

Activities and insights from MLA

MeatUp, Albany

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Meat & Livestock Australia



Today's presentation

About Meat & Livestock Australia

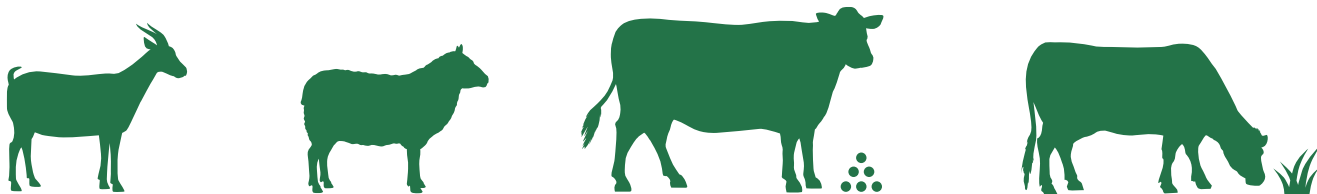
New tools, technology and innovations

Biosecurity

CN30

About MLA

Working in collaboration with the Australian Government and the wider red meat industry, MLA invests in initiatives that contribute to **producer profitability, sustainability** and **global competitiveness**.





MLA Vision

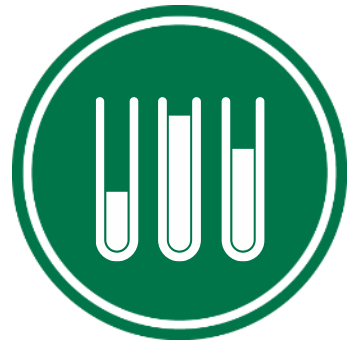
Enduring prosperity for the Australian red meat & livestock industry

MLA Purpose

To deliver world-leading outcomes that fuel global competitiveness, sustainability and producer profitability.

