

meatup FORUM

For the latest in red meat R&D

Welcome from MLA

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Meat & Livestock Australia

1. Supply and Demand Outlook

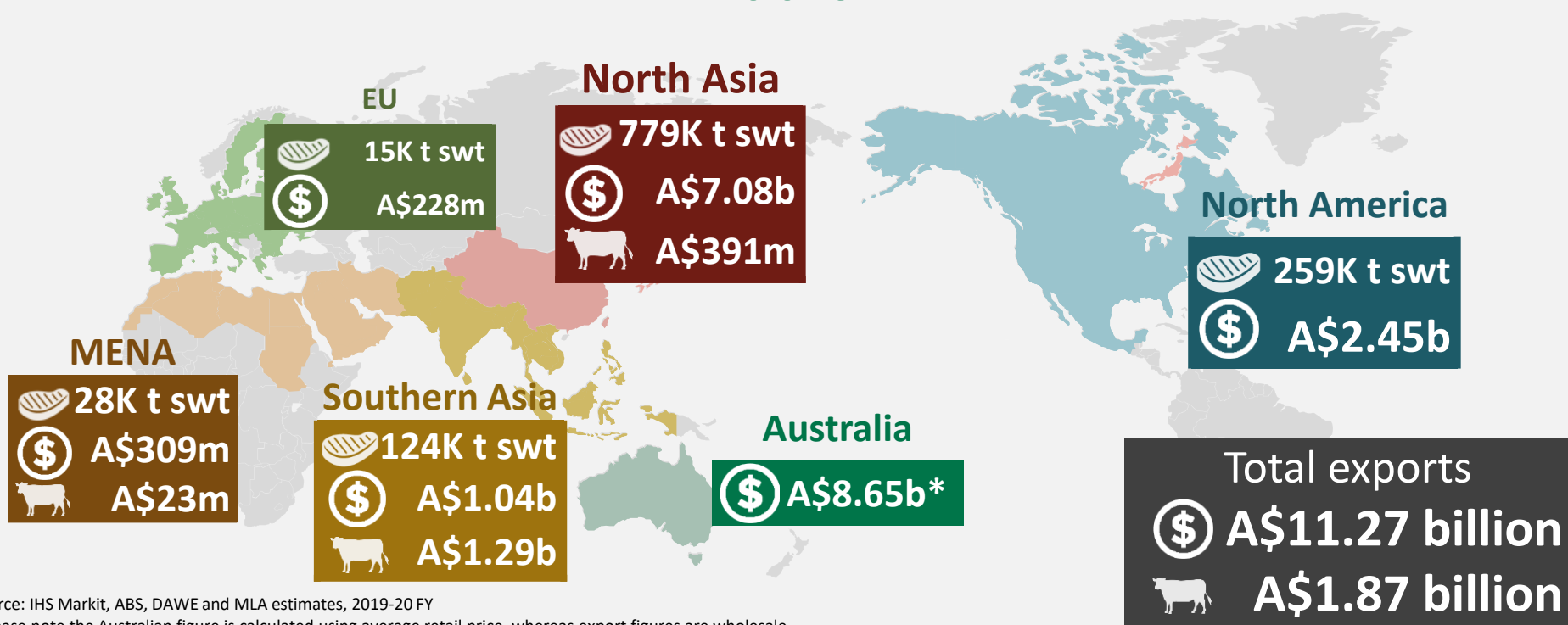
