



Australian beef and sheepmeat industry

WACS Junior Chef Forum, Santiago Chile 2010

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Who is MLA?

- Meat & Livestock Australia Limited (MLA) is a rancher-owned company that provides research, marketing and market access services to the Australian industry.
- MLA has over 46,000 livestock rancher 'members' who have stakeholder entitlements in the company.
- MLA is primarily funded by transaction levies paid on livestock sales by ranchers.

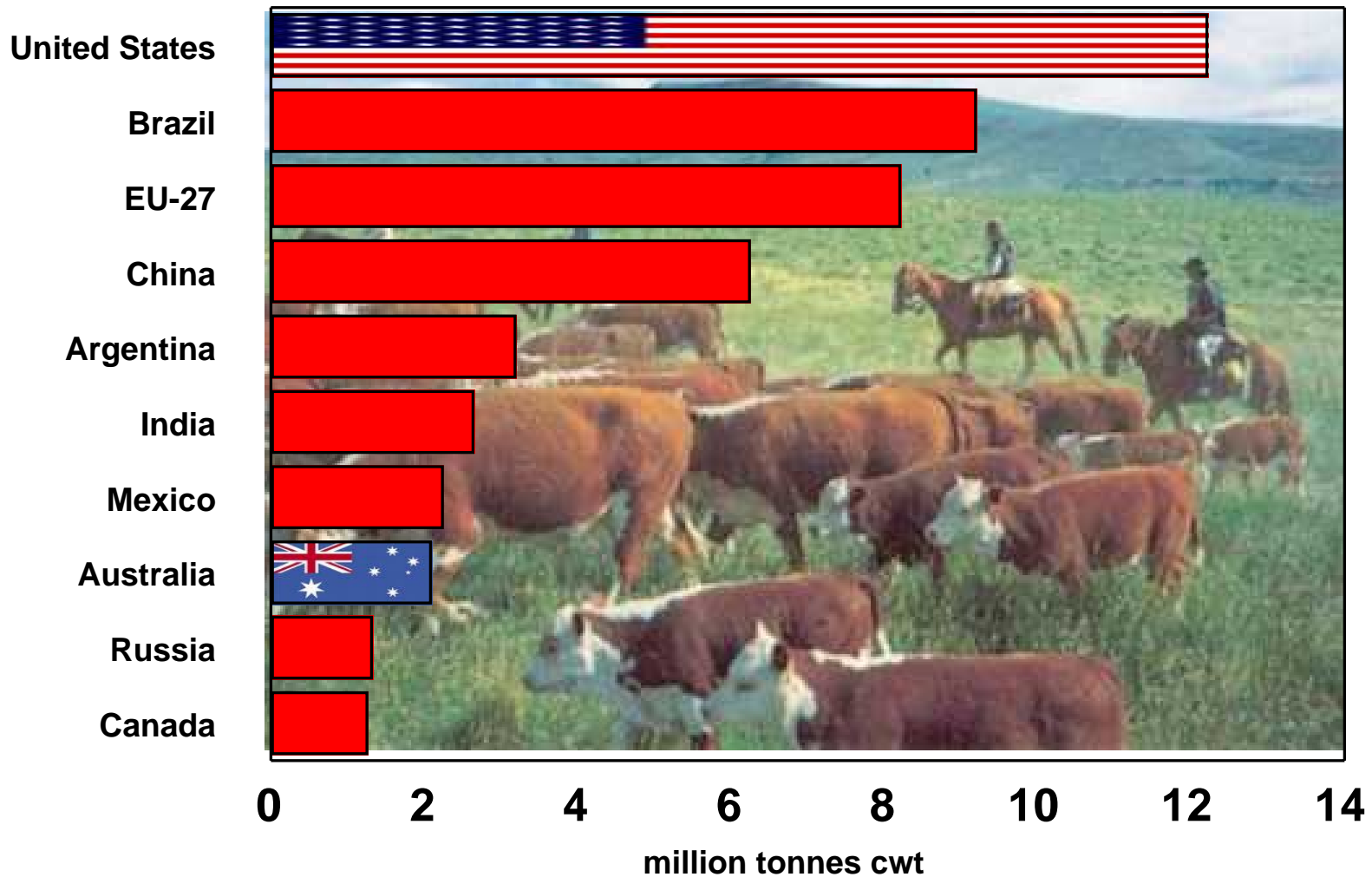


MLA's key activities

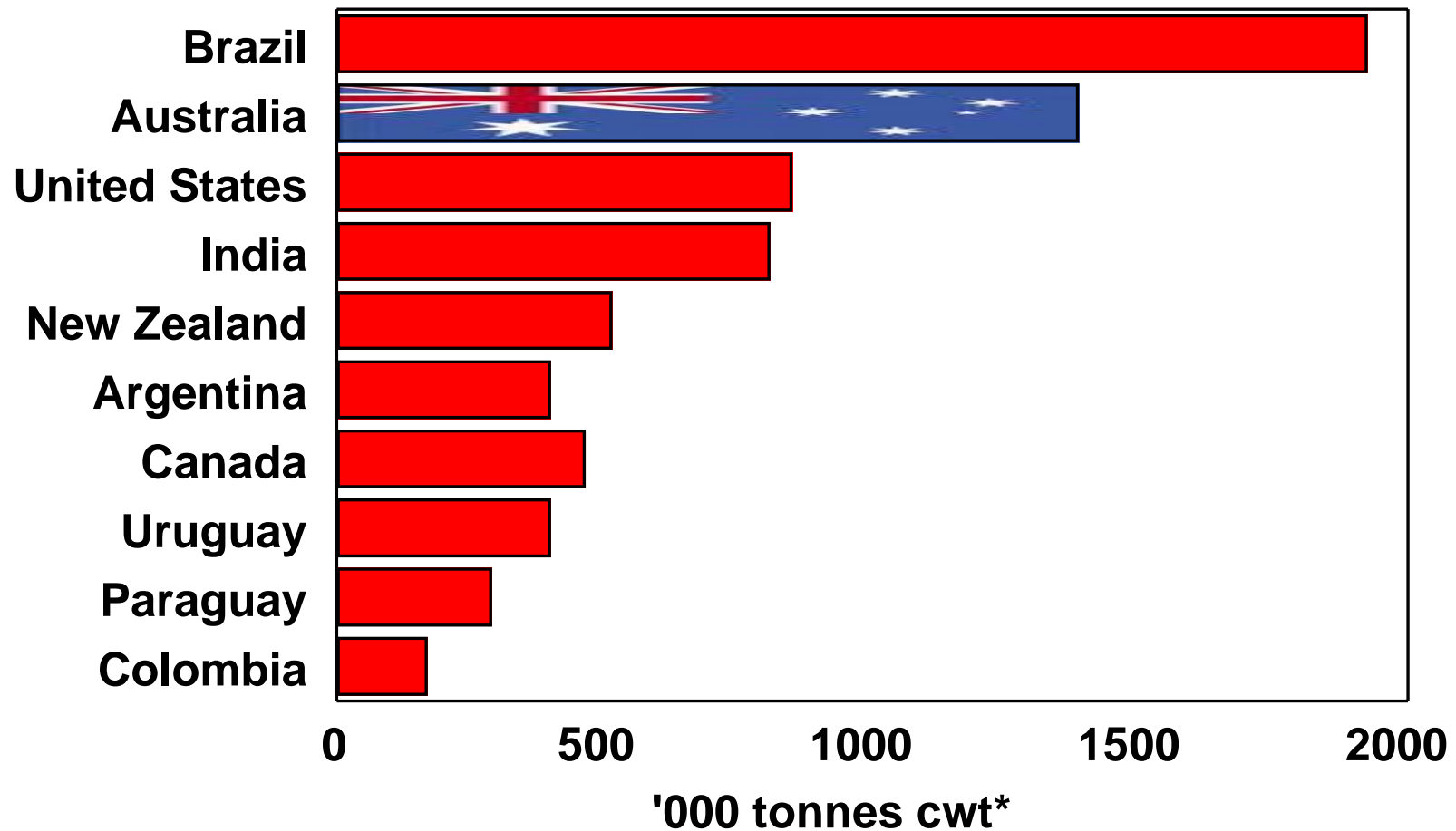
- Convey awareness of the eating quality and value aspects of Australian beef and lamb to the foodservice and retail trade
- Educate trade and consumers on the safety, integrity and quality systems of the Australian beef and lamb industry
- Work with exporters, importers, distributors and end-users to identify and develop sustainable supply chains.
- Assist in promoting and marketing of Australian beef and lamb in the foodservice and retail sectors in partnership with importers and end-users
- Ensure market access for Australian beef and lamb in the North American market