MLA's remit

- Research, development and adoption
- Marketing





▲ POLICY AND STRATEGY ▲

▼ SERVICE PROVIDERS ▼



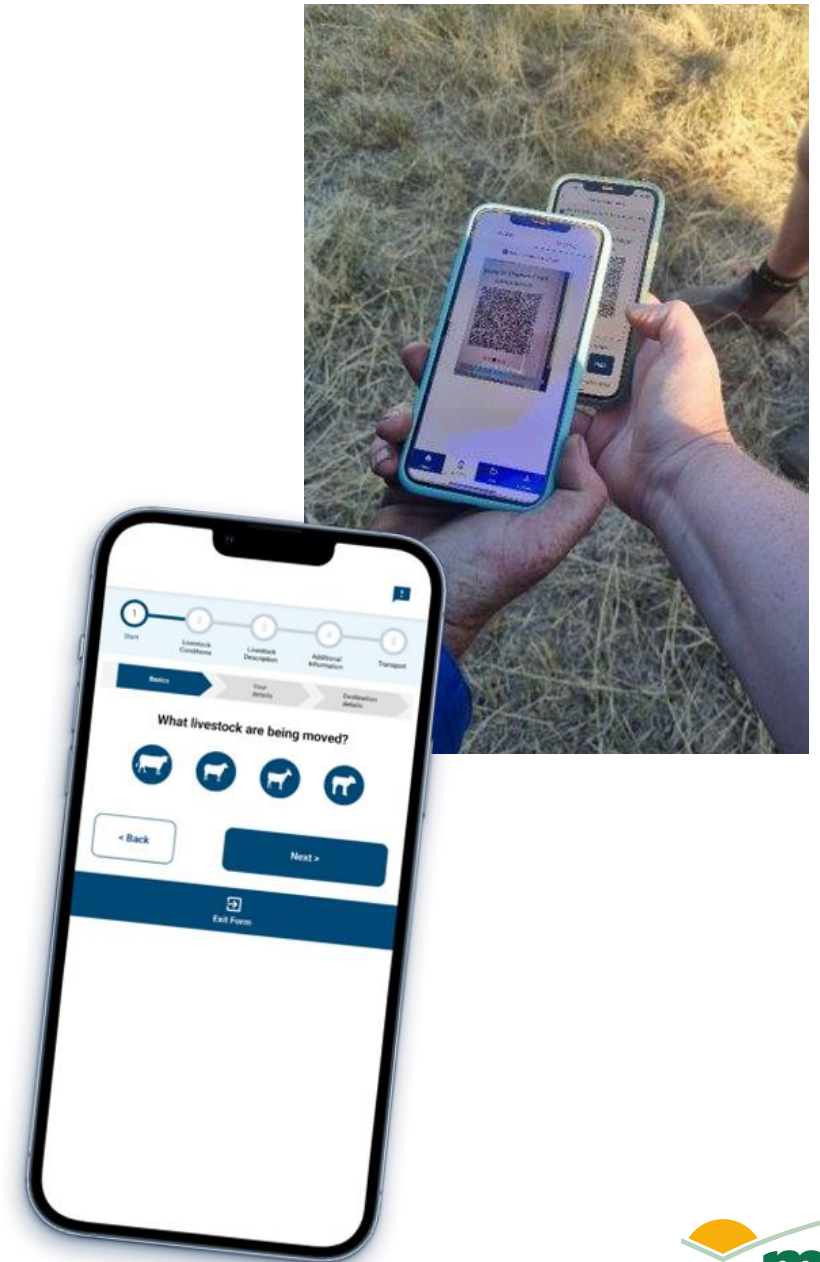
Going digital with eNVD

- Soft-launched by Integrity Systems Company (ISC) at the MLA Updates in Toowoomba in November 2022. Hard-launch occurred last week.
- The eNVD is not just an NVD - it's a system for completing all consignment details digitally including livestock assurance and health declarations.
- Data can be transferred fully offline via a QR code system – from a producer's phone to transporters and beyond.
- Helps move NVDs to a new era, overcoming connectivity issues.
- Saves time, prevents errors and enables efficient access to data.



Going digital with eNVD

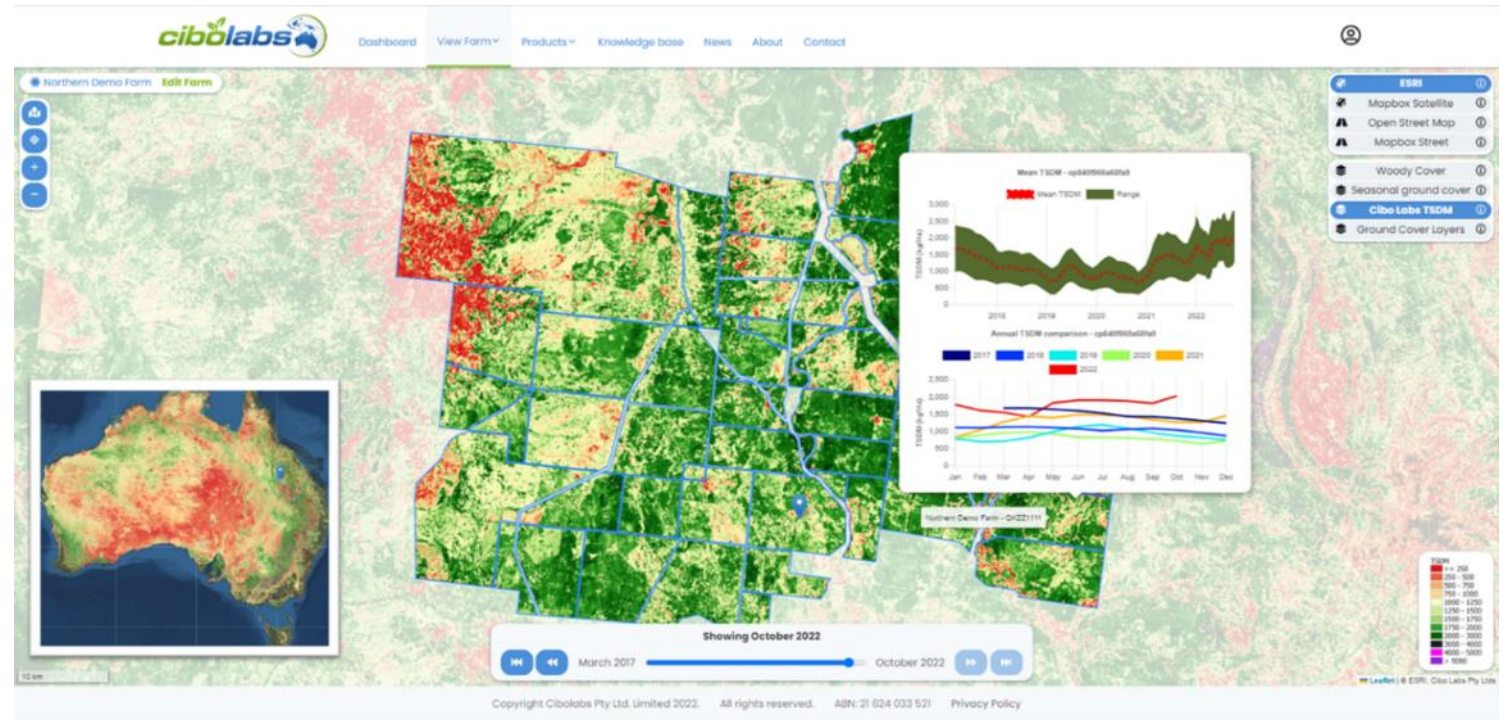
- The app has had almost 6000 downloads and 34,000 mobile sessions.
- We've seen 1225 consignments created, covering 83,000 head – covering 37% of consignments.
- Industry still has access to paper NVDs and any change or transition will occur in consultation with the industry.
- ISC has a trained team of consultants working across sectors and supply chains to develop adoption plans to assist in the uptake of digital consignments
- Check out the app in the App Store or Google Play and try it for yourself.
- Any questions – the ISC team are always happy to help.