2. Key Programs of Work

3. Future Focus Areas



1. Supply and Demand Outlook

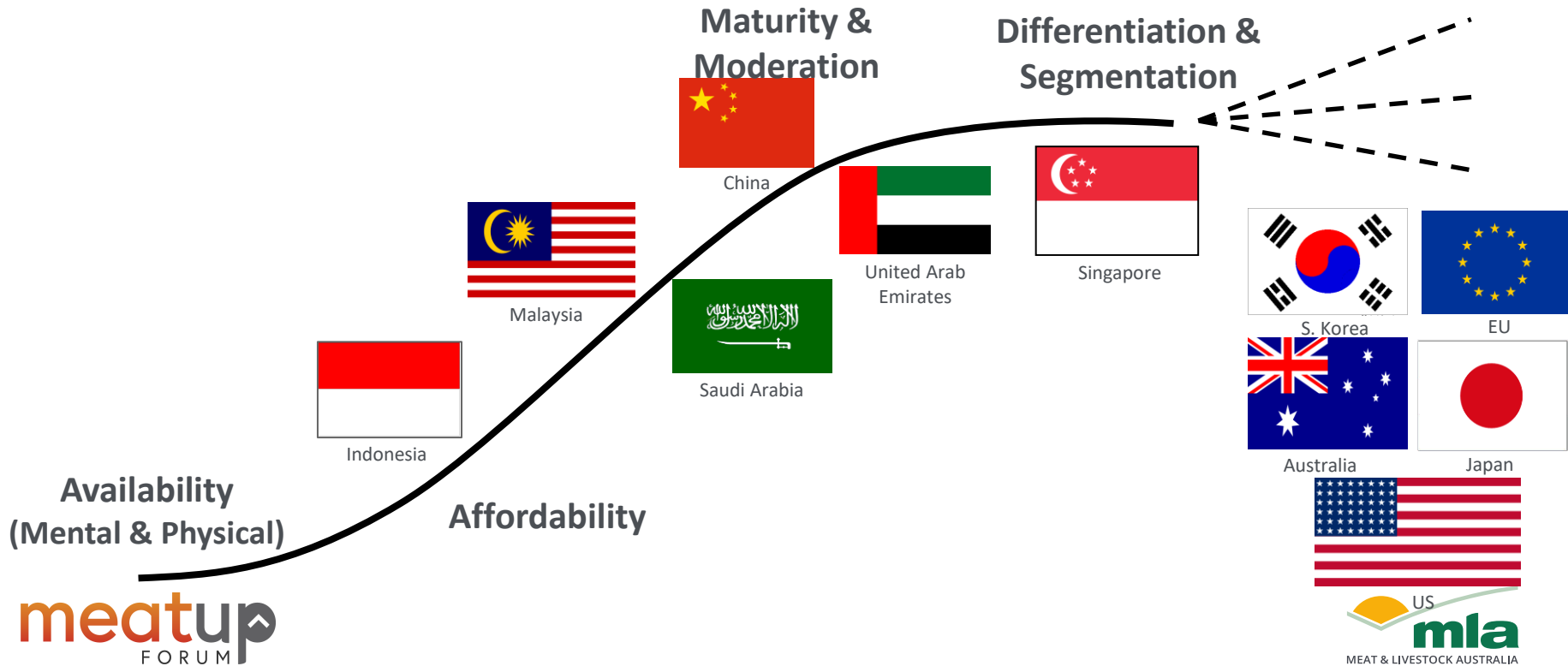
Globally demand is growing much faster than we can supply