Australia a second tier beef producer



... but second largest beef exporter

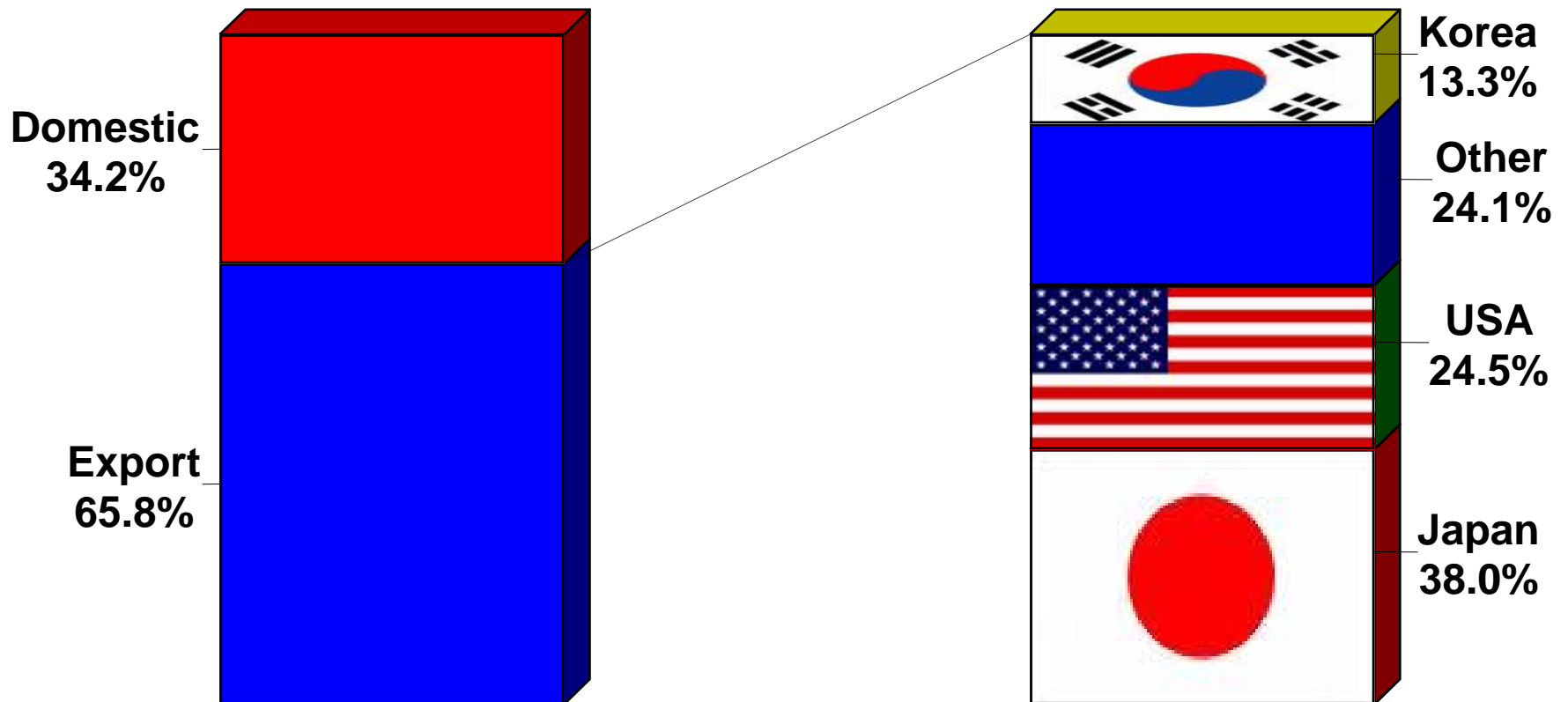


Source: USDA

* includes processed meat

Australian beef utilisation

