



# Beef Producer Intentions Survey

[BPIS: November 2023]



February 2024



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The survey, undertaken by MLA, is used to help industry determine grassfed beef cattle production forecasts and to understand the breed composition of the Australian herd on a national, state and regional basis. It is one of the inputs into the MLA beef industry forecasting models.

The research has three primary objectives, namely to:

- ✓ **Measure and report** on herd population, demographics, beef cattle supply information and producer production intentions.
- ✓ Ensure estimates are reliable and based on sufficiently large sample sizes to ensure the **robustness and accuracy** of estimates. The sample should be representative or weighted to be representative of the producer population structure.
- ✓ Provide capacity to **explore and investigate results** at a smaller area and segment level. This will include – among other things – across states and MLA reporting regions.

The following report provides an overview of results for the **NOVEMBER 2023** survey.

## The November 2023 survey

Feedback was sought from grassfed beef cattle producers over the period 13<sup>th</sup> November 2023 – 18<sup>th</sup> December 2023. Producers were initially invited to complete an online survey with the final sample complemented with a smaller number of phone interviews.

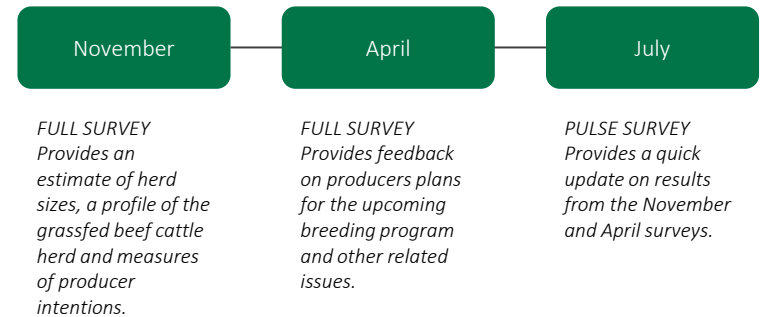
A total of 3,767 producers from across Australia respond to the survey invitation. The feedback was then weighted, using the latest available data from the Levy Payer Register, to produce industry estimates.

A full breakdown of the sample make up, plus a description of the Levy Payer Register data used and the weighting approach is included as an attachment to this report.

**Please note that the November 2023 survey instituted to support the industry with reliable data because of the reduction in the scope of agricultural surveys being conducted by the ABS. There are number of new design elements and so some caution should be exercised when comparing these results with previously released data.**

## An overview of the research design

Three separate but integrated surveys will be conducted across the calendar year. Each survey will have a specific focus and purpose, as described below.



More detail on the research design is included in the Attachments to this report.

## State of play...

The beef cattle market is a highly dynamic market.

Forecasts of El Niño have been counterbalanced with some early rains across eastern and northern Australia. There remains significant pressures on producers including increasing input costs, challenges around workforce shortages as well as supply chain and market pressures (domestic and global).

The content opposite provides a brief overview of the beef cattle sector by the agribusiness units within Rabobank and ANZ Agribusiness.

The discussion provides a useful context for interpreting the results in the November 2023 Beef Producers Intentions Survey.

### RABOBANK Commentary

- ✓ Cattle slaughter will lift in the order of 10%-15% in 2024 after an estimated 18% increase in 2023.
- ✓ Increasing cattle inventory and an increase in processing capacity will be the two reasons for the rise.
- ✓ Breeding inventory will continue to increase albeit at a much smaller rate than the last three years.
- ✓ Areas in the northern half of Australia still have capacity to increase stock numbers while southern areas will be more stable.

### ANZ Agribusiness Commentary:

- ✓ Due to the destocking, the gap between indicator prices for the three main indices (National Feeder Steer, National Heavy Steer and National Restocker Yearling Steer) has moved the closest it has in 4 years
- ✓ Destocking is driving a premium for finished stock (coupled with higher input costs) meaning processors are paying a higher premium for stock that requires no further inputs
- ✓ Market sentiment is showing some confidence in the forecast shorter dry period with producers holding onto their lighter stock with a view to hold them through the season and be well placed once rebuild starts
- ✓ Labour shortages still remain an issue for processors although this is not expected to impact numbers through processing facilities, with beef production forecast to be up 14 percent for 2023/24
- ✓ With higher Australian production numbers, exports are forecast to increase by 15 percent with the increased volume well placed to fill emerging opportunities internationally

The report provides a summary of the feedback provided by producers who completed the November 2023 Beef Producer Intentions Survey (BPIS). Estimates of herd size, sentiment and forward projections presented in this report are made using the data collected in the survey.

There are several aspects about the survey design that should be considered when reviewing or interpreting the results from the November 2023 BPIS survey.

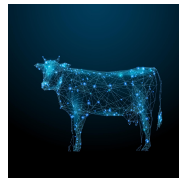
With these design issues in mind, the results from the November 2023 Beef Producers Intention Survey (BPIS) are presented.

## ***The report structure***

Producer sentiment about the next 12 months for the beef cattle industry

A profile of the on-farm grassfed adult beef cattle herd

Producer intentions for their on-farm grassfed adult beef cattle herd



### *Complementary diagnostics*

An overview of producer's breeding program

An overview of producer's sales program

### *The survey data has been weighted*

Estimates provided in this report are made from weighted survey data. Weighting of the survey data was important to ensure the sample of 3,767 producers who responded to the survey were representative of the total base of Australian grassfed beef cattle producers. Details on the weighting is provided in the attachments to this report.

