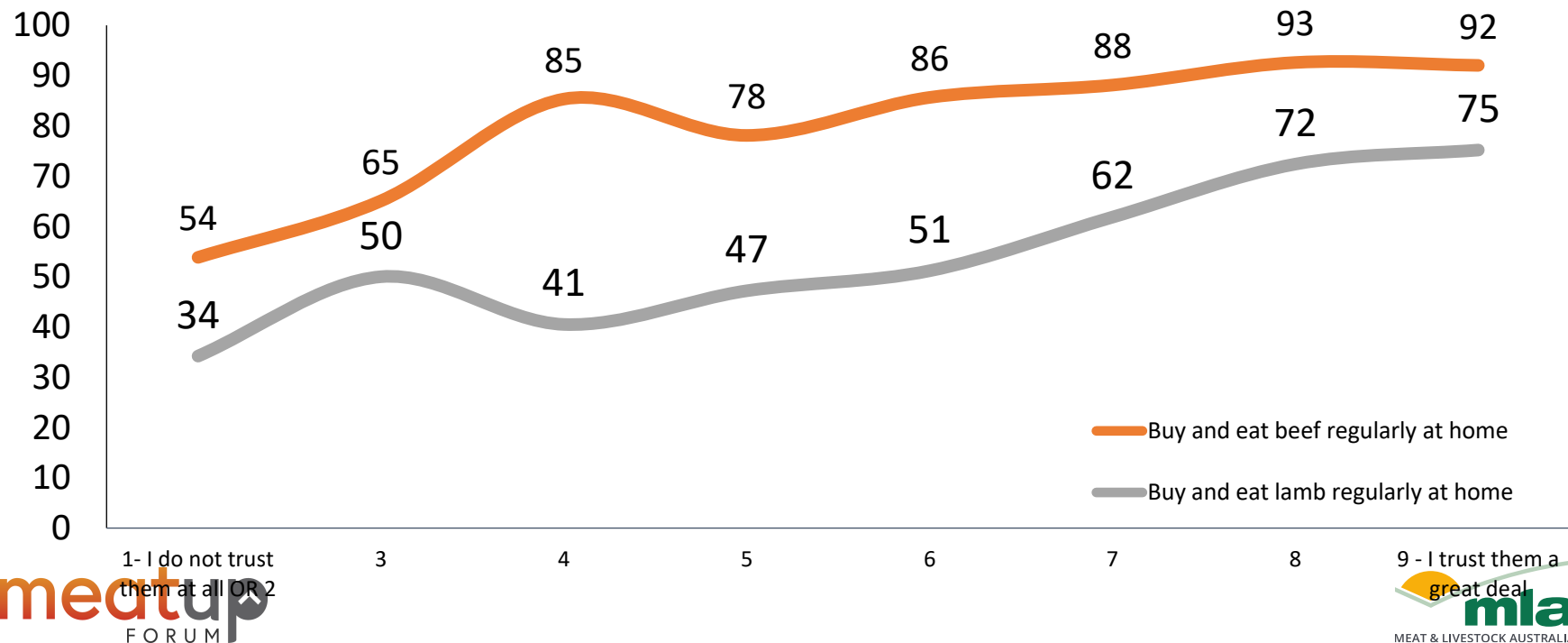


Australia-UK FTA

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

Higher trust in industry is correlated with higher consumption

Trust in industry to do what is right by meat bought and eaten regularly at home by (%)



Industry action

Greater knowledge leads to better percepti trust. And trust builds demand



'0



Red meat doesn't need nutrient additives

READ MORE

The Australian beef industry is tracking animal welfare performance



Australian Beef Sustainability Framework

WWW.GOODMEAT.COM.AU

Australia is suited to grazing livestock

READ MORE

Driving productivity and creating value

Southern NSW – Regional Priorities 2026-28

-  Understanding **bull breakdown** – effective management strategies
-  Better methods to detect **nutritional imbalances in sheep** i.e. pregnancy toxicity
-  Predicting **long term performers** in the sheep flock (health & production)
-  **Maximising spring production** without losses
-  **Integrated pest management** for African Lovegrass