Australian Feedbase Monitor



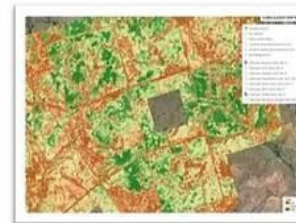
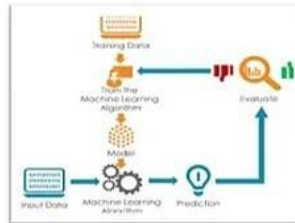
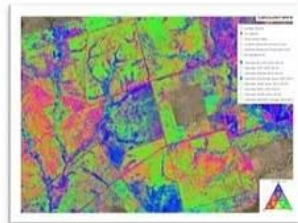
Remote sensing and machine learning from satellite imagery of pasture biomass, ground cover and land condition and grazing monitoring.



Weekly estimates of pasture biomass and ground cover

- What are my ground cover levels?
- What are my paddock pasture biomass levels?
- How does my feed on offer (FOO) compare to last month?
- How many grazing days do I have available in each paddock and across my enterprise?
- When will the mob hit the target weight?

What's my ground cover?



Time-series satellite imagery scout maps to optimise field pasture assessments

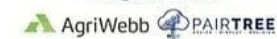
Directed in-paddock sampling. Detailed pasture yield assessments. Dedicated data collection Apps

5 daily time-series satellite data. Machine Learning based on field data. A "living laboratory" based on producer and Cibo data.