2008 beef & veal production = 2,161,131 tonnes cwt



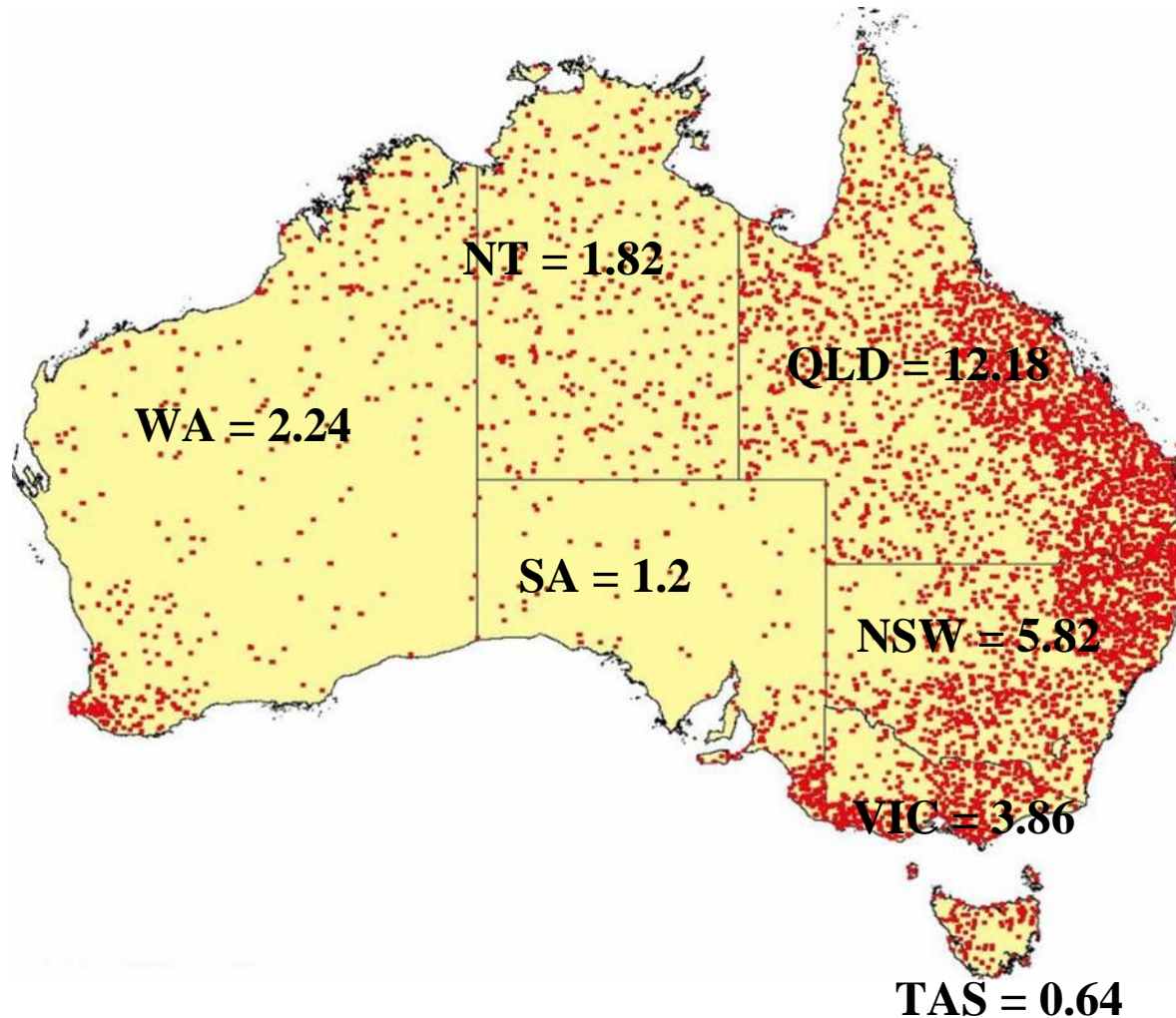
Australian beef exports to the world

Total US\$4.3 billion in beef exports



Distribution of Australian cattle

27.8 million head (as at June 2008)