Contributing to Australia's net zero ambitions

Methane breeding values



FORUM

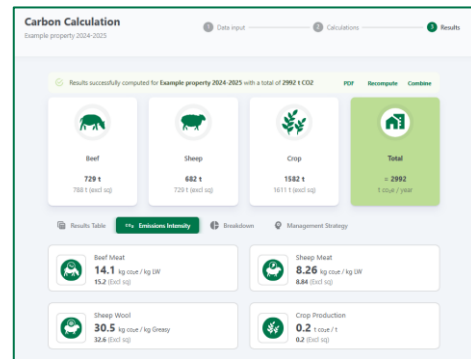
Emissions avoidance



Cost effective soil carbon measuring



Data and tools to show environmental credentials



Supply chain extension

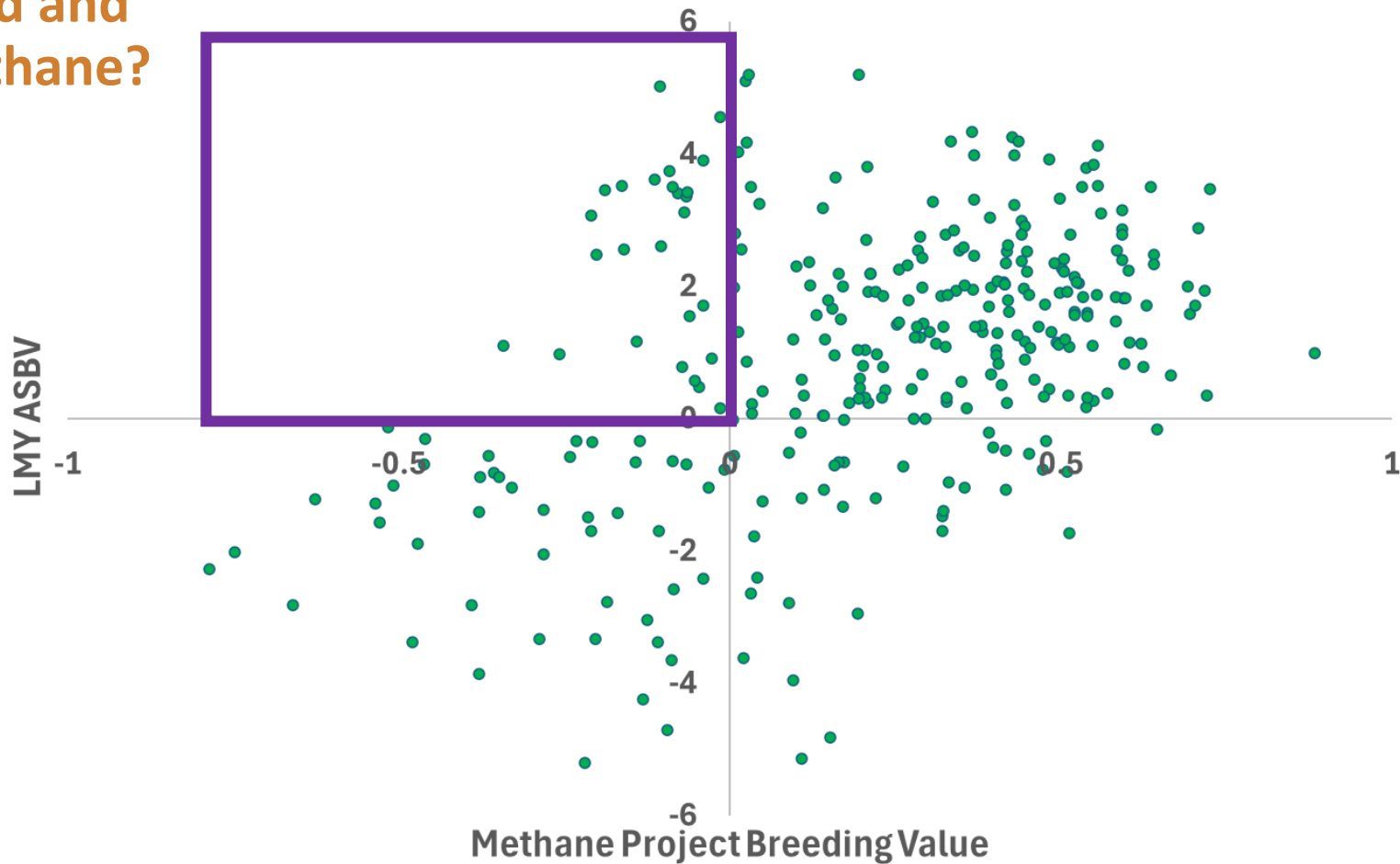


Can we have high production
and low methane genetics?