Estimates of pasture biomass for every paddock every 5-15 days. No "black boxes"

Estimates of Feed on Offer for every paddock, property and the company every 5,15-30 days
Integrated with:



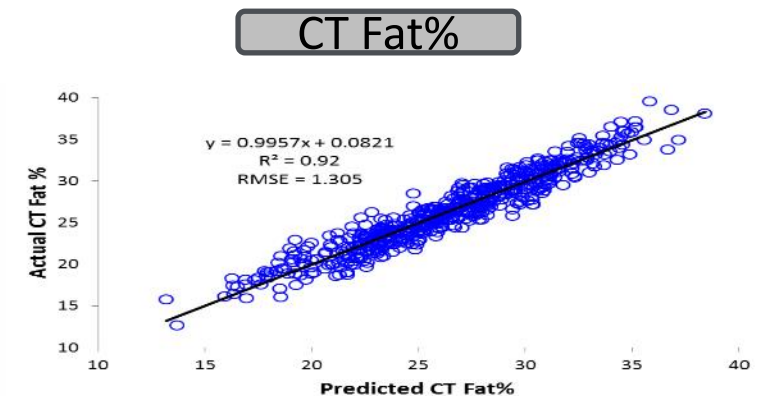
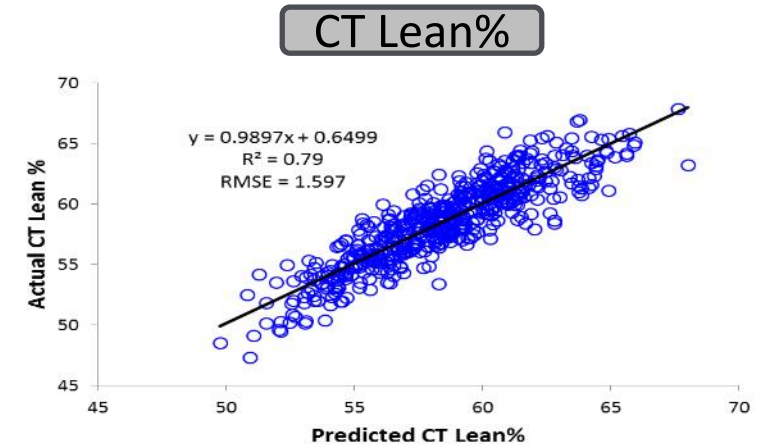
MEQ Probe

- A needle probe that uses spectral imaging
- IMF measurement in hot carcasses – validated against laboratory IMF measurement
- AUS-MEAT conditional accreditation achieved for lamb IMF: 2 – 6% range
- Industry IMF range accounts for c.10 MSA points for juiciness, flavour and overall liking



DEXA – Dual Energy X-ray Absorptiometry

- X-ray technology to measure the composition of each carcasse
- Differentiates lean, fat and bone to measure carcasse lean meat yield

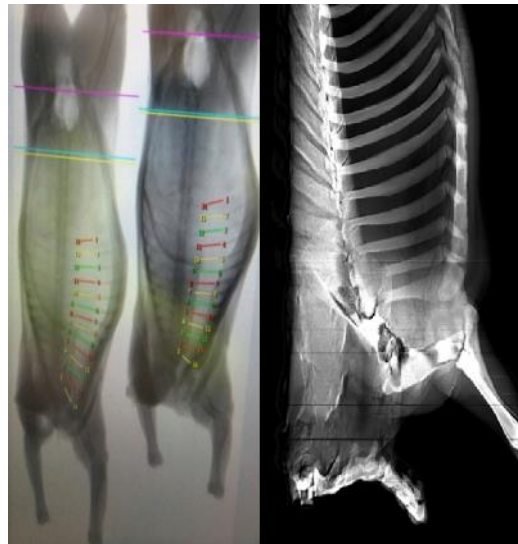
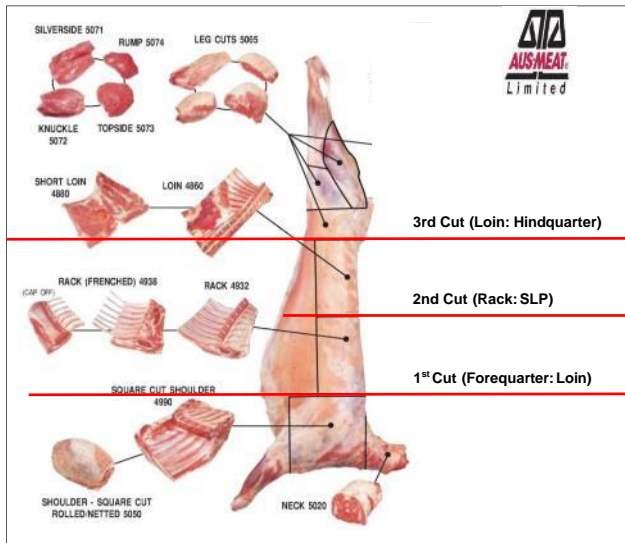


