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For the latest in red meat research and development

Broken Hill, NSW – 14 October 2026

MLA Update

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Meat & Livestock Australia

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Red Meat Industry Structure



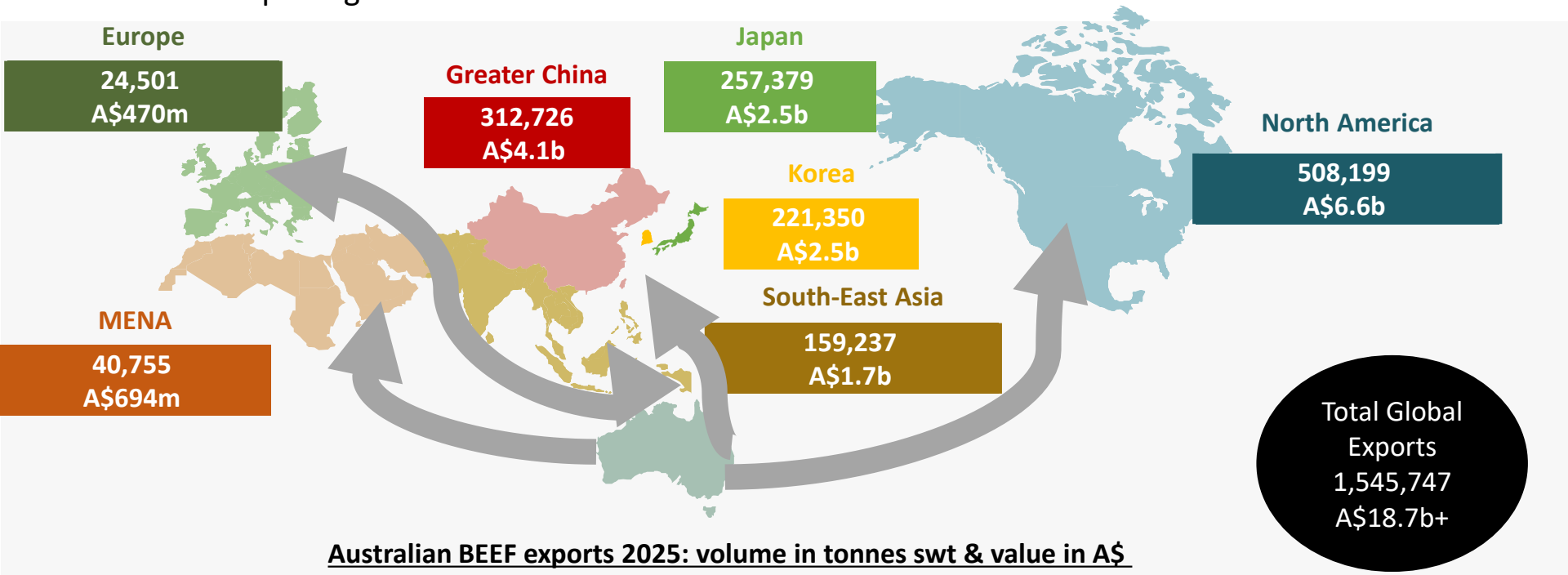
Creating demand

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The value of our livestock is influenced by customers around the world