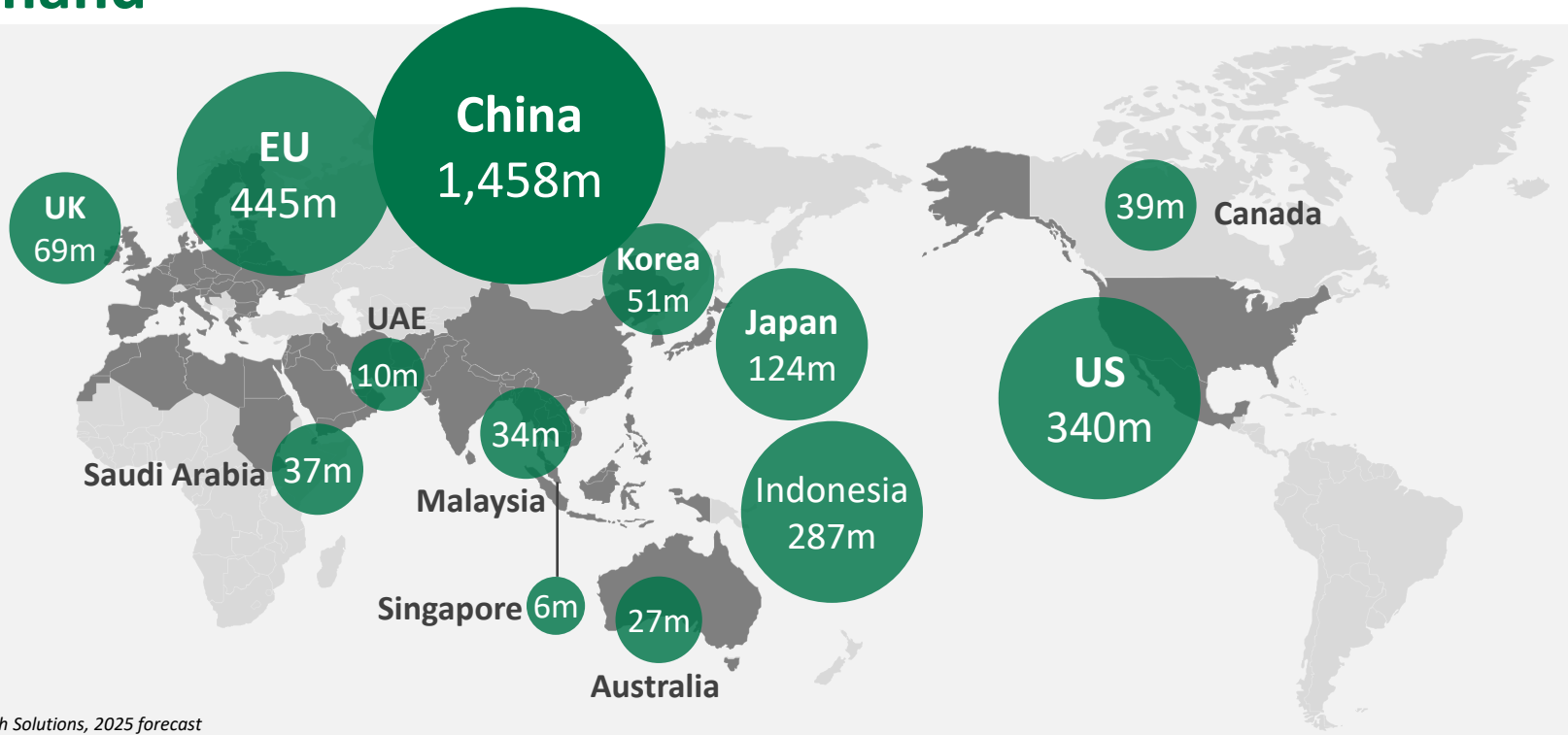
Source: IHS Markit, ABS, DAWE and MLA estimates, 2019-20 FY

*please note the Australian figure is calculated using average retail price, whereas export figures are wholesale

Markets sit at different points on the growth curve & require distinct strategies



