

Expressions of Interest Long Term Producer Adoption Programs

Meat & Livestock Australia (MLA) are seeking partnerships to co-design a whole of supply chain long term adoption programs. The broad intention of these programs will be to improve industry performance, productivity, eating quality, sustainability and overall profitability. To achieve this, expressions of interest are invited from all industry stakeholders, including but not limited to beef and sheepmeat supply chains (processors/brand owners), producers, industry organisations and advisors. By partnering with MLA there is an opportunity to expand reach and resources to maximise the impact of producer engagement activities and long-term improvement.

Aim

Develop and implement a long-term practice change program that employs peer-to-peer learning methods, focused on supporting producers to meet breeding objectives, market specifications while optimising productivity and profitability. Through engagement with industry service providers such as advisors, knowledge, skills and confidence will be increased in any or all of the below technical areas:

- Improve flock genetics and breeding outcomes
- Improve herd genetics and breeding outcomes, particularly in northern Australia
- Identify and implement on-farm improvements to meet MSA and market specifications, ideally in partnership with a supply chain/s
- Appropriate livestock nutrition to realise genetic improvements and market specifications
- Identify opportunities for livestock efficiency strategies that improves resource use efficiency, emissions intensity and business profitability.

This will ultimately result in measurable practice change.

This will be a customised adoption program, designed to fit the needs of a specific value chain and/or producer groups where existing off-the-shelf adoption products do not sufficiently meet industry needs.

What to expect

As a co-design partner, MLA will:

- Provide 40% co-funding of the project
- Contribute to identifying focus topics, regions and producers to be involved
- Contribute to the project design and adoption methodologies
- Provide linkage to existing adoption products to be incorporated within the project
- Ensure a robust monitoring and evaluation plan is in place to measure knowledge change, practice change and long-term success
- Support data capture and utilisation throughout the value chain to make data driven decisions that improve business performance

Project Objectives

Project objectives and activities can be refined to meet specific project needs. As an example project objectives could include:

1. A cohort of suppliers for the given supply chain engaged and participating in knowledge building activities. Develop and implement a customised producer engagement and practice

change program that support producers to make on-farm improvements to meet market specifications and optimise profitability and productivity.

Activities may include:

- a. Engage small groups of red meat businesses in the delivery of knowledge and skill building activities (e.g. technical workshops, field walks, plant tours)
 - b. Coaching, advisory and peer support to implement technical knowledge
 - c. Set production/profit/product spec targets and measure against benchmarks within the group.
2. Deliver a series of communication, extension and adoption activities to increase awareness and build the knowledge, skills, and confidence of producers and industry service providers.
- Activities may include:
- a. field day/s open to broader industry
 - b. plant tours/workshop for producers, agents and advisors.
 - c. Develop case studies per group to share outcomes with broader industry
 - d. Information and outcomes of the project disseminated with all suppliers (invited to webinars, share case studies with) to encourage interest in the program.
3. Improve the knowledge, attitude, skills, and aspirations (KASA) of at least 80% of producers engaged in the supported learning program and ensure that at least 75% of participants implement the practices learned as part of the project.
- Activities may include:
- a) Participant entry and exit surveys
 - b) Participant evaluation of project activities
 - c) Benchmarking of performance in focus areas
4. Develop a sustainable model for the continued delivery of the supported practice change program after the project's completion.
- Activities may include:
- a) Development of local capacity in coaching, facilitation and technical expertise
 - b) Demonstration of the value of professional services
 - c) Implement user-pays funding model

Project Partners

Examples of potential project partners are outlined below, however this table is by no means exhaustive.