Australian exports go to over 90 countries



Australian BEEF exports 2025: volume in tonnes swt & value in A$

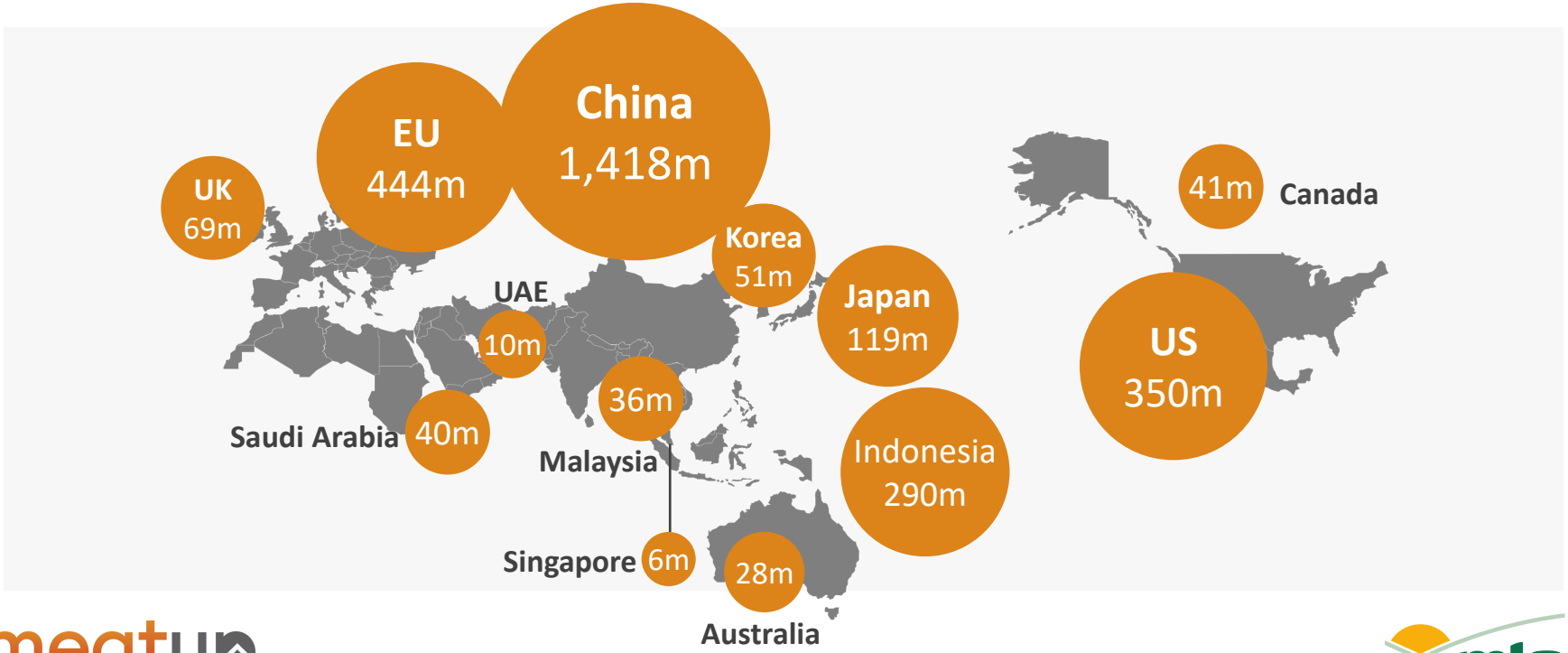
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- *Source: volume – DAFF 2025, Value –TDM 2025, export volume in tonnes shipped weight (swt)*

It is tempting to think demand is all about population

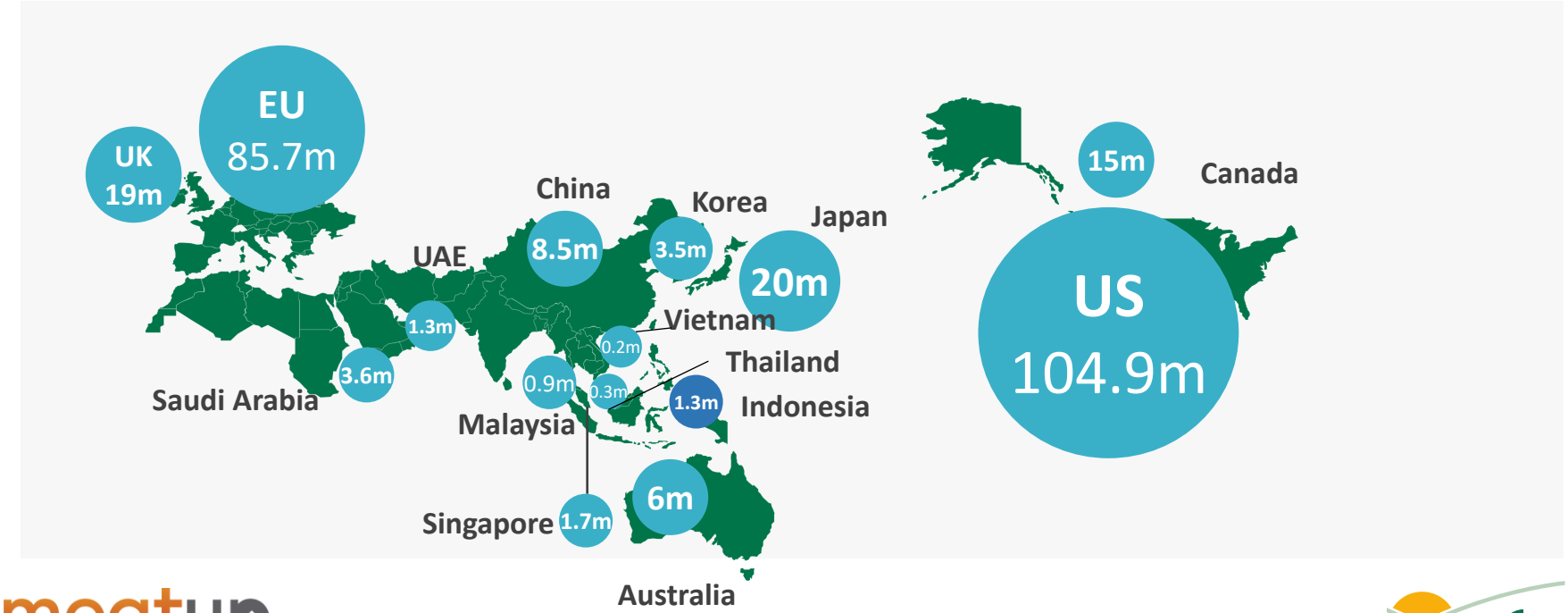
Global population (2029 forecast, selected markets)