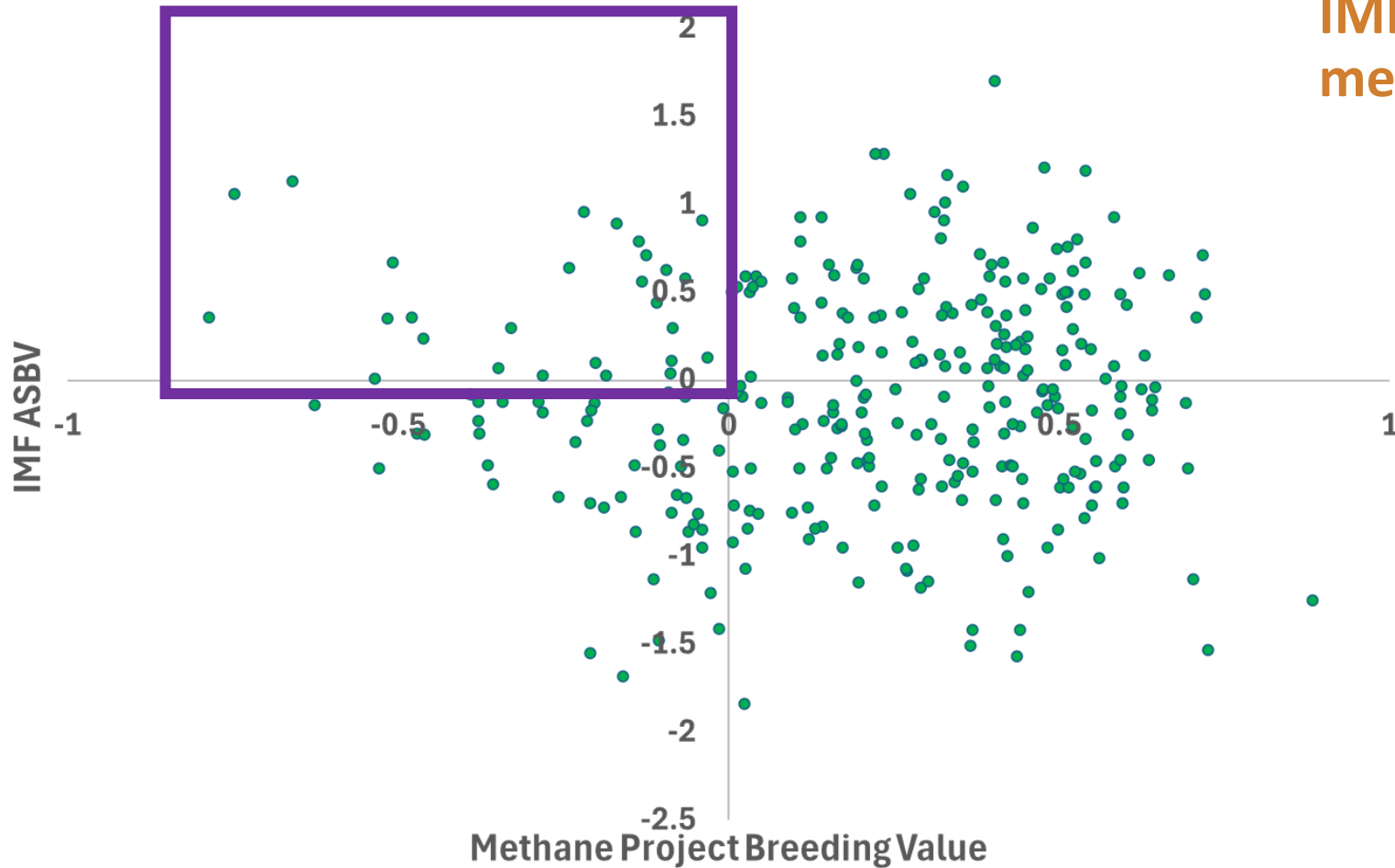
Methane Project Breeding Value and Lean Meat Yield ASBV

Yield and methane?