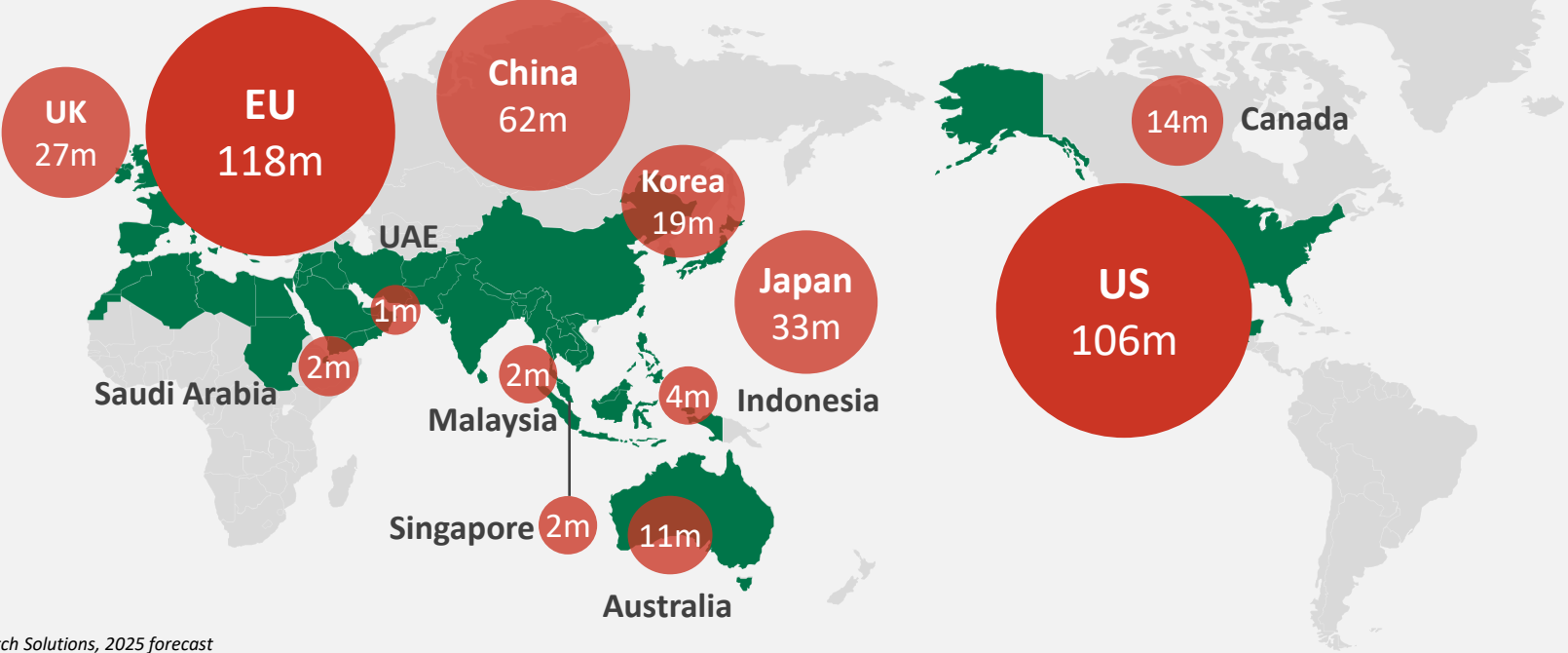
Population is traditionally used as an indicator for potential demand



Source: Fitch Solutions, 2025 forecast

However, 'ability to purchase' is a better indicator

Households earning a DISPOSABLE income above US\$35,000 (2025 forecast)



Source: Fitch Solutions, 2025 forecast





A-UK FTA agreement in principle

- Current UK access:

Beef: 3.7kt; Sheep/Goatmeat: 13.3kt

- FTA access Year 1:

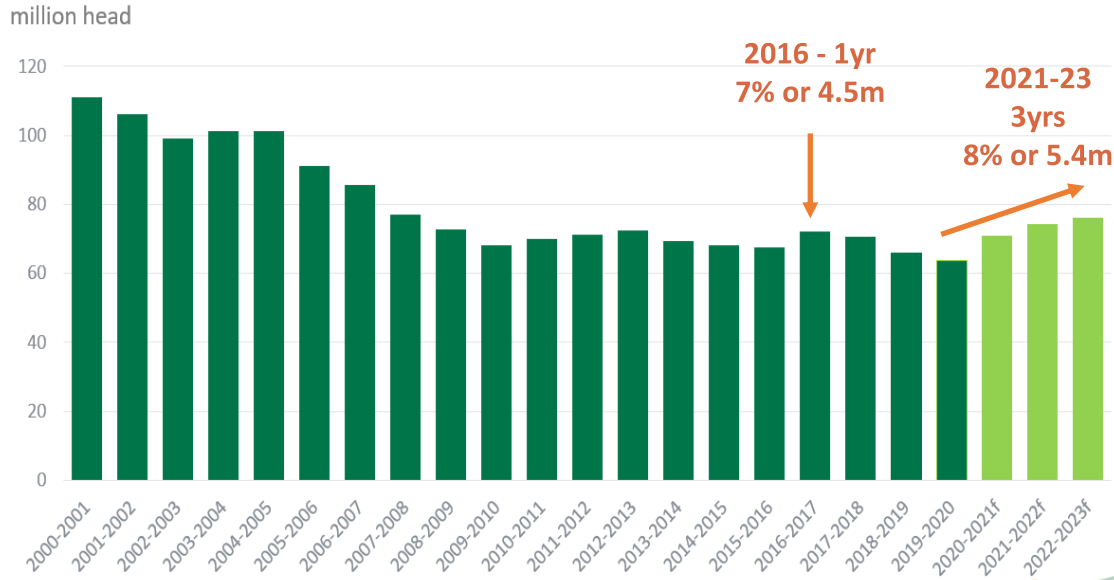
Beef +35kt; Sheep/Goatmeat +25kt

- After 10 yrs

Beef 110kt; Sheep/Goatmeat 75kt

The national flock to grow by 5% + Strong start to the year - lamb slaughter up 7%

k



2022 – 74.4m head

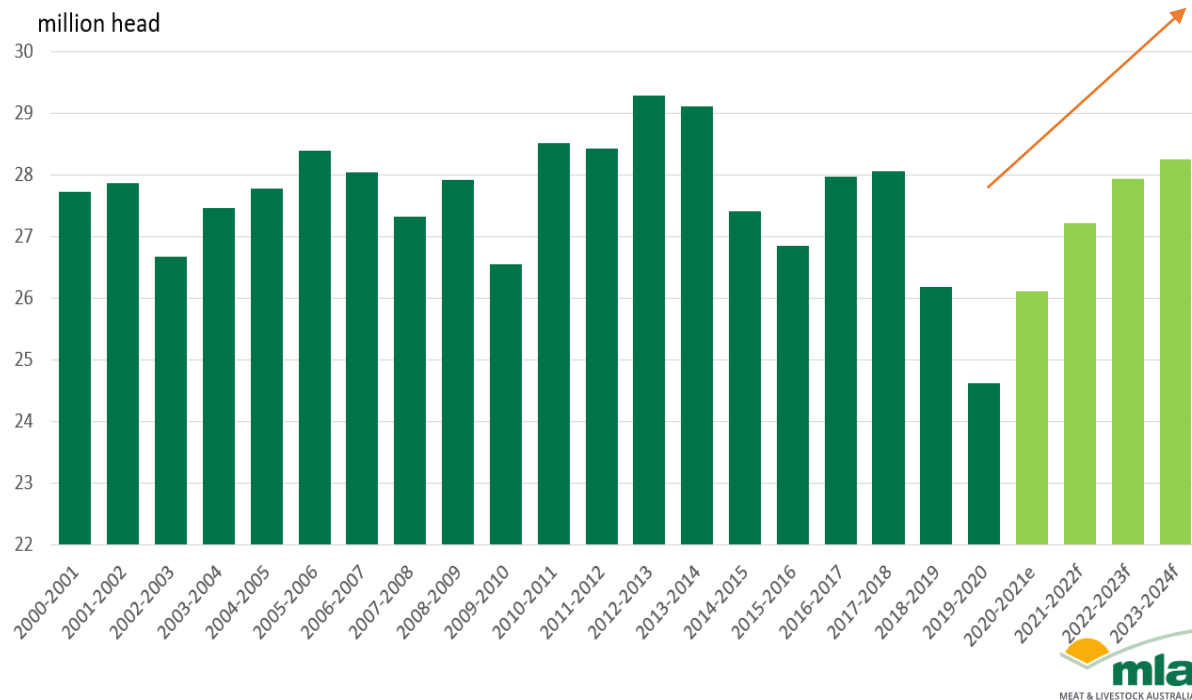
- 4.9% or 3.5m head growth on 2021 volume