### *Different production systems*

There are many different production systems in operation across this market. For the purposes of the survey, two main production systems were used as a framework to collect the data from producers. A set of questions for 'Southern producers' and for 'Northern producers' were developed. While there is significant crossover in the questions between the two surveys, there are specific nuances which accommodated the clear differences that exist.

That said, even within these two broad production system descriptions, individual producers will have developed, adapted and continue to evolve their own specific practices.

### *National level estimates*

Bearing in mind the sometimes different on-farm practices and systems, an effort was made in the analysis and report to calculate and provide national level estimates. There are likely to be nuances when aggregating results from different production systems and this should be considered when looking at national level results.

### *The report covers several core measurement areas*

The 2023 report includes coverage of several different measurement areas, including:

- Producer sentiment
- Herd profiles
- Breeding diagnostics
- Producer intentions
- Sales to date and forecast

### *BPIS just one input into the MLA forecasting models*

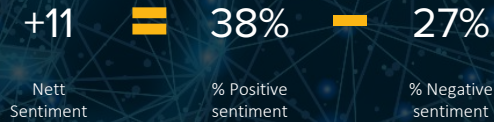
It is acknowledged that the estimates from BPIS will be just one of the inputs into the well-established forecasting models developed and supported by MLA. The models provide a more comprehensive approach to forecasting and provide important measures for industry. Results from the current BPIS survey should be considered in this context.



observations and insights

We spoke to 3,767 producers about their industry sentiment and the profile and intentions for their on-farm grassfed adult beef cattle herd...

## Sentiment of the Beef Cattle Industry



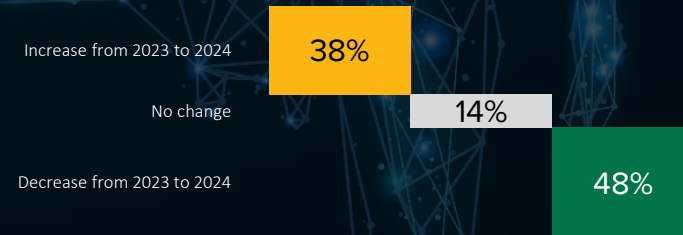
## Beef Cattle Herd Intentions



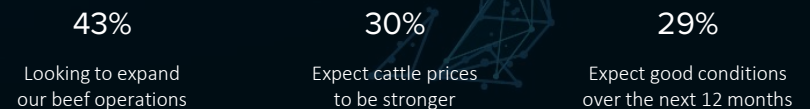
Reported beef cattle herd size for 2023  
 Forecast beef cattle herd size for 2024



The estimates above indicate the forecast change in on-farm grassfed adult beef cattle herd numbers. Producer-level intentions for increases, decreases or maintaining herd levels (ignoring the size of the herd) were:



Producers who forecast an increase in their on-farm grassfed adult beef cattle herd report three major factors influencing their plans for the next 12 months:



## Beef Cattle Herd Profile

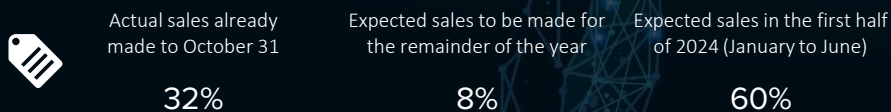


26.41 million

Estimate of on-farm grassfed adult beef cattle herd on hand at October 31 2023

|               |                      |
|---------------|----------------------|
| 13.32 million | Breeding cows        |
| 4.26 million  | Heifers              |
| 6.99 million  | Steers (under 2)     |
| 0.51 million  | Bulls (12m+)         |
| 1.34 million  | Castrated males (2+) |

Actual / Expected sales from cow / calf producers:



While the purpose of the research did not include the presentation of an interpretation of the survey results, some initial observations and insights has been provided in the following discussion.

## Producer sentiment

There were mixed views about the future of the beef cattle industry over the next 12 months. While results indicate that nationally producers are cautiously optimistic about the future of the beef cattle sector (Nett Sentiment: +11), there was a substantial proportion of producers with a negative outlook (38% positive: 27% negative).

From the analysis we note that:

- Northern producers are more optimistic (Nett Sentiment of +25) than Southern producers (+6)
- There are variations across states, but the result suggest that Queensland producers are more positive than producers in other states (+26) while producers in WA held a far less positive outlook (-28).
- The larger producers were most positive in their outlook than smaller producers.

Producers outlook for the next 12 months will be one of the factors in their planning and forecasting for this same period.

## A profile of the on-farm grassfed adult beef cattle herd

The November 2023 BPIS had a specific focus on understanding the profile of Australia's herd. Of the estimated on-farm grassfed adult beef cattle on hand:

- Angus and Hereford breeds dominate herds among Southern producers (accounting for an estimated 78% of their herd).
- Among Northern producers, Brahman, Ultrablack / Brangus and Droughtmaster breeds are most prominent (accounting for an estimated 69% of their herd).
- The survey has estimated that
  - An estimated 40% of the beef cattle to be sold are forecast to be sold in the 2023 calendar year. Northern producers reported a much more forward leaning sales plan with some 60% forecast to be sold in 2023.
  - Producers have reported most of these beef cattle scheduled to be sold in 2023 will be sold through saleyard auctions (66%). Not surprisingly, smaller producers are more likely to use just a single sales channel with the larger producers using more than one. For the larger producers, sales direct to feedlots are used more often than other producer cohorts.