- *Source: Fitch Solutions, 2029 forecast*

But what really matters is who can ‘afford to choose’

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



Source: Fitch Solutions, 2029 forecast

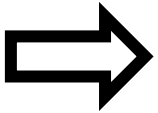
The top reasons for increasing red meat consumption revolve around health and nutrition, particularly iron and protein

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

24%



Consuming
more often



1st	Source of protein	58%
2nd	Source of iron	51%
3rd	Just like meat	46%
4th	Improve my health	46%

QA7A You mentioned you are eating more red meat now. Why is that? Base: Those eating more red meat (Jun'25 n=337)

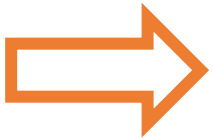
Cost is by far the main reason for reducing red meat consumption

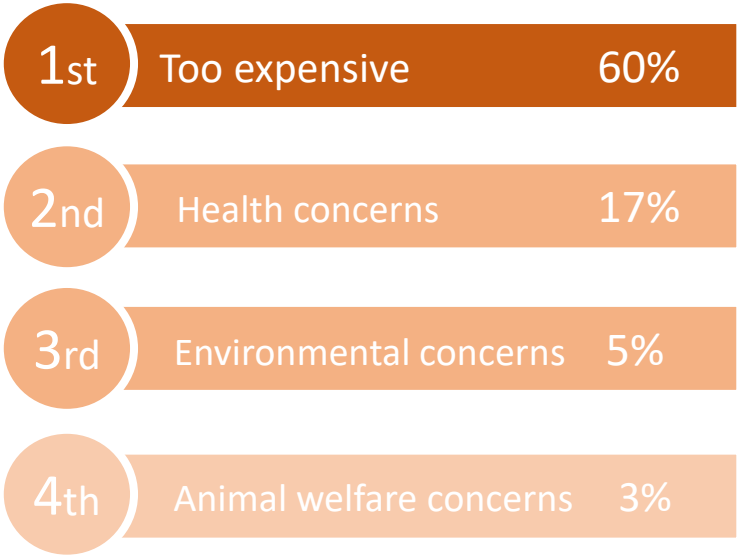
Top reason for eating less red meat (%) | Red meat reducers

22%



Consuming
less often





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A9. And which ONE of the following best describes why you have reduced the amount of red meat you are eating? Base: Those eating less red meat (Jun'25 n=320)



Drakes.

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Bringing Goat to the table

To inspire purchase, shoppers will be provided with recipe solutions that showcase both traditional and contemporary ways to enjoy goat.