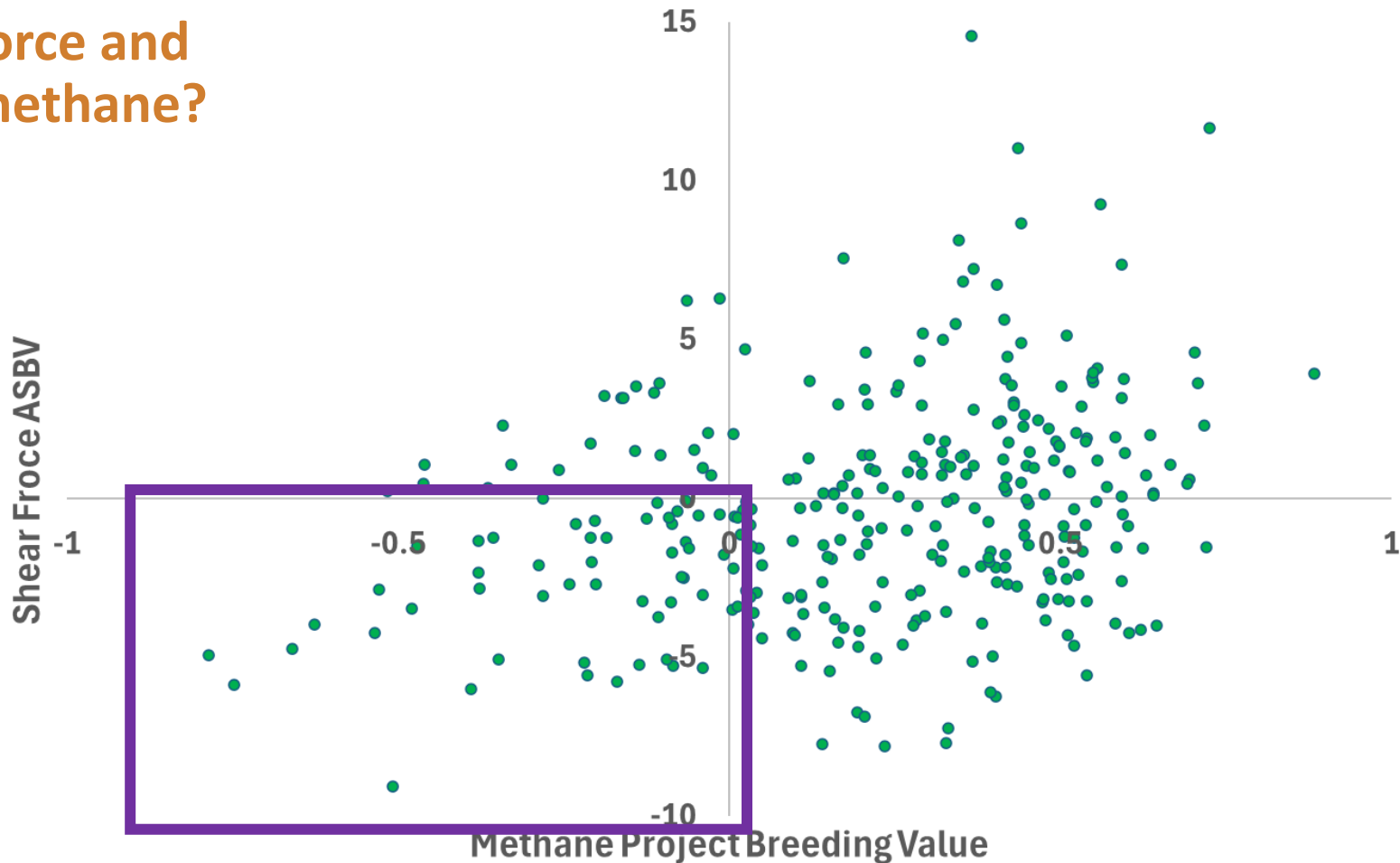
Methane Project Breeding Value and IMF ASBV

IMF and
methane?



Shear force and methane?