## Producer intentions

Analysis of the feedback provided shows that:

- At the producer level (that is considering each producer equal), there is a net intention to decrease their on-farm grassfed adult beef cattle herd in the next 12 months:
  - 38% indicating they would increase their herd size;
  - 14% indicating it would remain unchanged; and
  - 48% indicating they would decrease their herd size.

The decrease posture was consistent across all states. The result was also consistent between Northern and Southern producers.

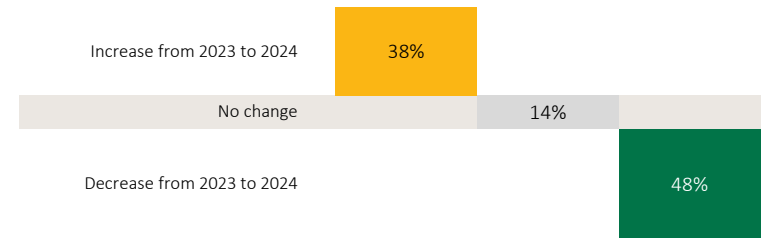
There were some differences when looking at larger producers where they were more likely to have a net growth posture.

- Analysis of the reported change in the number of beef cattle suggests a forecast increase of approximately 1% over the 2023 herd size. This result highlights the importance of considering the reported changes in herd size rather than just producers' disposition to change.

Details on the forecast change estimate – showing the impact from producers who have reported an increase as well as producers who were forecasting a decrease in their herd size – is shown opposite.

Producers in WA were forecasting the largest decrease in herd size (11%) while in contrast Queensland producers were more buoyant (reporting a forecast 3% increase).

The detailed results from the November 2023 Beef Producer Intentions Survey (BPIS) now follow.



| 2024 ON-FARM GRASSFED ADULT BEEF CATTLE HERD FORECAST |            |
|---|------------|
| Total estimated herd size for 2023:                   | 26,411,066 |
| Total expected herd size for 2024:                    | 26,547,166 |
| <hr style="border-top: 1px dashed orange;"/>          |            |
| Difference of:  | + 136,100  |
| <hr style="border-top: 1px dashed orange;"/>          |            |
| % forecast change on 2023:                            | + 1%       |

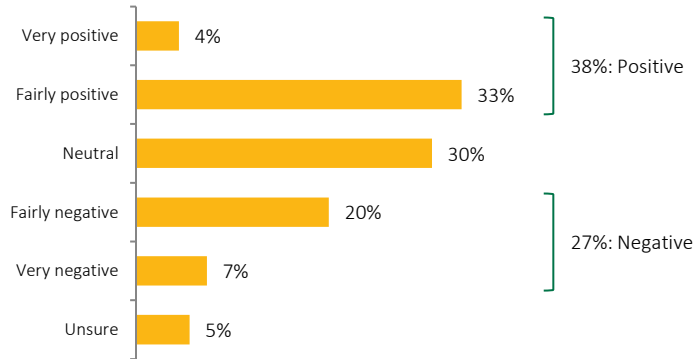


producer sentiment about the  
next 12 months of the beef  
cattle industry

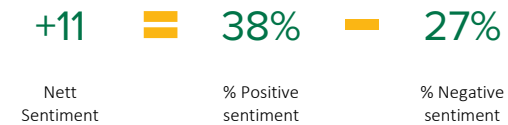
# Sentiment: outlook for the beef cattle sector

Q5. Firstly, how do you feel about the future of the **beef cattle** industry over the next 12 months? Would you say you feel...?

Base: All respondents, n = 3,767



Nett Sentiment  
(scale of -100 to +100)



At the national level, producer sentiment is mixed.

While slightly more producers see a positive future over the next 12 months (38%), a sizeable cohort see a negative outlook (27%). About one in three (30%) are uncommitted and probably uncertain about the next 12 months.

There are clear differences between Northern (+25) and Southern producers (+6) and across states. Larger producers hold a distinctly more positive outlook than smaller producers.

This mixed response about the future is likely to play forward for planning and intentions over the next 12 months.

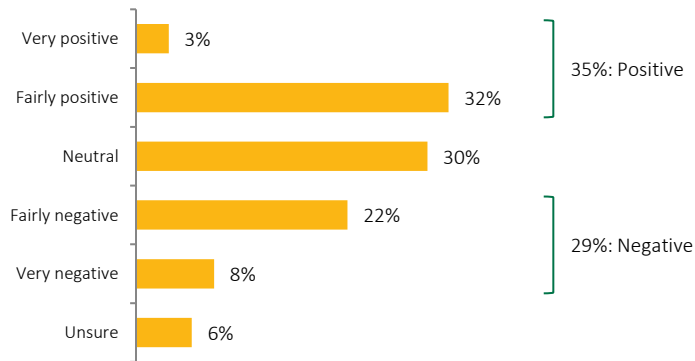
|                | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|----------------|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|                | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| Base:          | 1,299 | 864 | 189 | 144 | 930 | 311 | 2,271                    | 623        | 417        | 317        | 89         | 50                          |
| Nett Sentiment | +7    | +26 | +4  | -12 | +13 | -28 | +6                       | +17        | +17        | +27        | +35        | +32                         |