Goat Jungle Curry

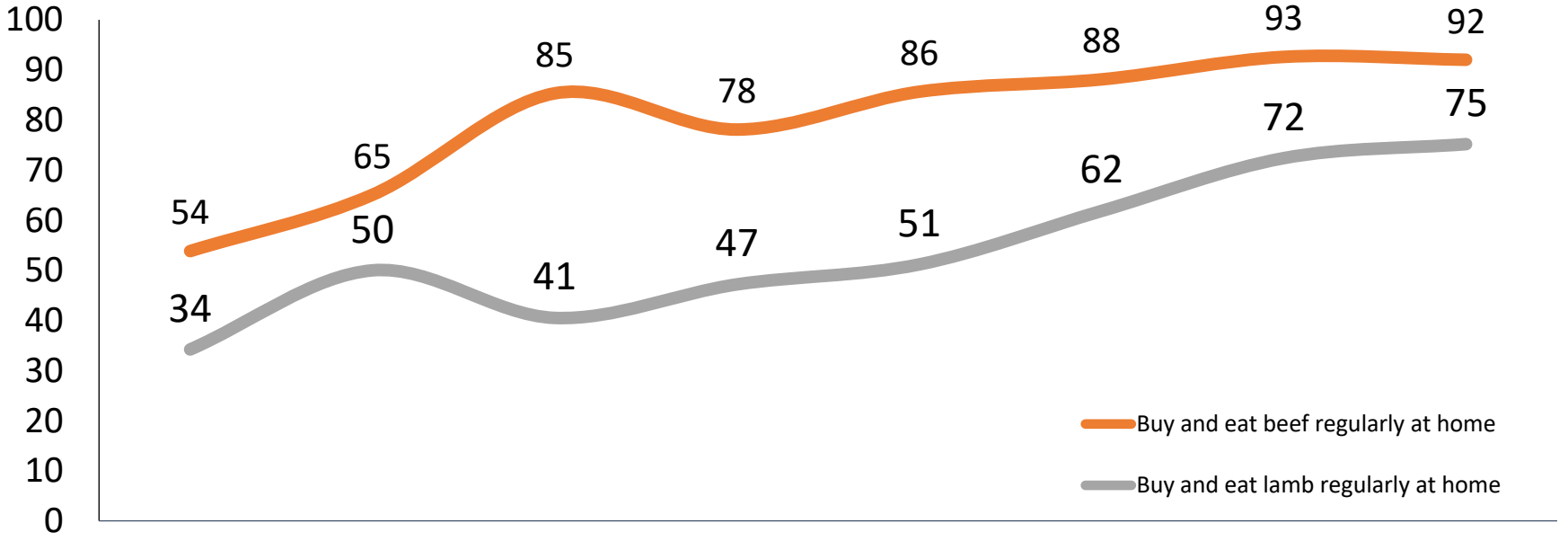


Mughai-style Whole Roasted Goat Leg

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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 (%)

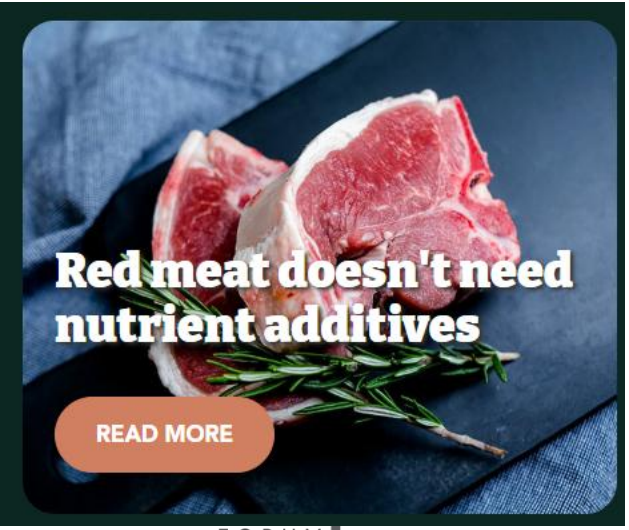


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- A1 Which of the following do you buy and eat regularly at home? SLO1 How much do you trust each of the industries below to do what is right? **Base: n=60-367**

Industry action
Greater knowledge leads to better perceptions and stronger trust. And trust builds demand









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Driving productivity

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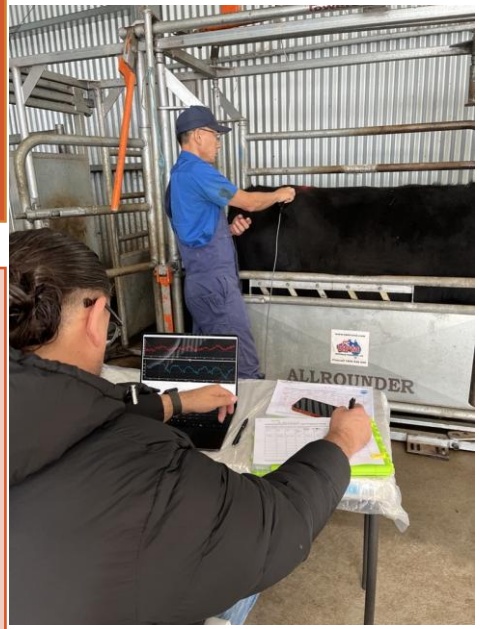
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Central & Western NSW – SALRC Priorities

Early recognition of bull breakdown during joining to boost conception rates

Early recognition of **metabolic disease in ewes**

Alternatives to conventional **pregnancy scanning** in cattle



Projects in development for bull breakdown and metabolic disease in ewes

Will focus on macro and micronutrient deficiencies

Non-invasive tool placed on the flank of a cow in the crush

Foetal and maternal heart rate monitor to detect pregnancy in cattle from 42d onwards.

Expected to provide an ‘early’ or ‘late’ or ‘empty’ result to help with nutritional management throughout gestation.