Process sensing and automation

- Australian meat processing are rapidly ramping up their investments in robotics and automation.
- DEXA is being used on conjunction with robotic meat cutters and boners for lamb processing.
- The system increases the value of a lamb carcass by \$7-8/head. (Payback: 1-2 years).



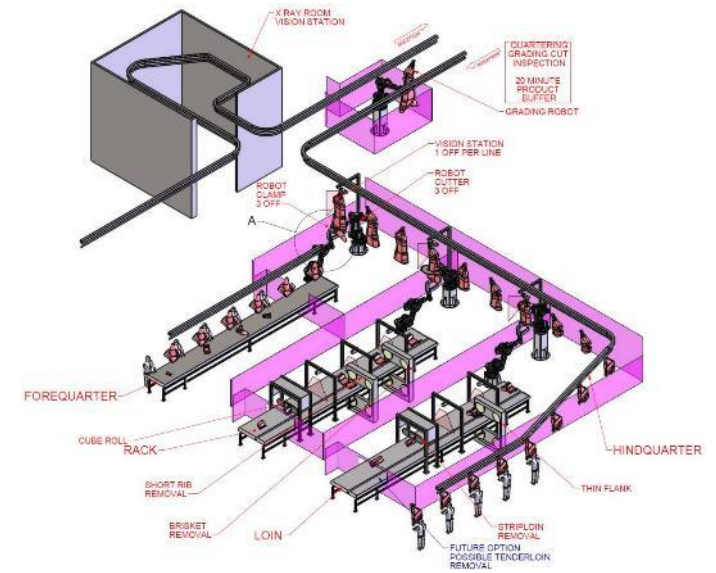
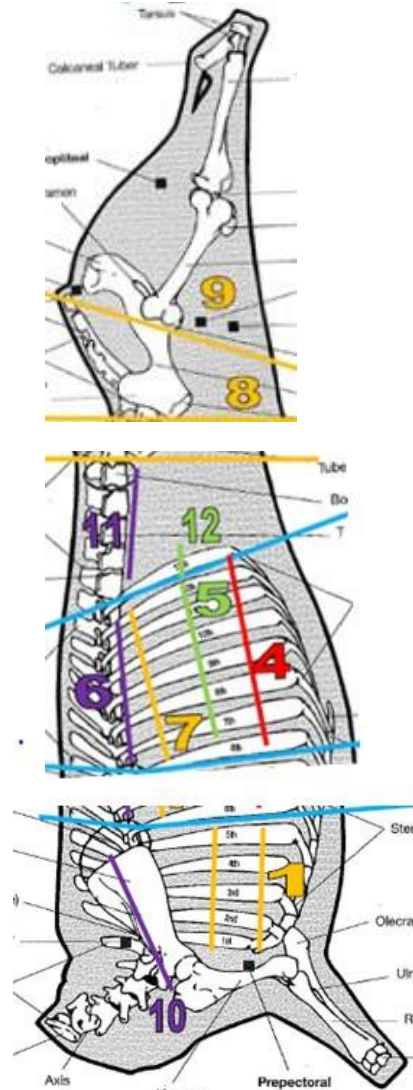
DEXA – dual-energy X-ray