## Southern Australia

## Northern Australia

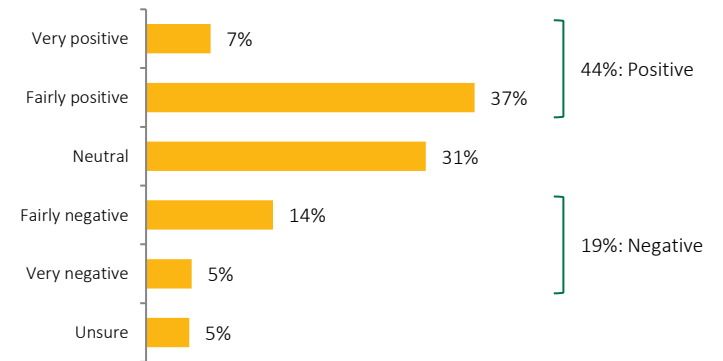
Q5. Firstly, how do you feel about the future of the **beef cattle** industry over the next 12 months? Would you say you feel...?

Base: All respondents categorised or self-identified as a Southern Australian producer, n = 2,885

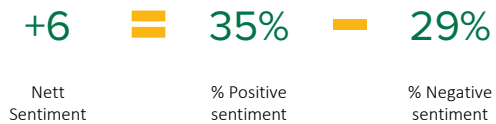


Q5. Firstly, how do you feel about the future of the **beef cattle** industry over the next 12 months? Would you say you feel...?

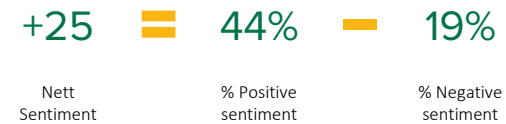
Base: All respondents categorised or self-identified as a Northern Australian producer, n = 882



Nett Sentiment  
(scale of -100 to +100)



Nett Sentiment  
(scale of -100 to +100)





a profile of the on-farm  
grassfed adult beef cattle  
herd

# Herd profile breakdown

Q6-7, Q9-11. The next set of questions look to get an estimate of your current grassfed beef cattle herd (not including calves) on hand at 31 October 2023. When considering estimates, please include a count across **all properties** and include **all breed types**.

Base: All respondents, n = 3,767

Total estimated on-farm grassfed adult beef cattle herd size: **26,411,066**

|                            |                   | % of total herd size | % of producers with type of cattle |       |                             | Definitions of cattle types presented to producers:       |
|----------------------------|-------------------|----------------------|------------------------------------|-------|-----------------------------|---|
| Breeding cows              | <b>13,321,255</b> | <b>50%</b>           | <b>89%</b>                         | ----- | Breeding cows:              | No definition provided.                                   |
| Heifers                    | <b>4,256,943</b>  | <b>16%</b>           | <b>77%</b>                         | ----- | Heifers:                    | Female joined to have her first calf regardless of age.   |
| Steers (under 2 years old) | <b>6,991,362</b>  | <b>27%</b>           | <b>85%</b>                         | ----- | Steers (under 2 years old): | Steers less than 2 years old.                             |
| Bulls                      | <b>505,483</b>    | <b>2%</b>            | <b>81%</b>                         | ----- | Bulls:                      | Bulls used or intended for breeding (12 months or older). |
| Castrated males (2+ years) | <b>1,336,022</b>  | <b>5%</b>            | <b>34%</b>                         | ----- | Castrated males (2+ years): | Castrated males (2 years or older).                       |

### Important note about the estimates

When considering the estimate of the national on-farm grassfed adult beef cattle herd size (reported above), it should be noted that:

- This estimate is based on survey respondent data.
- The estimates have been weighted by the number of producers reported on the Levy Payer Register. This includes producers of all sizes and is substantially larger than the number of producers reported in the ABS surveys.
- The estimate does not include any measure of the number of calves born so far (at the date of the survey) or likely to be born in the next few months

# Herd profile breakdown

## Southern Australia

## Northern Australia

Q6-7, Q9-11. The next set of questions look to get an estimate of your current grassfed beef cattle herd (not including calves) on hand at 31 October 2023. When considering estimates, please include a count across **all properties** and include **all breed types**.

Base: All respondents categorised or self-identified as a Southern Australian producer, n = 2,885

Q6-7, Q9-11. The next set of questions look to get an estimate of your current grassfed beef cattle herd (not including calves) on hand at 31 October 2023. When considering estimates, please include a count across **all properties** and include **all breed types**.