Methane Project Breeding Value and IMF ASBV



Accelerating genetic progress with multibreed genetic evaluation

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



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

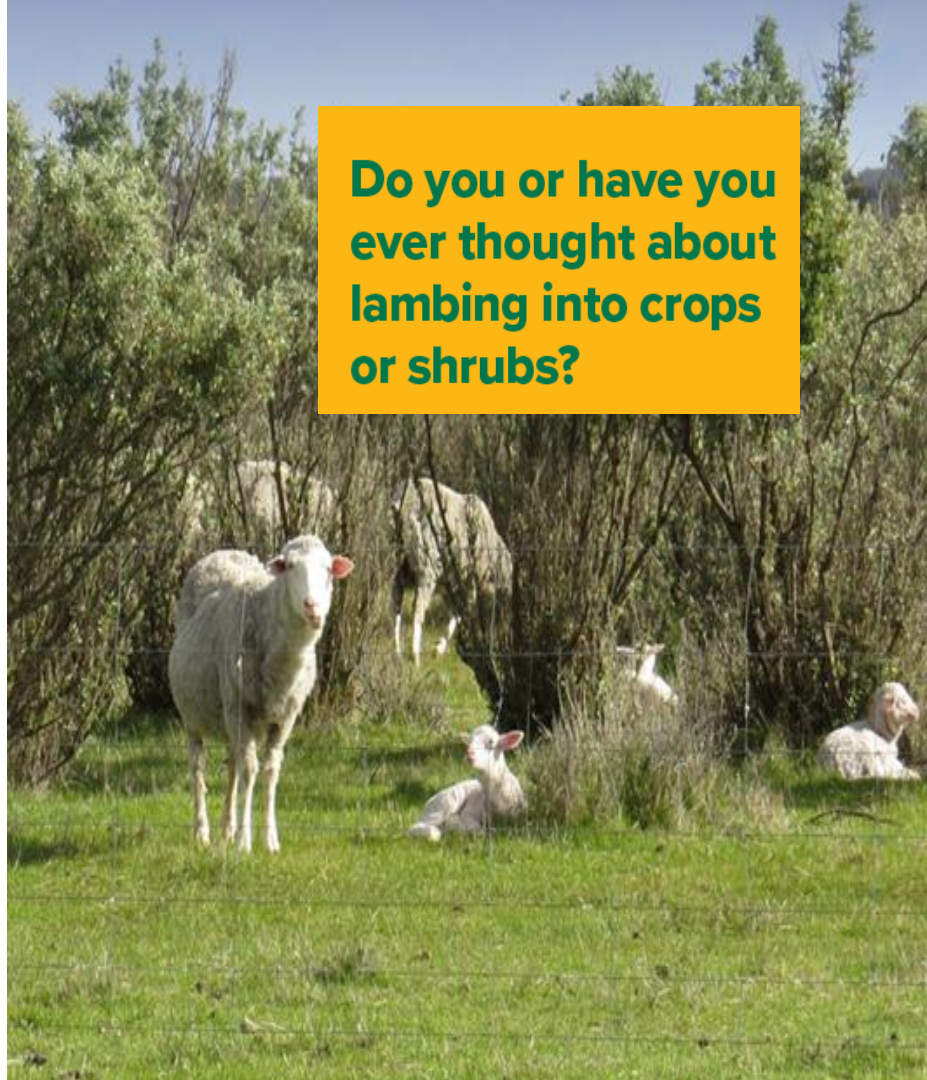
Shade and shelter impacts on reproduction and welfare

- **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**

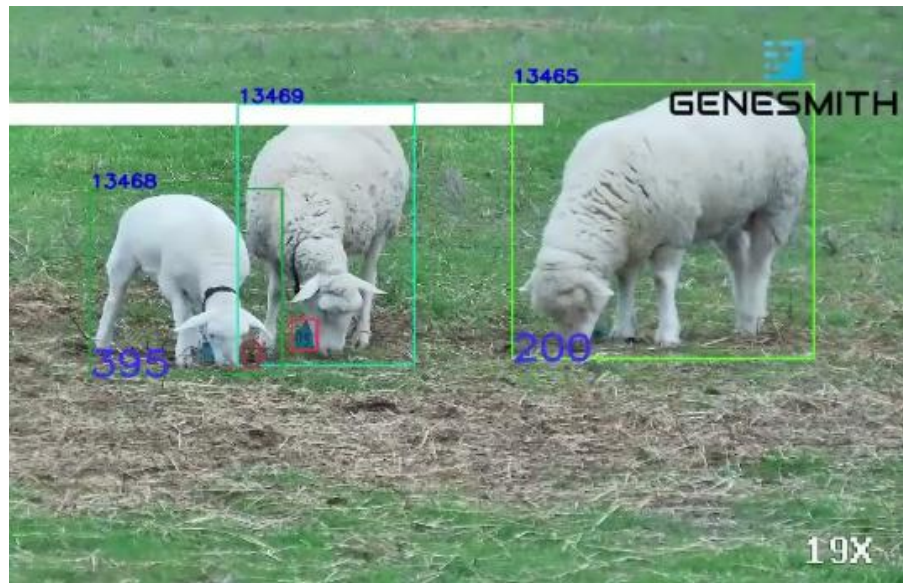
- Determine the impact of heat events on ewe reproductive performance, thermoregulatory capacity, behaviour and wellbeing
- GPS and ruminal logger data is being analysed



AI and ag-tech solutions



Train AI to predict liveweight and fleece weight in sheep from static images



Monitoring individual sheep with computer vision and artificial intelligence

- Individual facial recognition
- Detect lamb- to-dam matching and behaviour

Getting involved in More Beef from Pastures

- Hands-on support to improve maternal productivity, from weaner to mature cow
- Be part of the next generation of southern beef producers shaping its future
 - Ideal for self-replacing beef enterprises in southern Australia
 - producers with at least 50 heifers they can follow through the program
 - committed to improving reproductive performance, pasture use and business decision making



New crush-side technologies for cattle

- Non-invasive pregnancy testing – designing a device diagnosing pregnancy by measuring maternal/foetal heartbeat.
- Crush-side nutritional diagnostics – like a glucose test.
 - Being developed for phosphorus but then will be expanded to other nutrients, such as trace elements that are deficient in parts of southern Australia.