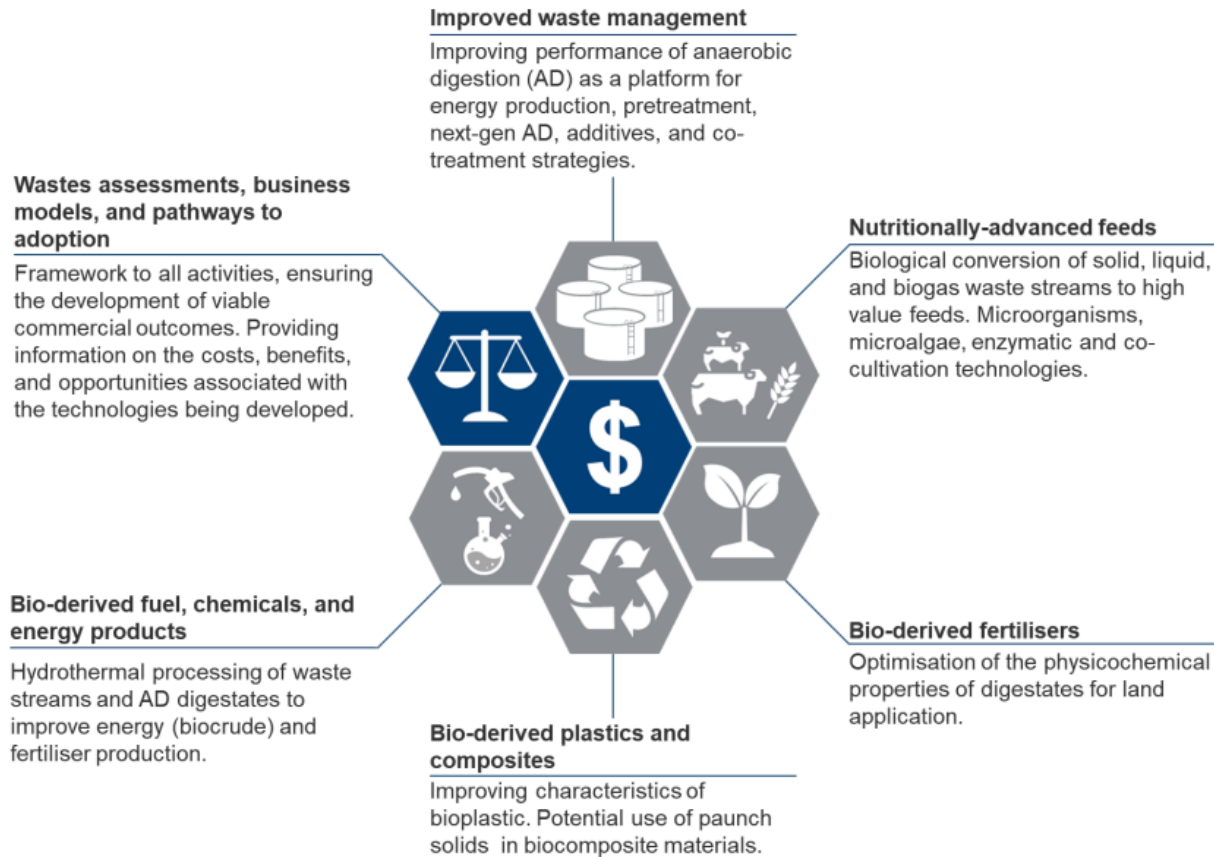
The next frontier - new innovative beef boning approach

DEXA x-ray sensing and robotic cutting has the potential to reliably and accurately process a beef side at 500 sides per hour.

- Forequarter, middle and hindquarter sections into multiple cutting zones
- \$20 - \$30 per carcase increase in value.
- Striploin/Rack/Chuck zone remains the key focus



Other innovations – upcycling lower value cuts and by-products



Waste2Profit – Rural R&D for Profit program led by MLA

Powdered organ meat & collagen (hides) - nutraceuticals

FMD and LSD in Indonesia

Risk of incursion in next five years

28%



12%



Investing to help protect our industry

- Supporting the Indonesian Government to review its national traceability system to help track and control livestock movements.
- Funded five sets of portable cattle yards to assist local government authorities to vaccinate cattle for FMD
- Partnered with the Australian Government to deliver biosecurity support to Indonesia.
- In-country vaccination support, including a reimbursement for vaccinations of Australian cattle entering Indonesian feedlots. MLA has committed up to \$1.3 million.
- We are also investing in research and innovation, such as partnerships around the development of mRNA vaccines for LSD.



