

Project overview



L.MVP.2400 - 5-year M&E Evaluation of HVFF Sub Program

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Summary

Meat and Livestock Australia complete Measurement and Evaluation reports that cover 5-year periods of investment. The Product and Packaging program recently commissioned an external consultancy, ProAnd & Associates to complete the 2020-25 evaluation.

A range of investments including those covering the development of a range of novel powdered red meat ingredients, value added products such as snacks, broths and smallgoods, as well as value added products for food service and retail markets delivered incremental sales of \$165 million up to 2025. This increase is revenue generated an additional \$25 million margin for industry producers, processors and value adders.

Objectives

The aim of this investment was to determine the incremental value that can be achieved through industry partnerships with stakeholders that have a vested interest in identifying new and novel pathways for Australian red meat consumption. This was completed through research activities funded via MLA levy investments as well as MLA Donor Company investment with commercial partners that have a vested interest in commercialising the outcomes of the completed research.

Significant growth opportunities beyond traditional meal consumption occasions have been identified, these include

1. Red meat ingredients as functional ingredients in supplements, nutraceuticals and other products.
2. Red meat as a shelf stable meal and snacking opportunity.
3. Red meat products such as hides, skins and bones as a source of commercially available and viable collagen.
4. Red meat 5th quarter products such as blood, hides, offal and organ meats as a functional and fortifying ingredients in further product development.

Project outcomes

Evaluations of these investments continue through the review of executed license agreements as well as tracking of relevant sales data through various databases and publications.

Benefits to industry

The evaluation has identified raw material value multipliers of between 1.5 and 10 times when comparing the raw material value versus the wholesale value created. This accounts for additional costs required to convert the raw material from its initial input through to its final product.

Future research and recommendations

Research into these novel value adding opportunities continue and ongoing measurement and evaluation of these investments will continue to occur, ensuring that there are viable returns being generated by and for Australian red meat stakeholder.