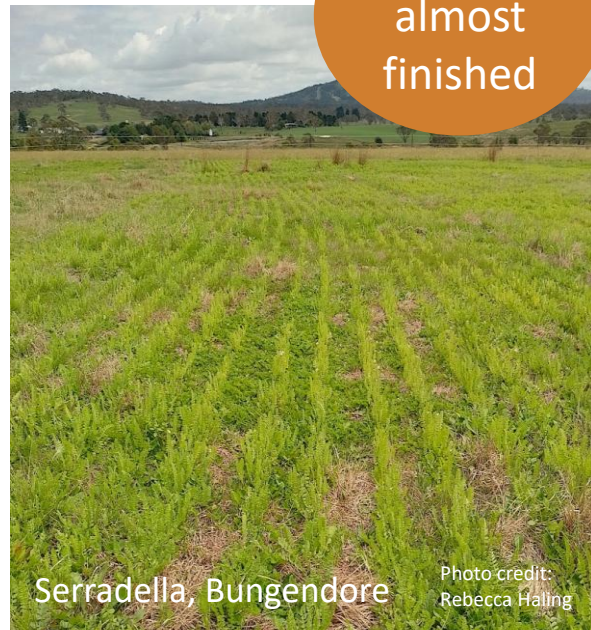


Creating a cost efficient feedbase

Serradellas for new environments (CSIRO)

- Serradella = annual legume for perennial pastures
- Suited to high rainfall, cool climate
- Serradella guidelines being developed for:
 - Cultivar choice
 - Establishment
 - Management
- 7 regions in NSW, Vic, Tas (2021-26)

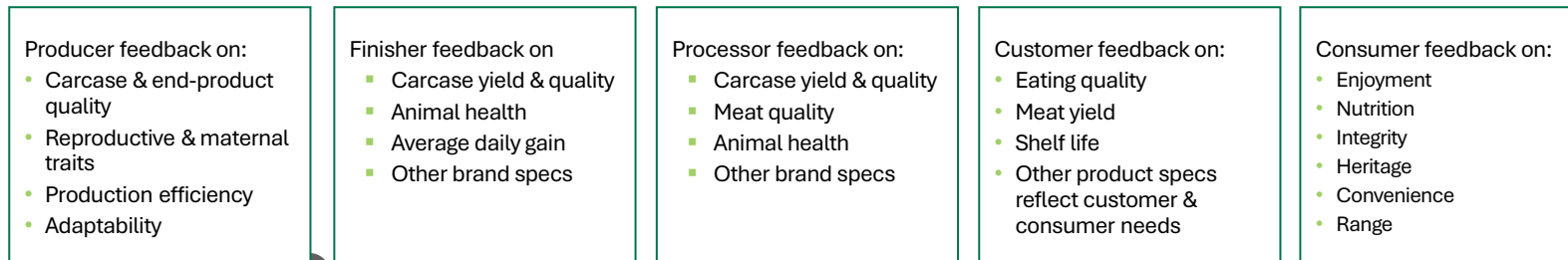
Project
almost
finished



Delivering value-based marketing

translating consumer values into price signals so value is created, captured and shared through the supply chain.