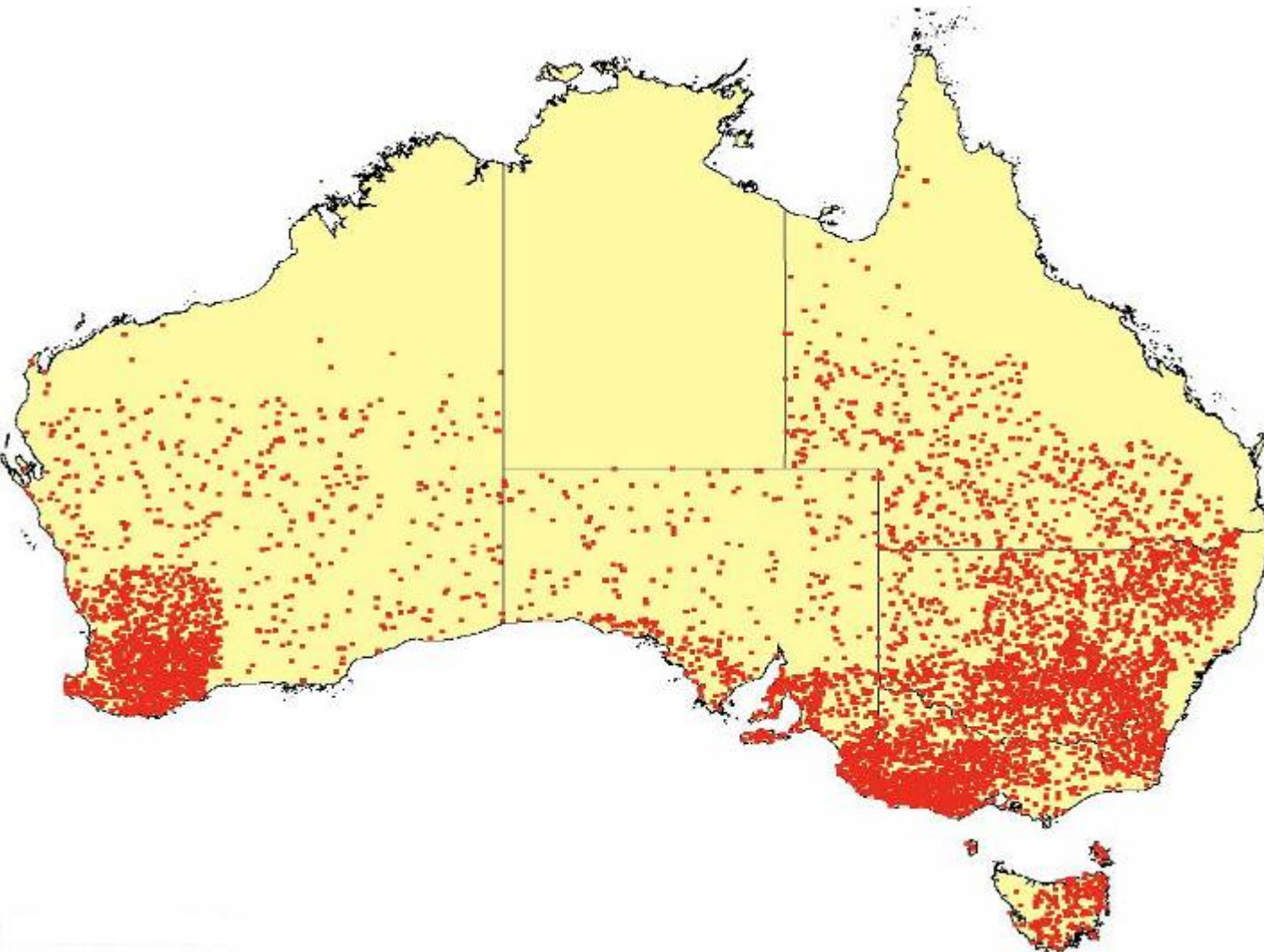


Australian Sheep Outlook

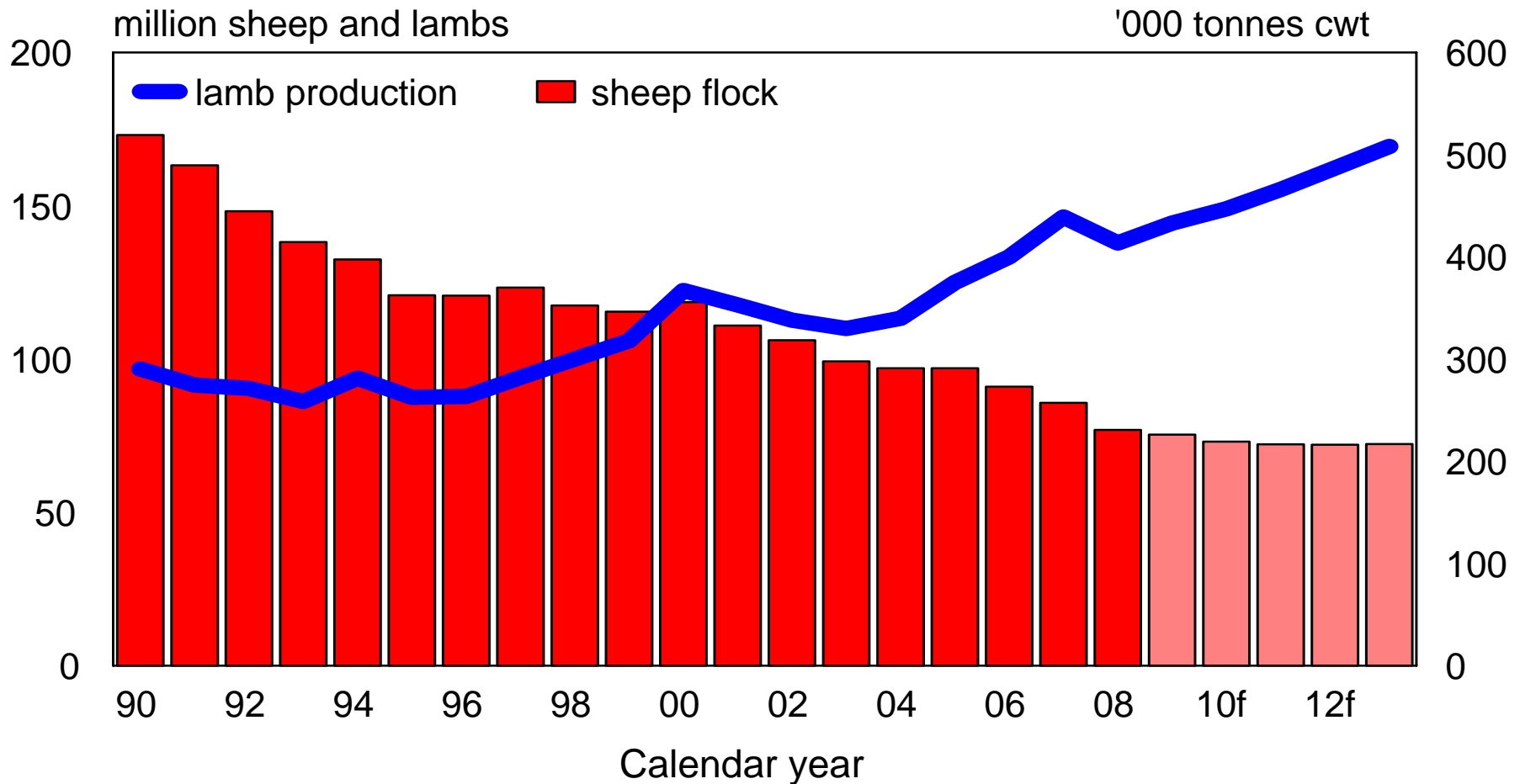


Distribution of Australian sheep