Partners	Why we need you	What is the benefit	What we expect
Producers	Value creation in the red meat sector starts with the animal on-farm.	Improve business performance through production efficiency, meeting market specifications and building supply chain networks.	Collect and share data and insights. Commitment to project requirements and willingness to learn and adopt practices MDC co investment partner.
Livestock advisors including buyers, agents and consultants	Provide expertise in a range of livestock supply chain areas across a range of regions and platforms. Trusted sources of advice to producers in regional areas. Participation in the project as an upskilling opportunity.	Gain new networks and industry insights while providing a professional service	Collect and share data and insights Commitment to impartial delivery of technical content. MDC co investment partner.
Processors, brand owners, retailers	Strong producer relationships to engaged suppliers, with ability to influence change. Adoption of objective measurement technologies to inform required on-farm practice change. Source of customer insights to inform appropriate market signals.	Ability to influence producer practice change to increase compliance and the quality and consistency of supply.	Provision of carcase data and feedback. Collaboration with producers to achieve mutually beneficial outcomes. MDC co investment partner
Other interested parties	This could include breed societies, traceability/credential software providers, AgTech/Objective measurement tech providers amongst others who might consider can assist in the design and delivery of work and funding activities related to on-farm practice change.		

Project Timeframe

It is suggested that any program would be established for at least four years to enable practice change to be implemented and benefits to be realised.

Funding

This expression of interest is to identify opportunities for funding through the MLA Donor Company (MDC). Via MDC the Participant (Applicant) may be eligible to partner with MLA to receive a maximum of 40% project contribution.

All partners will need to agree to MLA's [Umbrella Research agreements](#) and project(s) will be contracted under the standard Terms and Conditions of the MLA Donor Company. This includes:

- The MDC's statutory requirement for industry partners to provide matching financial contributions to the project(s).
- The production of a comprehensive Final Report which captures lessons learnt, challenges encountered and solutions identified to improve opportunities for future adopters.

Further information on the MDC program, including background and application guidelines is available at [Project application guidelines and forms | Meat & Livestock Australia](#).

Budget

Whilst all applications will be considered, value for money and impact is a selection criterion. MLA encourages applicants to justify their budget as thoroughly as possible, with an excel spreadsheet attached to the application. Additional to professional fees associated with project delivery, applicant expenses should also be detailed e.g. mileage, meals, units used, rates, etc.

Example Milestones

Milestone 1	<ul style="list-style-type: none">• Establishment of X group/s• Identify initial performance based benchmarks and priority areas for improvement of producers (e.g. genetics, feedbase, management)• Establish appropriate method/s and frequency of engagements e.g. groups 4 times year, paddock vs off-farm, individual and/or small group support, face to face vs online• Develop and implement communications plan and engagement activities• Report on activities to MLA
Milestone 2	<ul style="list-style-type: none">• Measure improvement in on-farm and supply outcomes and knowledge improvement• Continue group/individual engagement, make any adjustments to method/s of engagement, focus areas etc. where required• Conduct any broader awareness (e.g. field days, seminars, webinars) and communications activities• Report on activities and M&E to MLA
Milestone 3	<ul style="list-style-type: none">• Measure improvement in on-farm and supply outcomes and knowledge improvement• Continue group/individual engagement, make any adjustments to method/s of engagement, focus areas etc. where required• Conduct any broader awareness and communications activities

	<ul style="list-style-type: none"> • Report on activities and M&E to MLA
Milestone 4	<ul style="list-style-type: none"> • Measure improvement in on-farm and supply outcomes and knowledge improvement • Continue group/individual engagement, make any adjustments to method/s of engagement, focus areas etc. where required • Identify any methods for expansion of scope and reach of the project • Report on activities and M&E to MLA
Final Milestone & Deliverables	<ul style="list-style-type: none"> • Provide Final Report to MLA including a method to continue sustainable maintenance of producer groups and outcomes achieved from the investment

There may be further breakdown of these milestones once further detail is defined.

Questions

Please contact **Will Atkinson**, 0412 777 744, watkinson@mla.com.au or **Hilary Connors**, 0427 467 608, hconnors@mla.com.au with any questions.

Submissions

A submission can be made by completing the [MLA Preliminary Application Form](#). All expressions of interest are to be submitted by **10 October 2025** to:

Will Atkinson watkinson@mla.com.au and **Hilary Connors** hconnors@mla.com.au