Boosting industry awareness and preparedness

- Visit MLA's [dedicated FMD and LSD webpage](#) or [frequently asked questions about FMD and LSD](#)
- View this [factsheet and checklist on farm biosecurity](#)
- Read [MLA news on FMD and LSD](#)
- Visit the [ISC website](#) for more biosecurity tips, tools and news.



Australia and Indonesia join forces to stop disease spread

Australia will work with Indonesian feedlots to help protect their facilities from FMD and LSD through a new project jointly funded by the Australian Government and MLA.

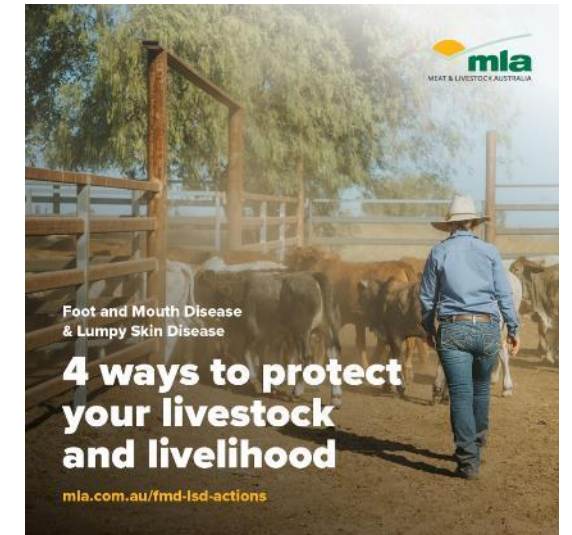
[Read now](#)



Webinar delivers latest update on FMD and LSD

Missed this week's webinar on FMD and LSD? Click here to view the recording and hear what's happening on the ground right now with FMD and LSD.

[Watch now](#)



An aspirational target for the Australian red meat industry to achieve **net zero greenhouse gas emissions** by 2030.