2023 – 76.3m head

- Highest since 2009
- Up 8% on 2021 level

Source: ABS, MLA estimates

National cattle herd to rebuild = 11% growth in cattle slaughter to 6.7m head



2022 – 27.2m head

- Up 4.2% or 1.1m head

2024 – 28.25m head

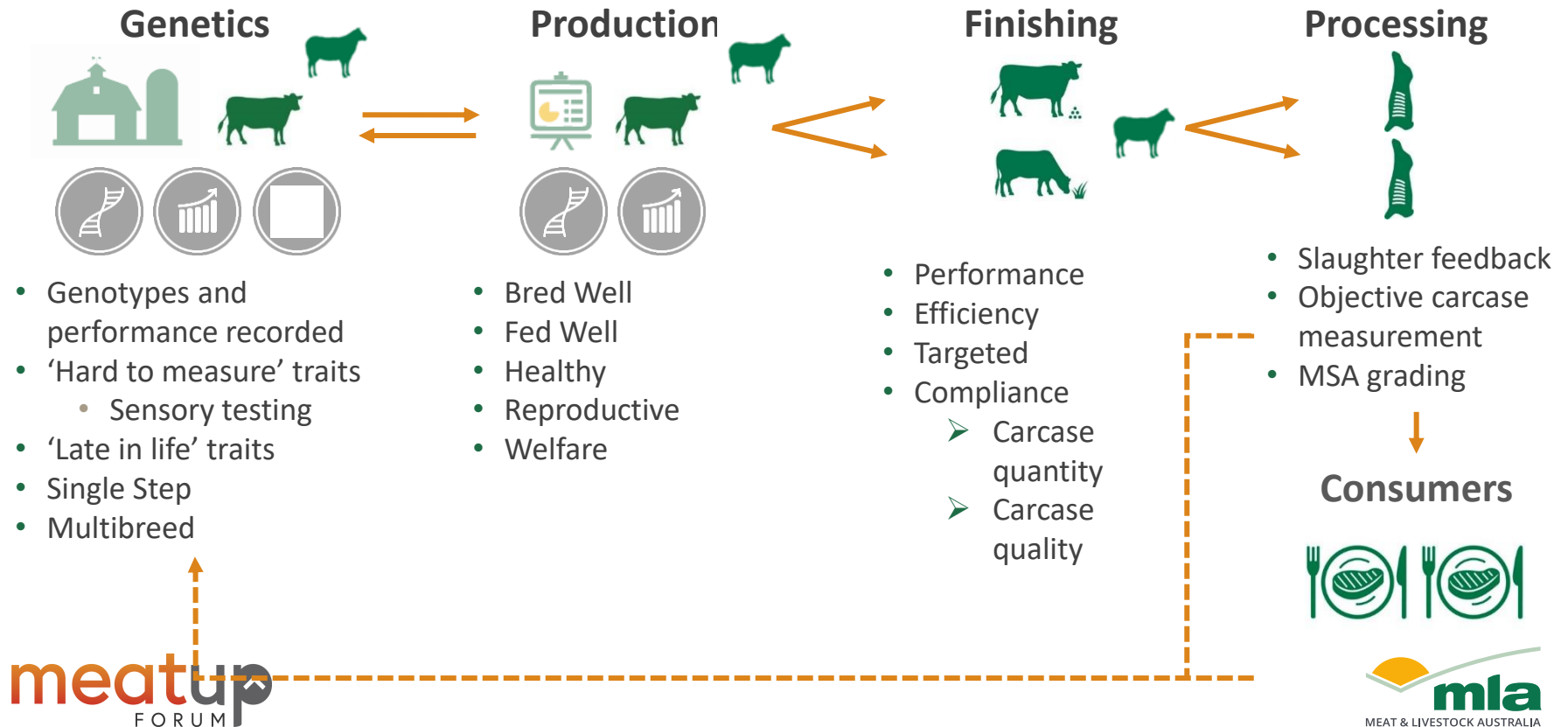
- Highest since 2014
- Up 8% on 2021 level