Feedforward credentials

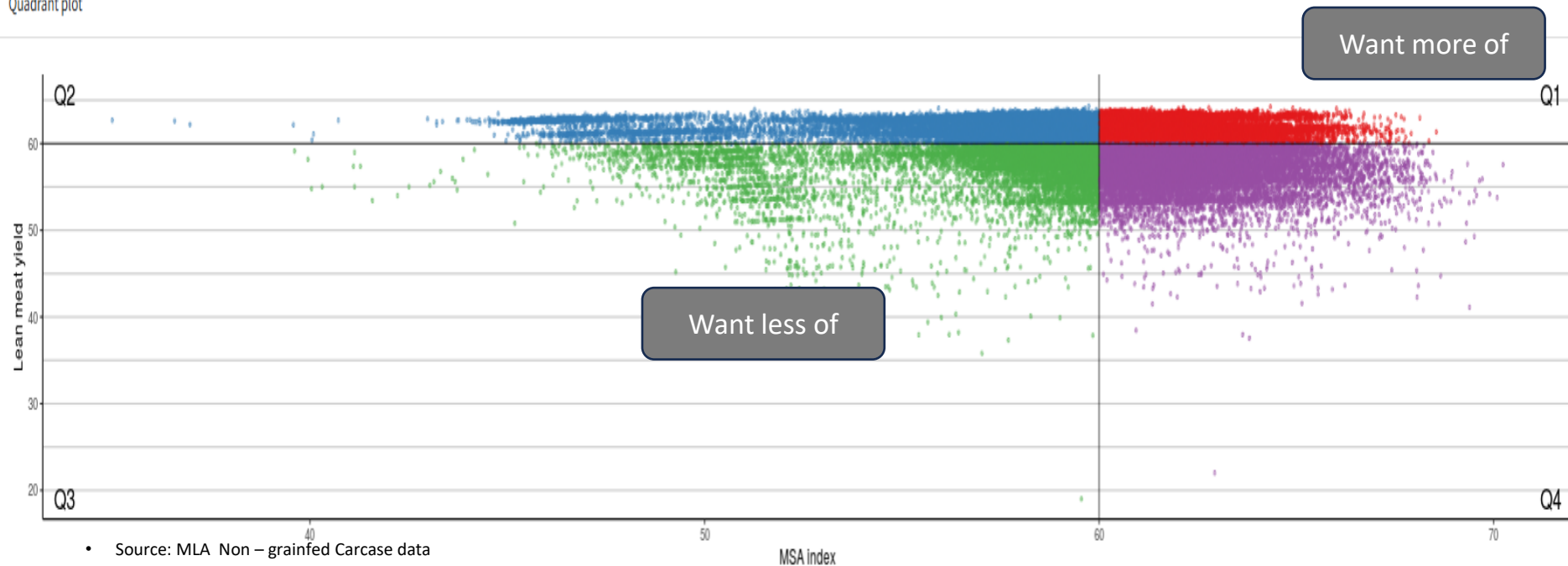


Performance feedback



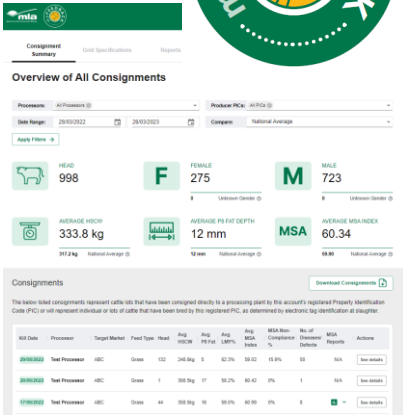
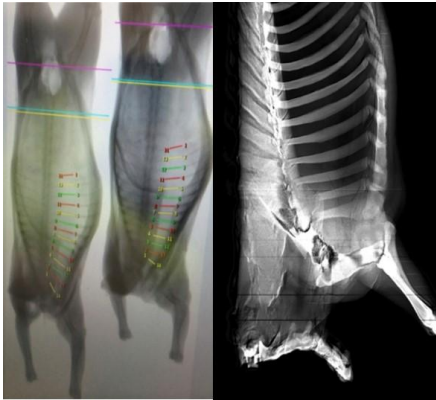
Identifying carcass value

Quadrant plot



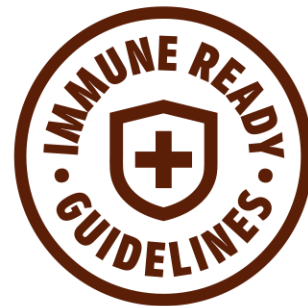
- Source: MLA Non – grainfed Carcase data
- Area: Southern Slopes and Tablelands (NSW & ACT) Timeframe: 01.01.2025 to 31.12.2025

Industry action – Commitment to innovation



Providing livestock credentials to the supply chain

Immune Ready Guidelines



FOR BUYERS

**REDUCED RISK
OF DISEASE IN
PURCHASED CATTLE**



**IMPROVED FARM
BIOSECURITY**



**IMPROVED ANIMAL
HEALTH AND WELFARE**



FOR SELLERS

**PREPARE YOUR CATTLE
FOR POTENTIAL DISEASE
CHALLENGES**



**PROMOTE AND SELL
PREMIUM CATTLE**



**SAFEGUARD AGAINST
DISEASE AND IMPROVE
PRODUCTIVITY**



National Cattle Health Declaration



NATIONAL CATTLE HEALTH DECLARATION

V: 8/10/22

Property Identification Code (PIC) of this property
This MUST be the PIC of the property that
the stock is being moved from

Attached to accompanying NVD/Waybill No.