79.23 million head (as at June 2008)



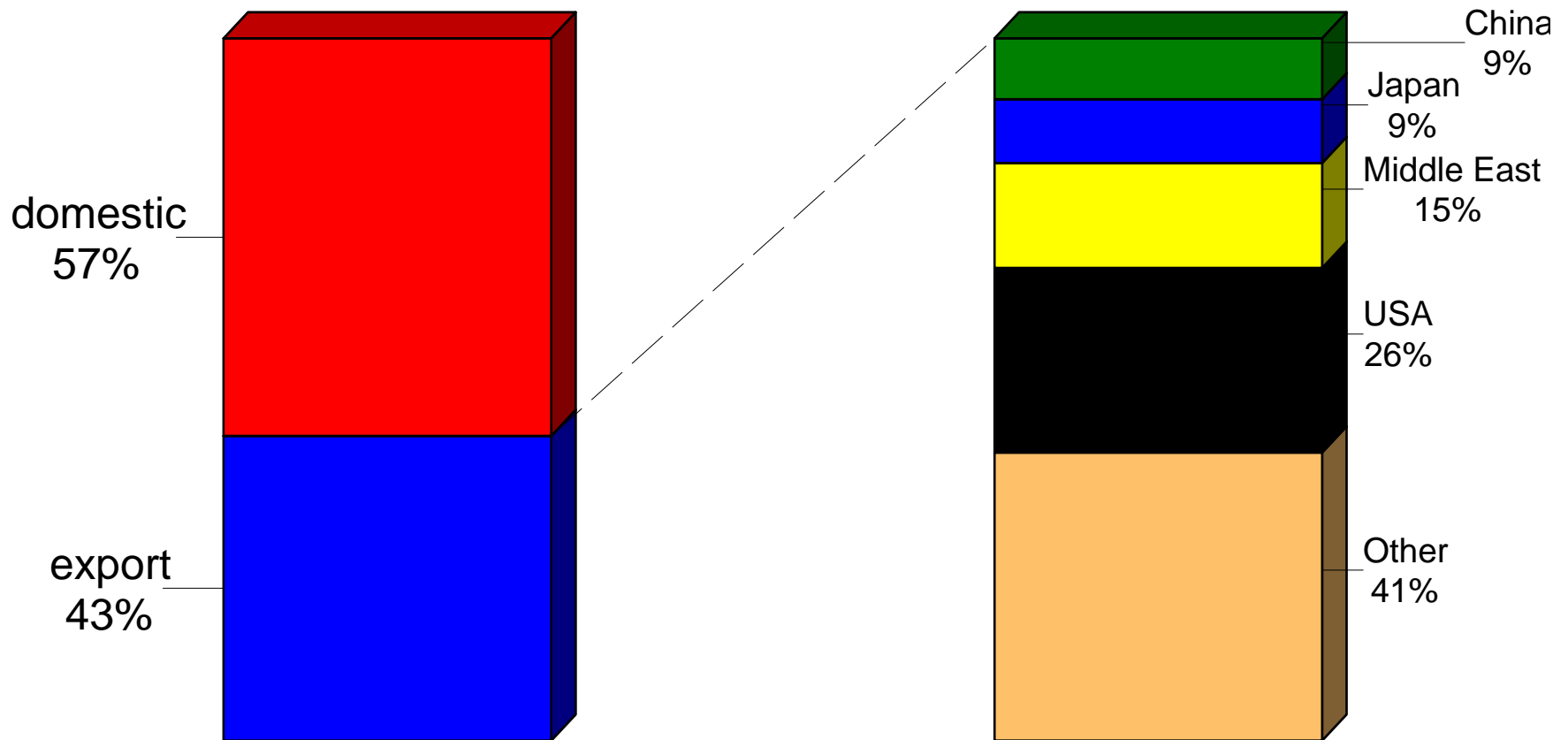
While Australian sheep flock predicted to fall, lamb production expected to rise