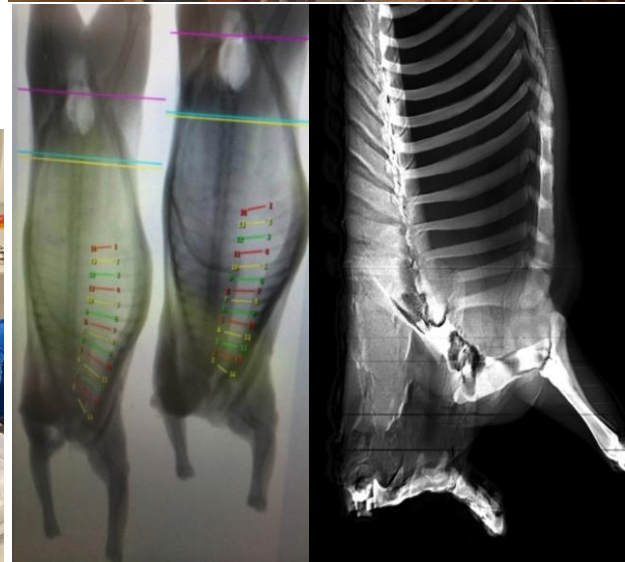
2. Key Programs of Work

Whole Farm System, Value Chain Approach

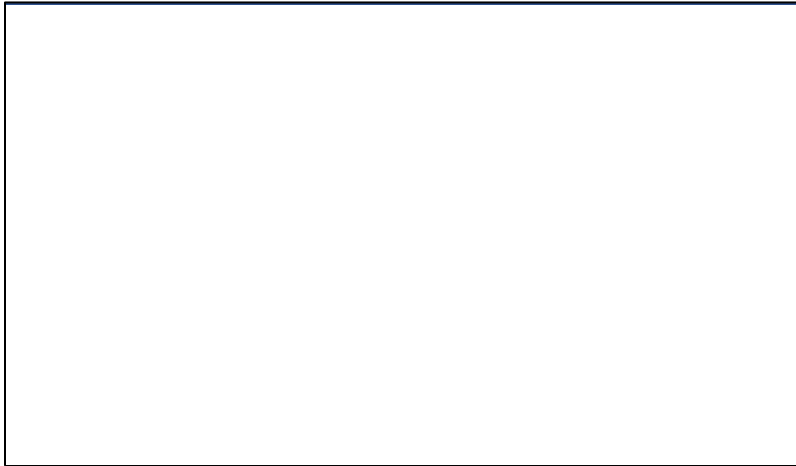
Linking genetics to consumer outcomes



Objective carcass measurement



Automation and technology



Adoption programs





3. Future Focus Areas

Trusted source
of high quality
protein

Double the
Investment
in adoption

Double the
value of red
meat sales

Achieve
carbon
neutrality

Commercial supply chain opportunities are evolving



How much meat is there to sell?

How well does the meat eat?

Revolution for sheepmeat is coming



INPUTS

Hot standard carcass weight (HSCW)

Lean meat yield (LMY)

Intramuscular fat (IMF)

OUTPUTS

Grill



knuckle

loin

outside

rump

topside

Roast



knuckle

leg

rack

shoulder



FAIL

New product development



- alternative uses for hides/skins – collagen
- Carcass mapping for highest sources of collagen and other 'wellness cues'

- Ready to Heat Lamb QSR/Deli meats – solutions to reduce Warmed over flavours and better understand how to get lamb back on the menu at QSRs and delis

Sheep Reproduction Strategic Partnership:

Aim: Profitability and sustainability increase lamb production through increasing weaning rates and decreasing mortality.



On-farm best
practice
management



Human social
factors –
adoptability



Enabling
technologies

Basic R&D

Two key components:

1. Target – for the Australian red meat industry to achieve net zero greenhouse gas (GHG) emissions by 2030
2. Coordinated RD&A effort



GHG emissions are measured and reported by the National Greenhouse Gas Inventory accounts:

GHG emissions — Emissions captured and/or offset = 0 tonnes CO_{2w}