Base: All respondents categorised or self-identified as a Northern Australian producer, n = 882

Total estimated on-farm grassfed adult beef cattle herd size: **11,541,972**

|                            |                  | % of total herd size | % of producers with type of cattle |
|----------------------------|------------------|----------------------|------------------------------------|
| Breeding cows              | <b>6,123,400</b> | <b>53%</b>           | <b>89%</b>                         |
| Heifers                    | <b>1,714,621</b> | <b>15%</b>           | <b>75%</b>                         |
| Steers (under 2 years old) | <b>2,882,197</b> | <b>25%</b>           | <b>84%</b>                         |
| Bulls                      | <b>268,986</b>   | <b>2%</b>            | <b>80%</b>                         |
| Castrated males (2+ years) | <b>552,768</b>   | <b>5%</b>            | <b>32%</b>                         |

Total estimated on-farm grassfed adult beef cattle herd size: **14,869,094**

|                            |                  | % of total herd size | % of producers with type of cattle |
|----------------------------|------------------|----------------------|------------------------------------|
| Breeding cows              | <b>7,197,856</b> | <b>48%</b>           | <b>89%</b>                         |
| Heifers                    | <b>2,542,323</b> | <b>17%</b>           | <b>81%</b>                         |
| Steers (under 2 years old) | <b>4,109,165</b> | <b>28%</b>           | <b>87%</b>                         |
| Bulls                      | <b>236,497</b>   | <b>2%</b>            | <b>85%</b>                         |
| Castrated males (2+ years) | <b>783,253</b>   | <b>5%</b>            | <b>42%</b>                         |

# Herd profile breakdown

Q6-7, Q9-11. The next set of questions look to get an estimate of your current grassfed beef cattle herd (not including calves) on hand at 31 October 2023. When considering estimates, please include a count across **all properties** and include **all breed types**.

Base: All respondents, n = 3,767

|   | State            |                   |                |                |                  |                  | Levy Band                   |                  |                  |                  |                  |                                |
|---|------------------|-------------------|----------------|----------------|------------------|------------------|-----------------------------|------------------|------------------|------------------|------------------|--------------------------------|
|   | NSW              | QLD               | SA             | TAS            | VIC              | WA               | Category 1<br>(lowest band) | Category 2       | Category 3       | Category 4       | Category 5       | Category 6+<br>(highest bands) |
| <i>Base:</i>                              | 1,299            | 864               | 189            | 144            | 930              | 311              | 2,271                       | 623              | 417              | 317              | 89               | 50                             |
| <b>Total herd size reported</b>           | <b>5,387,442</b> | <b>13,452,969</b> | <b>946,374</b> | <b>575,080</b> | <b>3,622,275</b> | <b>1,574,703</b> | <b>6,079,305</b>            | <b>2,497,741</b> | <b>2,828,941</b> | <b>3,773,333</b> | <b>2,673,473</b> | <b>8,558,272</b>               |
| <b>% of total herd size</b>               | -                | -                 | -              | -              | -                | -                | -                           | -                | -                | -                | -                | -                              |
| Breeding cows                             | 54%              | 48%               | 56%            | 51%            | 49%              | 59%              | 53%                         | 55%              | 54%              | 52%              | 51%              | 46%                            |
| Heifers                                   | 15%              | 17%               | 16%            | 16%            | 15%              | 16%              | 15%                         | 15%              | 14%              | 16%              | 16%              | 18%                            |
| Steers                                    | 25%              | 29%               | 23%            | 24%            | 27%              | 18%              | 24%                         | 22%              | 24%              | 24%              | 24%              | 32%                            |
| Bulls                                     | 2%               | 1%                | 2%             | 2%             | 2%               | 3%               | 2%                          | 2%               | 2%               | 2%               | 2%               | 1%                             |
| Castrated males                           | 4%               | 5%                | 3%             | 6%             | 7%               | 4%               | 6%                          | 5%               | 6%               | 6%               | 7%               | 3%                             |
| <b>% of producers with type of cattle</b> | -                | -                 | -              | -              | -                | -                | -                           | -                | -                | -                | -                | -                              |
| Breeding cows                             | 92%              | 89%               | 90%            | 83%            | 84%              | 94%              | 88%                         | 89%              | 91%              | 93%              | 93%              | 95%                            |
| Heifers                                   | 77%              | 80%               | 78%            | 78%            | 71%              | 79%              | 74%                         | 79%              | 82%              | 85%              | 90%              | 91%                            |
| Steers                                    | 81%              | 87%               | 85%            | 87%            | 87%              | 80%              | 84%                         | 82%              | 87%              | 88%              | 92%              | 100%                           |
| Bulls                                     | 84%              | 85%               | 77%            | 77%            | 73%              | 89%              | 77%                         | 86%              | 90%              | 93%              | 90%              | 93%                            |
| Castrated males                           | 26%              | 41%               | 28%            | 40%            | 39%              | 33%              | 34%                         | 32%              | 35%              | 34%              | 44%              | 55%                            |



# Breeding herd – breeds on hand

Q13 and Q14. Producers often have different breeds on hand. Of these [TOTAL BREEDING FEMALE HERD] breeding cows and heifers you mentioned earlier, please tell us which of the following types of breeds you have across your properties. *Please note that a cattle breed is defined by having 51% or greater of the breed content.*

Base: All respondents with at least one breeding female (breeding cow or heifer), n = 3,438

Total estimated breeding female herd size :