Source: ABS

Australian lamb utilisation

2008 lamb production = 413,663 tonnes cwt



Calendar year

Source: AFFA, ABS, MLA

Australian Export Performance



Total A\$1.3 billion in sheepmeat exports



Quality assurance and food safety systems



Production systems - pasture

- Australia is internationally recognized as being free of all major diseases of beef cattle and sheep.
- Historically renowned as a grass-fed producer, improvements in production and growth in grain finishing now delivers delicious tasting beef.
- A range of production practices deliver a variety of products including; organic and natural products, these are minimally processed, free of artificial additives and hormone growth promotants.



The three pillars of quality



**National Livestock
Identification System
Sheep & Goat**

**Mandatory
Identification**



**LIVESTOCK
PRODUCTION
ASSURANCE**

**Food Safety
Systems**



**Consistent
Eating Quality**

Traceability and food safety

- Monitoring Programs

- Under the Australian Standard all export processing plants **must** monitor for E.coli and Salmonella
- The National Residue Survey - Government program that monitors meat and offals for residues of agricultural, veterinary, environmental and industrial contaminants



- Transport & Shipping

- All shipping containers destined for export are inspected and sealed under AQIS supervision
- Containers cannot be opened until they reach their final destination

Why Australian beef?

- Optimal cut size and yield
 - Margins are being squeezed
 - Move to pasture fed, organic, natural
 - Smaller cuts – or higher yield to lower centre of the plate costs
- Consistently tender
 - Wet aging occurs when the primal cut is vacuum-packed and transported in a chilled state for an optimum period of 30 days.
- Optimum shelf life
 - Due to the strict adherence to hygiene during production Australian chilled beef products achieve up to 120 days shelf life when the cold chain is maintained, while frozen beef can be stored up to 12 months



Why Australian Lamb?

- Australian lamb is predominately a grass-fed product, specially bred, raised and selected for its mild and delicious flavor.
- All-natural product that's minimally processed, free of artificial additives and hormonal growth promotants.
- Long shelf life of up to 80 days (cold chain intact) for chilled product
- Good specifications ensure good trimming and minimal wastage



Traceability systems



Livestock identification & traceability

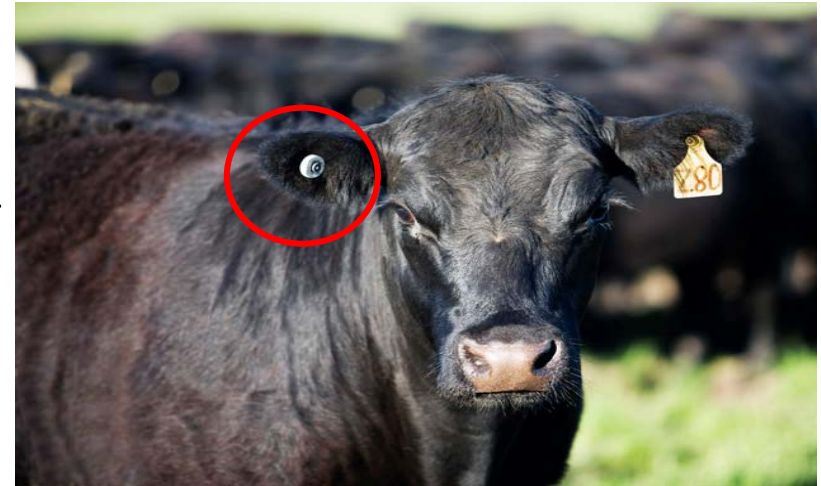
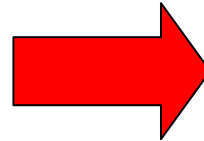
- Developed in 1997
- Australia was the first country to develop a national electronic livestock ID system
- Mandated by 2005 in all states