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Central & Western NSW – SALRC Priorities

Interrupting parasite lifecycles
Put more tools in the IPM toolbox

Pest management in livestock systems (weeds and feral animals)

New project developing non-chemical **fungal-based pasture treatments** to control parasitic nematode larvae in livestock

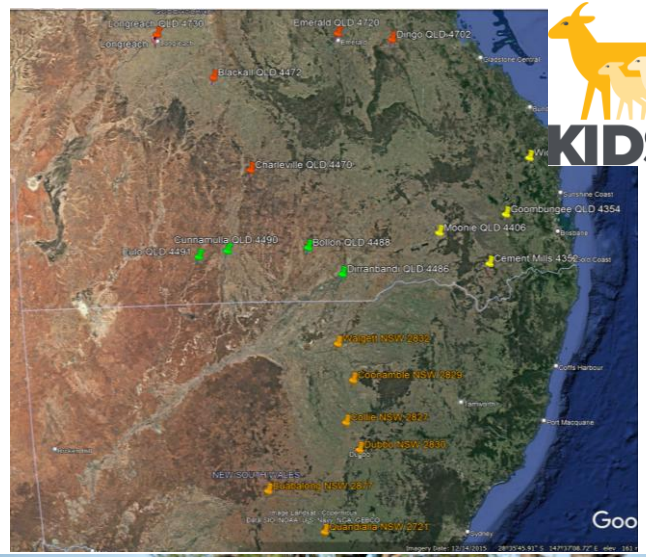
Pasture inoculation rather than direct animal treatment.

Buffalo fly investments – travelling further south

Dveloping new strains of rabbit haemorrhagic disease virus (RHDV) also known as calicivirus

Weed biocontrol projects such as chinee apple and mapping of prickly acacia and parkinsonia.

Better reproductive information for better goat herd decisions



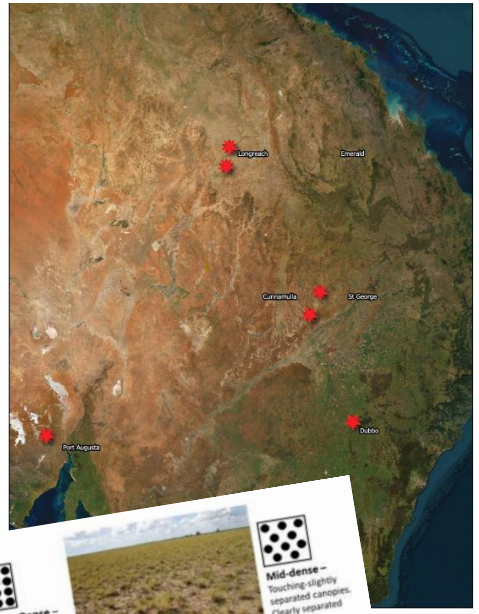
KIDS+ Project

- Records collected from ~**33,000 goats**
- Establishing benchmarks for scanning, kidding and survival to weaning
- Developing growth predictions to help assess when goats are market-ready
- 19 goat businesses involved to date



BioBrowser: Measuring biodiversity for the goat industry

- Determine accurate, reliable and repeatable measures of biodiversity
- Validate measures including seasonal rainfall, total grazing pressure, ground cover
- Data analysis underway – will update total grazing pressure figures for managed and unmanaged goats in the rangelands



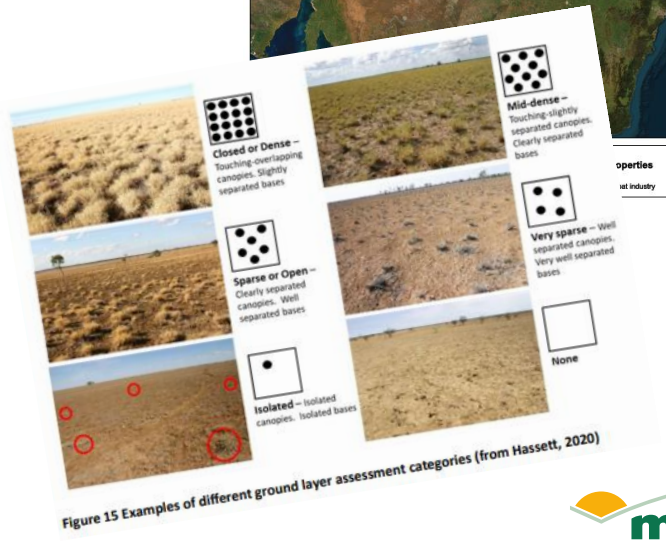
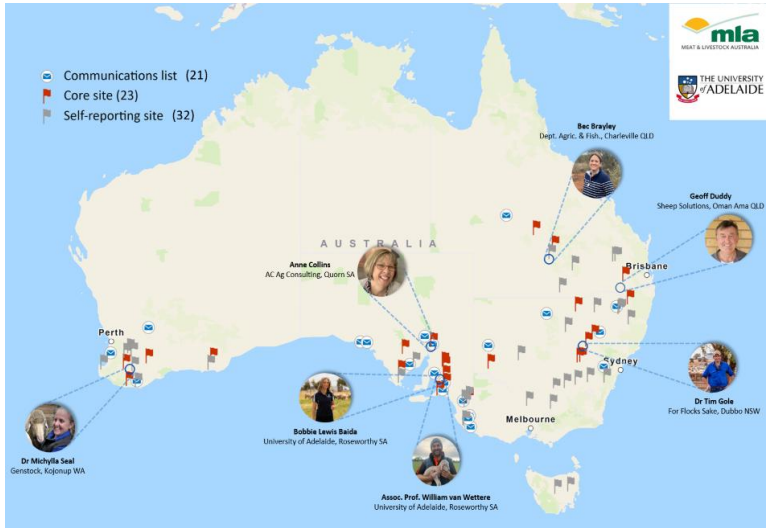