**17,578,199**

**Southern Australia**

**Northern Australia**

Total breeding female herd size reported: **7,838,020**

Total breeding female herd size reported: **9,740,178**

|                                   |           | % of total herd size | % of producers with type of cattle |
|-----------------------------------|-----------|----------------------|------------------------------------|
| Angus                             | 5,271,461 | 67%                  | 76%                                |
| Brahman                           | 38,612    | <1%                  | 1%                                 |
| Ultrablack / Brangus              | 38,376    | <1%                  | 1%                                 |
| Droughtmaster                     | 14,328    | <1%                  | 1%                                 |
| Hereford                          | 867,953   | 11%                  | 21%                                |
| Wagyu                             | 135,657   | 2%                   | 2%                                 |
| Santa Gertrudis                   | 121,451   | 2%                   | 2%                                 |
| Charbray                          | 0         | 0%                   | 0%                                 |
| Shorthorn                         | 247,872   | 3%                   | 6%                                 |
| Euro (Simmentals, Limousin, etc.) | 246,343   | 3%                   | 10%                                |
| Charolais                         | 154,543   | 2%                   | 8%                                 |
| Murray Grey                       | 186,864   | 2%                   | 7%                                 |
| Speckle Park                      | 83,831    | 1%                   | 7%                                 |
| Other                             | 426,802   | 5%                   | 10%                                |

|                                   |           | % of total herd size | % of producers with type of cattle |
|-----------------------------------|-----------|----------------------|------------------------------------|
| Angus                             | 482,822   | 5%                   | 14%                                |
| Brahman                           | 4,138,047 | 42%                  | 28%                                |
| Ultrablack / Brangus              | 1,447,854 | 15%                  | 23%                                |
| Droughtmaster                     | 1,169,080 | 12%                  | 41%                                |
| Hereford                          | 114,854   | 1%                   | 4%                                 |
| Wagyu                             | 552,099   | 6%                   | 3%                                 |
| Santa Gertrudis                   | 552,512   | 6%                   | 17%                                |
| Charbray                          | 494,486   | 5%                   | 17%                                |
| Shorthorn                         | 50,326    | 1%                   | 2%                                 |
| Euro (Simmentals, Limousin, etc.) | 32,615    | <1%                  | 2%                                 |
| Charolais                         | 70,622    | 1%                   | 2%                                 |
| Murray Grey                       | 20,540    | <1%                  | 1%                                 |
| Speckle Park                      | 3,924     | <1%                  | 1%                                 |
| Other                             | 607,625   | 6%                   | 12%                                |

# Breeding herd – breeds on hand

Q13 and Q14. Producers often have different breeds on hand. Of these [TOTAL BREEDING FEMALE HERD] breeding cows and heifers you mentioned earlier, please tell us which of the following types of breeds you have across your properties. *Please note that a cattle breed is defined by having 51% or greater of the breed content.*

Base: All respondents with at least one breeding female (breeding cow or heifer) AND categorised or self-identified as a Southern Australian producer, n = 2,632

|                                      | State            |               |                |                |                  |                | Levy Band                   |                  |                  |                  |                |                                |
|--------------------------------------|------------------|---------------|----------------|----------------|------------------|----------------|-----------------------------|------------------|------------------|------------------|----------------|--------------------------------|
|                                      | NSW              | QLD           | SA             | TAS            | VIC              | WA             | Category 1<br>(lowest band) | Category 2       | Category 3       | Category 4       | Category 5     | Category 6+<br>(highest bands) |
| <i>Base:</i>                         | 1,213            | 7             | 174            | 127            | 810              | 286            | 1,571                       | 457              | 305              | 224              | 55             | 20                             |
| <b>Southern breeding female herd</b> | <b>3,718,604</b> | <b>89,886</b> | <b>551,310</b> | <b>388,208</b> | <b>2,309,117</b> | <b>767,678</b> | <b>2,611,231</b>            | <b>1,143,296</b> | <b>1,242,081</b> | <b>1,348,372</b> | <b>821,867</b> | <b>671,172</b>                 |
| <b>% of total herd size</b>          | -                | -             | -              | -              | -                | -              | -                           | -                | -                | -                | -              | -                              |
| Angus                                | 66%              | 60%           | 63%            | 83%            | 72%              | 55%            | 60%                         | 63%              | 68%              | 74%              | 77%            | 76%                            |
| Brahman                              | 1%               | <1%           | <1%            | 0%             | <1%              | 0%             | 1%                          | <1%              | 1%               | <1%              | 1%             | 0%                             |
| Ultrablack / Brangus                 | 1%               | 10%           | 0%             | 0%             | <1%              | 0%             | 1%                          | 1%               | <1%              | 1%               | 0%             | 0%                             |
| Droughtmaster                        | <1%              | 0%            | 0%             | 0%             | 0%               | <1%            | <1%                         | <1%              | 0%               | <1%              | <1%            | 0%                             |
| Hereford                             | 11%              | 3%            | 20%            | 6%             | 12%              | 3%             | 11%                         | 13%              | 12%              | 12%              | 7%             | 12%                            |
| Wagyu                                | 1%               | 10%           | <1%            | <1%            | 2%               | 4%             | 3%                          | <1%              | <1%              | 2%               | 2%             | 4%                             |
| Santa Gertrudis                      | 3%               | 11%           | 0%             | <1%            | <1%              | 1%             | 2%                          | 2%               | 3%               | 1%               | 0%             | 0%                             |
| Charbray                             | 0%               | 0%            | 0%             | 0%             | 0%               | 0%             | 0%                          | 0%               | 0%               | 0%               | 0%             | 0%                             |
| Shorthorn                            | 3%               | 0%            | 4%             | 3%             | 1%               | 10%            | 2%                          | 6%               | 2%               | 3%               | 1%             | 7%                             |
| Euro (Simmentals, Limousin, etc.)    | 3%               | 5%            | 2%             | 1%             | 3%               | 7%             | 5%                          | 4%               | 3%               | 1%               | 2%             | 1%                             |
| Charolais                            | 3%               | 0%            | 1%             | 1%             | 1%               | 1%             | 3%                          | 2%               | 2%               | 2%               | 1%             | 1%                             |
| Murray Grey                          | 1%               | 0%            | 3%             | 4%             | 1%               | 13%            | 4%                          | 2%               | 1%               | 1%               | 3%             | 0%                             |
| Speckle Park                         | 1%               | <1%           | 3%             | 1%             | 1%               | <1%            | 2%                          | 1%               | 1%               | 1%               | 1%             | 0%                             |
| Other                                | 6%               | 0%            | 5%             | 1%             | 5%               | 5%             | 8%                          | 5%               | 7%               | 3%               | 5%             | 0%                             |