National Livestock
Identification System
Cattle



Second component: unique animal ID



Hand held scanner

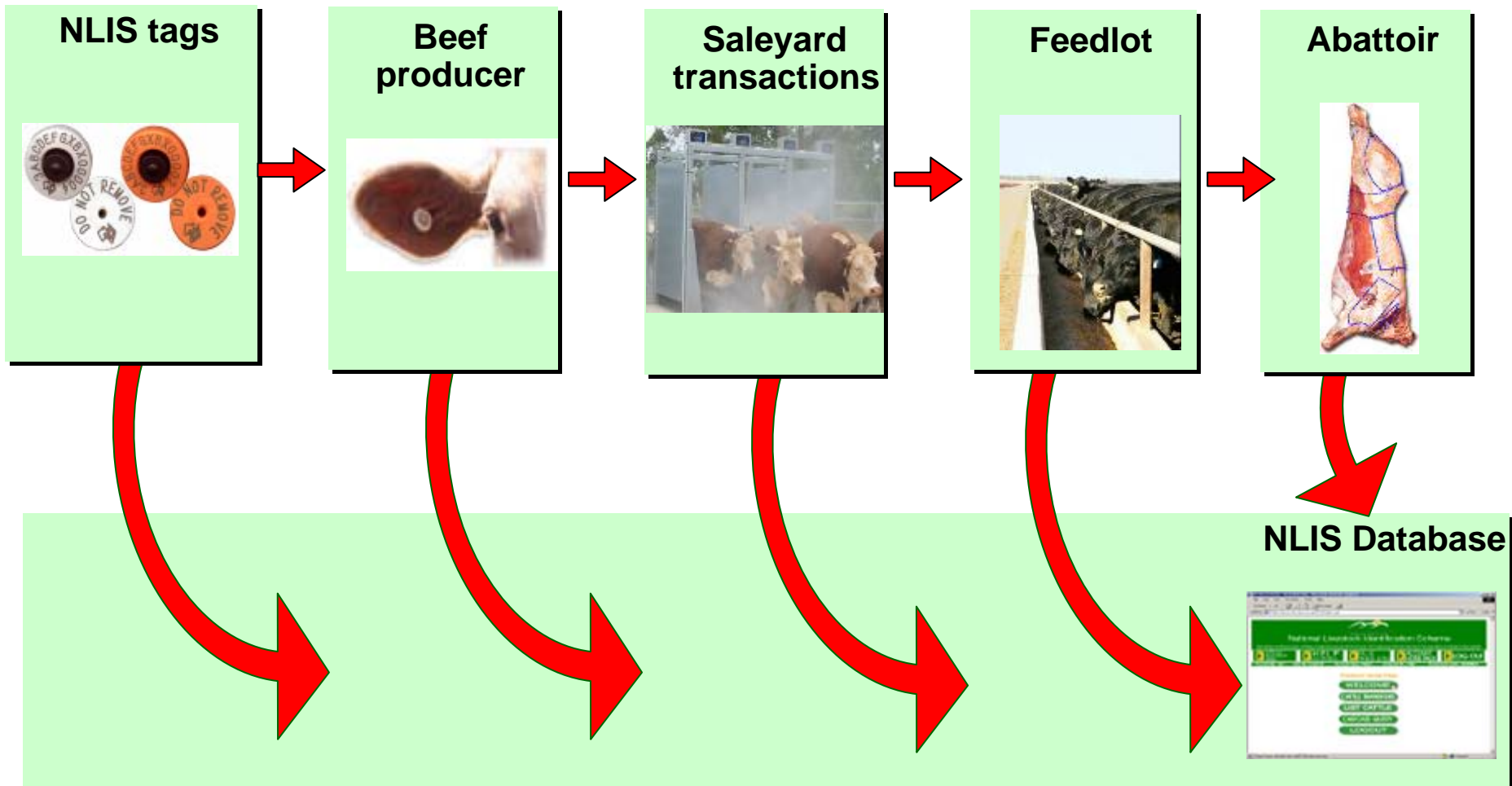
NLIS - automated system

- Since Feb 2008, producers can perform property-to-property cattle transfers via their mobile phones.



How does NLIS work?

From property of birth, all animal movements are recorded on the database



For more information



Go to www.australian-meat.com



australian meat

FOR THE TRADE

Find product, industry, and supplier information on Australian Beef, Lamb and Goatmeat.

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Questions?