CN30 



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}

CN30 - Key work areas



1. Industry leadership



2. GHG emissions avoidance

- Grazing properties
- Feedlots
- Processing facilities



3. Carbon storage

- Grazing properties



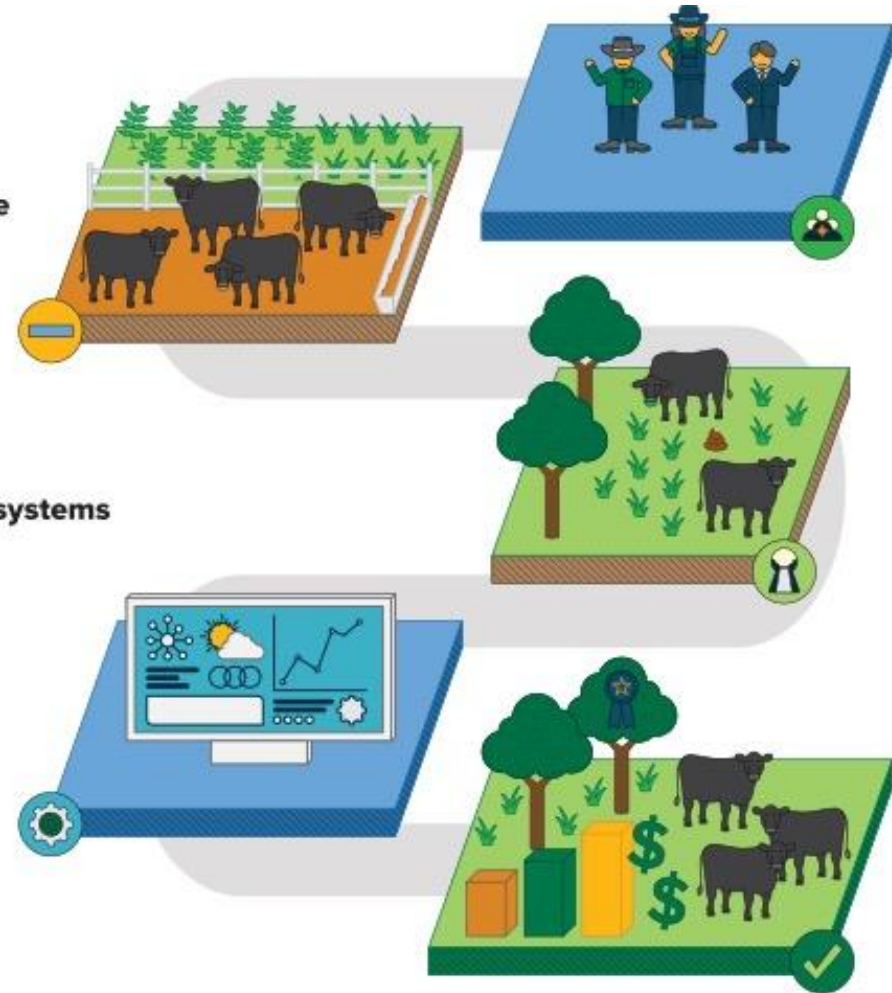
4. Integrated management systems

- Rapid adoption
- Carbon accounting
- Measurement & reporting



Multiple benefits

- Demonstrated environmental stewardship
- Increased profitability
- Increased animal productivity



CN30 - Industry progress

The Australian red meat industry:

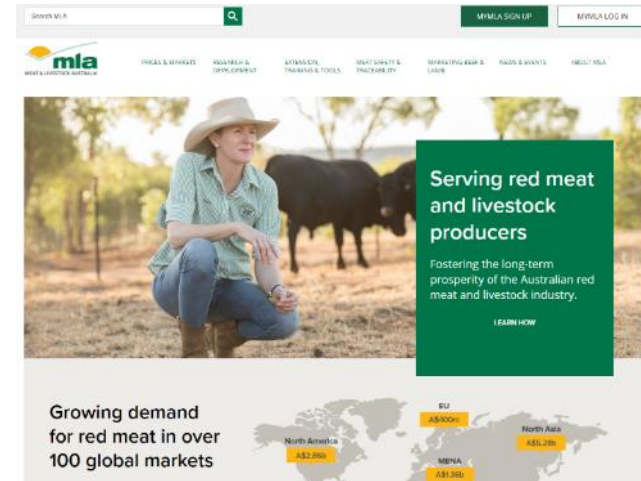
LOWERED
it's greenhouse
emissions by
59.05%
since 2005

EMITS
56.38Mt
CO₂-e per year
down from
133.36Mt CO₂-e pa

CONTRIBUTES
10.7%
of national emissions
down from
22% in 2005

Stay in touch and up to date

- Extensive stakeholder engagement opportunities
- Face-to-face producer meetings, events and forums
- Annual call for event sponsorship
- Updated website and social media
- Corporate communications such as Annual Report, Annual Investment Plan, State of the Industry report
- *Feedback* magazine
- Targeted e-newsletters
- Media coverage (newspaper, radio, TV, online)
- Dedicated call centre



Prices and markets | Research and development | News and events | Contact us

The Weekly Your round-up of prices, markets, news and more.

Welcome to The Weekly - MLA's new streamlined weekly e-newsletter containing content from Prices & Markets and Fidyby Feedback



General Manager - Research, Development & Adoption Michael Crowley (pictured) has a recommendation for any producers looking to buy high-performing sires this selling season - the MLA genetics hub.

[Read now](#)

Prices and markets

The latest market developments | Prices and market stats | Market reports



Become a member of MLA

MLA members receive:

- **Feedback** magazine – stories on your industry in your letterbox five times a year
- Latest market news, on-farm tips and events info: **The Weekly** newsletter
- **Have your say**...vote at MLA's Annual General Meeting
- Invitations to **events** throughout Australia.

Membership is free



mla.com.au/membership



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