# Breeding herd – breeds on hand

Q13 and Q14. Producers often have different breeds on hand. Of these [TOTAL BREEDING FEMALE HERD] breeding cows and heifers you mentioned earlier, please tell us which of the following types of breeds you have across your properties. *Please note that a cattle breed is defined by having 51% or greater of the breed content.*

Base: All respondents with at least one breeding female (breeding cow or heifer) AND categorised or self-identified as a Northern Australian producer, n = 806

|                                      | State        |                  |                |     |     |                | Levy Band                   |                |                |                  |                |                                |
|--------------------------------------|--------------|------------------|----------------|-----|-----|----------------|-----------------------------|----------------|----------------|------------------|----------------|--------------------------------|
|                                      | NSW          | QLD              | SA             | TAS | VIC | WA             | Category 1<br>(lowest band) | Category 2     | Category 3     | Category 4       | Category 5     | Category 6+<br>(highest bands) |
| <i>Base:</i>                         | 2            | 779              | 1              | 0   | 0   | 10             | 484                         | 110            | 79             | 76               | 29             | 28                             |
| <b>Northern breeding female herd</b> | <b>5,658</b> | <b>8,621,345</b> | <b>129,233</b> | -   | -   | <b>417,885</b> | <b>1,493,264</b>            | <b>607,294</b> | <b>683,828</b> | <b>1,221,385</b> | <b>974,867</b> | <b>4,759,541</b>               |
| <b>% of total herd size</b>          | -            | -                | -              | -   | -   | -              | -                           | -              | -              | -                | -              | -                              |
| Angus                                | 0%           | 5%               | 0%             | -   | -   | 0%             | 7%                          | 11%            | 16%            | 11%              | 2%             | 1%                             |
| Brahman                              | 83%          | 42%              | 0%             | -   | -   | 31%            | 23%                         | 51%            | 15%            | 24%              | 43%            | 56%                            |
| Ultrablack / Brangus                 | 17%          | 16%              | 0%             | -   | -   | 6%             | 8%                          | 8%             | 12%            | 14%              | 12%            | 19%                            |
| Droughtmaster                        | 0%           | 11%              | 0%             | -   | -   | 20%            | 25%                         | 10%            | 19%            | 22%              | 17%            | 3%                             |
| Hereford                             | 0%           | 1%               | 0%             | -   | -   | 0%             | 4%                          | 2%             | 2%             | 1%               | 1%             | <1%                            |
| Wagyu                                | 0%           | 6%               | 0%             | -   | -   | 0%             | 3%                          | <1%            | 2%             | 8%               | 2%             | 8%                             |
| Santa Gertrudis                      | 0%           | 5%               | 0%             | -   | -   | 27%            | 8%                          | 5%             | 8%             | 9%               | 9%             | 3%                             |
| Charbray                             | 0%           | 3%               | 100%           | -   | -   | 11%            | 13%                         | 4%             | 12%            | 6%               | 1%             | 2%                             |
| Shorthorn                            | 0%           | <1%              | 0%             | -   | -   | 4%             | 1%                          | 2%             | 1%             | 0%               | <1%            | <1%                            |
| Euro (Simmentals, Limousin, etc.)    | 0%           | <1%              | 0%             | -   | -   | 0%             | 1%                          | <1%            | 2%             | <1%              | 0%             | 0%                             |
| Charolais                            | 0%           | 1%               | 0%             | -   | -   | 0%             | 2%                          | <1%            | 2%             | 2%               | 1%             | 0%                             |
| Murray Grey                          | 0%           | <1%              | 0%             | -   | -   | 1%             | 1%                          | 0%             | 1%             | <1%              | 0%             | 0%                             |
| Speckle Park                         | 0%           | <1%              | 0%             | -   | -   | 0%             | <1%                         | <1%            | 0%             | 0%               | 0%             | 0%                             |
| Other                                | 0%           | 7%               | 0%             | -   | -   | <1%            | 5%                          | 6%             | 7%             | 3%               | 11%            | 6%                             |

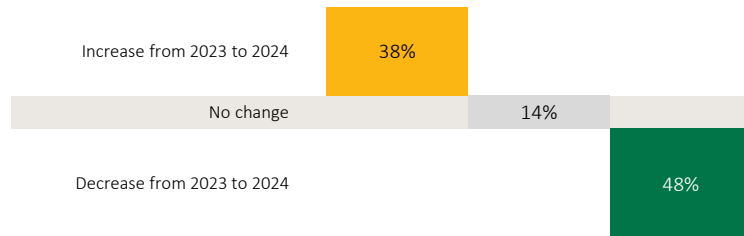


producer intentions for their  
on-farm grassfed adult beef  
cattle herd

# Producer intentions over the next 12 months

Q16. And how many beef cattle are you expecting to have on hand at the same time next year, in 2024 (31 October 2024)?