Figure 15 Examples of different ground layer assessment categories (from Hassett, 2020)

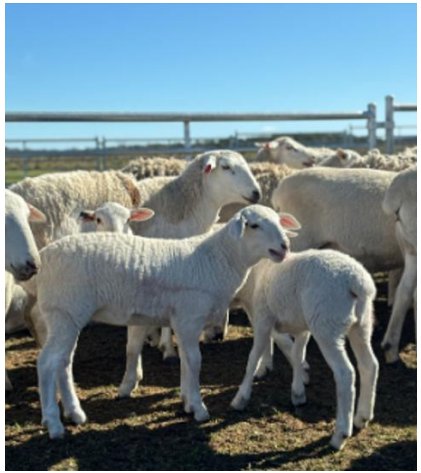
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Building evidence base for reproductive performance of shedding sheep

- Shedders comprise approx. 7% of ewe breeding flock (SPIS, 2026)
- Baseline reproductive performance of shedding sheep
  - foetal number at scanning
  - body condition scoring
  - individual and mob-based LW monitoring
- Breeds including White Dorper, Australian White, Dorper, UltraWhite, SheepMaster, Wiltipoll and Kojak







Wean a Lamb: Reducing weaning stress and lifting lamb survival

- Identifying the components of effective weaning strategies
- Examining management before, during and immediately after weaning
- Producer interviews underway and a national survey in development
- Producer led on-farm research sites across a range of production systems

Adelaide University

une University of New England

CSIRO

Murdoch University

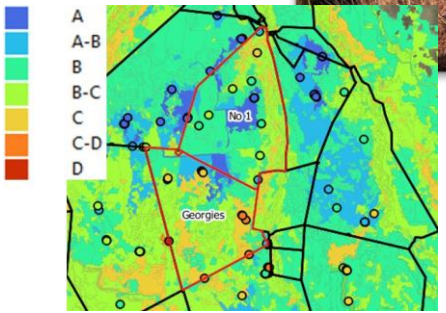
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Can satellite data improve rangeland carrying-capacity decisions





- Developing prototype tool to map rangelands productivity/health
- Satellite-based, on-demand, confidential
- Intended to improve carrying capacity estimates
- Opportunity to improve and monitor natural capital over time



Partners:

cibolabs

Australian Country Choice

Hewitt
Creating Sustainable Foods

AA CO
THE ART OF AUSTRALIAN BEEF

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Capturing value and accelerating adoption

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Unlocking value in the red meat industry

Feedforward credentials

Genetics	Production	Finishing (on grass or grain)	Processing & value adding	Customers (Retail or Foodservice)	Consumers
• Estimated Breeding Values • Australian Sheep Breeding Values • Indexes • Genomic data	• Environmental stewardship • Animal productivity • Health and welfare	• Feed type • Animal productivity • Health and welfare	• Environmental stewardship • Health and welfare • Food safety and traceability • Quality, yield, brand specs	• Enjoyment • Nutrition • Integrity • Heritage • Convenience • Range	
• Carcase and product quality • Reproductive and maternal traits • Production efficiency • Adaptability	▪ Carcase yield and quality ▪ Health and wellbeing ▪ Average daily gain	▪ Carcase yield and quality ▪ Meat quality ▪ Health and wellbeing	• Eating quality • Meat yield • Shelf life • product specs reflecting customer	• Enjoyment • Nutrition • Integrity • Heritage • Convenience • Range	

Performance feedback

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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