No. of cattle in consignment

Biosecurity and health information

1. Has the owner owned all the cattle in this consignment since birth? Y ☐ N ☐

2. Does the property of origin have a completed on-farm biosecurity plan? Y ☐ N ☐

3. Have these cattle been tested for the presence of bovine viral
diarrhoea virus (BVDV, pestivirus)? Y ☐ N ☐
If tested, were any cattle found to be persistently infected? Y ☐ N ☐

4. Have these cattle been tested for the presence of BVDV
(pestivirus) antibody? Y ☐ N ☐
Test results

5. Has the source herd had a test for Johne's disease (JD)? Y ☐ N ☐

If so, which test? Check Test ☐ Sample Test ☐ HEC Test (dairy only) ☐

Was the result negative? Y ☐ N ☐ Pending ☐ Date / /

6. Has the property of origin had an occurrence
of clinical JD in any species in the past five years? Y ☐ N ☐ Unsure ☐

JDDS of J-BAS of

7. BEEF CATTLE: On the property of origin, have cattle been
co-grazed with dairy cattle? Y ☐ N ☐ Unsure ☐

See explanatory note for advice on co-grazing with non-bovine species

8. Any other relevant health information

Treatments

Treatment for	Product name and type (e.g., pour-on, drench)	Date of treatment within last 6 months
Parasites		/ /
Ticks		/ /
Pain relief		/ /
Other treatments		/ /

Current vaccinations for the cattle being moved (see explanatory notes)

Clostridial (e.g. 5 in 1):	Y ☐ Date / /
Leptospira (e.g. 7 in 1):	Y ☐ Date / /
Pestivirus:	Y ☐ Date / /
JD (Slinum):	Y ☐ Date / /
Botulism:	Y ☐ Date / /
Bovine ephemeral fever:	Y ☐ Date / /
Tick fever:	Y ☐ Date / /
Vibriosis:	Y ☐ Date / /
Infectious bovine rhinotracheitis:	Y ☐ Date / /
Mannheimia haemolytica:	Y ☐ Date / /
Other vaccinations (specify):	Date / /

Declaration (see explanatory notes for further information)

I (Full name)
(Address) (Town/suburb) (State) (Postcode)

declare that I am the owner or the person responsible for the husbandry of the cattle and that all the
information in this document is true and correct. I also declare that I have read and understood all the
questions that I have answered, that I have read and understood the explanatory notes, and that I have
inspected the animals and deem them to be healthy, free of signs of disease and fit to travel.

Signature* Date / /

*Only the person whose name appears above may sign this declaration, or
make amendments which must be initialled

Tel. No. () Email

- Can be downloaded from Animal Health Australia's Farm Biosecurity website
- Can also be generated at same time with an eNVD.
- Resource available in your bags.

Investing in our industry's people



Workforce of the future



32 School education

Industry ambassadors



Accelerating R&D into action



Take home messages

- 1. You can lift productivity and meet future market expectations at the same time**
- 2. Reproductive efficiency is a big profit lever in southern systems.**
- 3. Trust and cost drive demand and on-farm practices influence both. .**

Relevant tools and resources



Cattle production webinar: BVDV, bull breakdown and weaning

ACCELERATE
YOUR PRODUCTIVITY WITH GENETICS
better breeding values *•* better progeny

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Grazing modern stubbles

A guide to the nutrition and management of sheep grazing stubbles in mixed farming areas



Dr Dean Thomas, Andrew Toovey,
Gonzalo Mata and Elizabeth Hulm



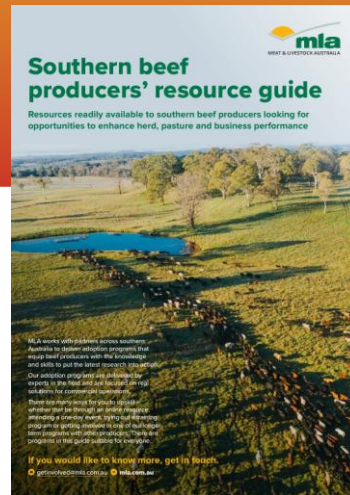
Australian Wool
Innovation Limited

A producer's guide to sheep husbandry practices



Managing breeding ewes in containment areas

A guide for producers



nla
OCK AUSTRALIA



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