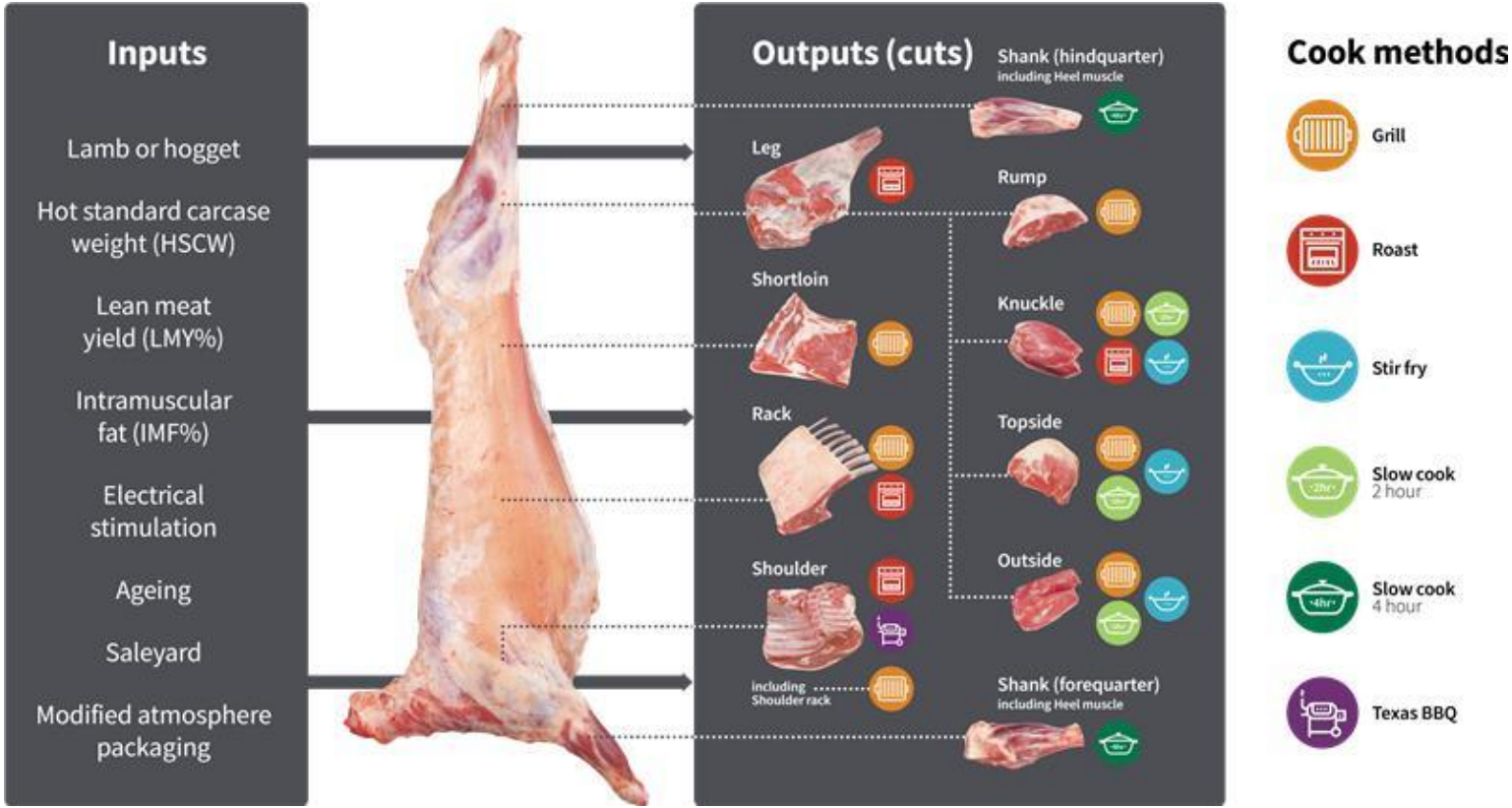






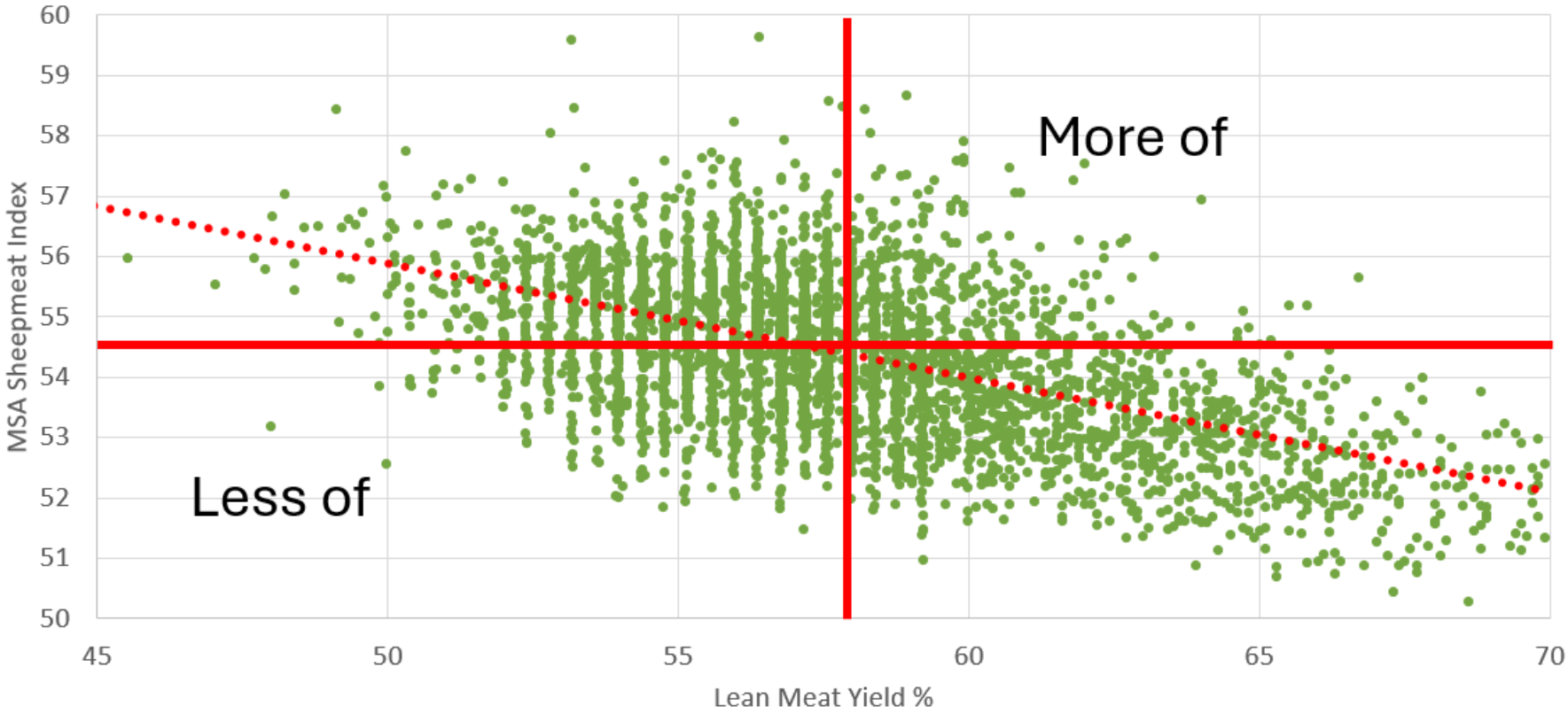
LAMBPLAN COMBINED ASBV

MSA Sheepmeat is now a reality linking production decisions to eating quality



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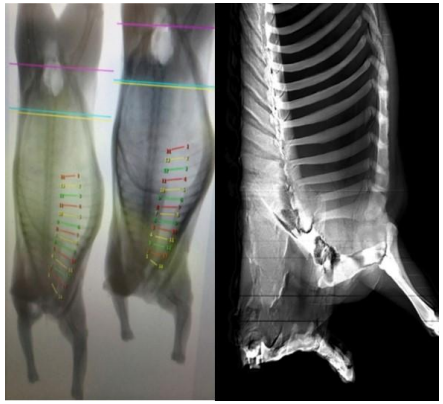
Value creation opportunities

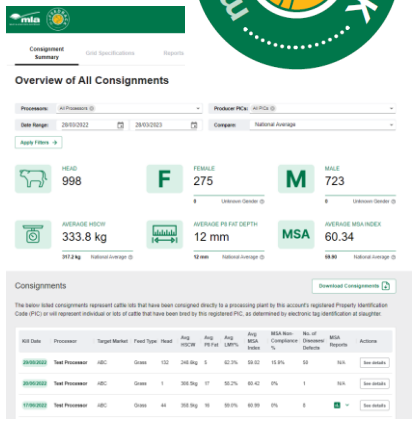


Industry action – Commitment to innovation

















Investing in our industry's people



Workforce of the future



School education

Industry ambassadors



Accelerating R&D into action







Take home messages

1. **Strong demand creates opportunity, but we must earn and keep trust to maximise the returns to industry**

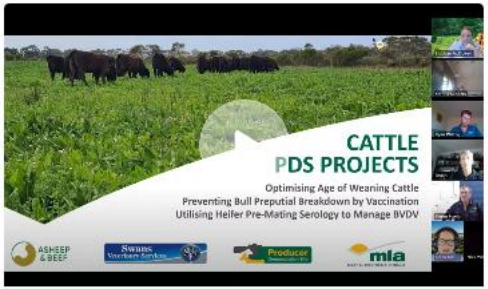
2. Earlier, better information from R&D projects intends to support better decisions in the rangelands - Reproduction, animal health, land condition, feed availability

3. Research only creates value when it is adopted. MLA wants to work with producers, advisors and industry partners to make sure research is practical and easy to implement

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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

CSIRO

AWI Australian Wool Innovation Limited



Managing breeding ewes in containment areas

A guide for producers



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

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