Base: All respondents, n = 3,766 (n = 1 could not provide an answer)



*Producers provided an indication of their intention for their on-farm grassfed adult beef cattle herd over the next 12 months.*

*Among the producers responding to the November 2023 survey, over one in three (38%) reported they would be increasing their herd, with 48% indicating some level of downsizing of their herd.*

*This provides a useful producer sentiment, with the following analysis exploring the impact of this stated intention on the forecast herd (remembering producers have different herd sizes).*

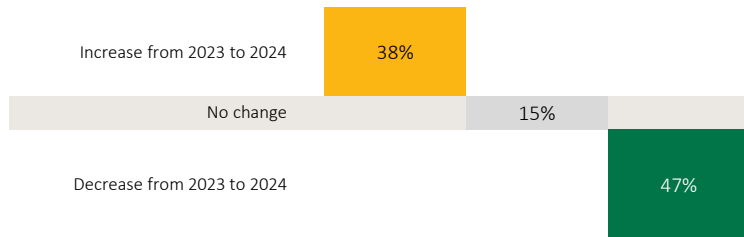
|                            | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|----------------------------|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|                            | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| Base:                      | 1,298 | 864 | 189 | 144 | 930 | 311 | 2,270                    | 623        | 417        | 317        | 89         | 50                          |
| Increase from 2023 to 2024 | 39%   | 38% | 34% | 33% | 39% | 36% | 37%                      | 39%        | 39%        | 46%        | 47%        | 61%                         |
| No change                  | 13%   | 14% | 17% | 18% | 15% | 16% | 15%                      | 14%        | 12%        | 13%        | 7%         | 7%                          |
| Decrease from 2023 to 2024 | 48%   | 48% | 49% | 49% | 46% | 48% | 48%                      | 47%        | 49%        | 40%        | 46%        | 32%                         |

## Southern Australia

## Northern Australia

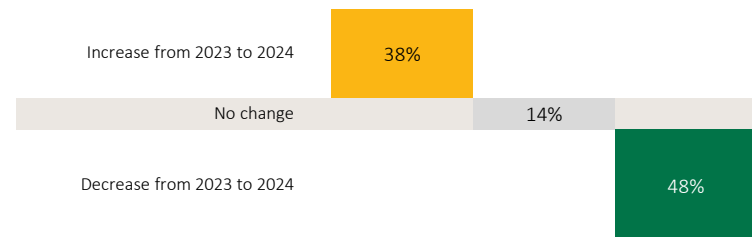
Q16. And how many beef cattle are you expecting to have on hand at the same time next year, in 2024 (31 October 2024)?

Base: All respondents categorised or self-identified as a Southern Australian producer, n = 2,884 (n = 1 could not provide an answer)



Q16. And how many beef cattle are you expecting to have on hand at the same time next year, in 2024 (31 October 2024)?

Base: All respondents categorised or self-identified as a Northern Australian producer, n = 882



*Producers' intention for their on-farm grassfed adult beef cattle herd over the next 12 months was consistent between Southern and Northern producers.*

*While there are mixed responses (some increasing, some decreasing), around one in seven (around 15%) are indicating no change. The result suggests most producers will make some change to their current herd sizes over the next 12 months.*

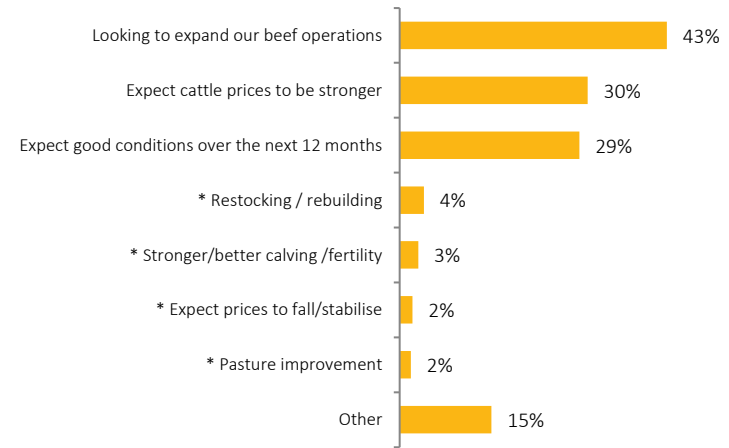
**38%** of producers reported they are likely to have **MORE** beef cattle next year

We asked these producers what factors were influencing their plans to increase the number of beef cattle...



Q17. You've indicated that you are likely to have a **larger beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents who expect an increase in beef cattle herd size in 2024, n = 1,448



|  | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|--|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|  | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                                   | 514   | 332 | 65  | 48  | 366 | 110 | 830                      | 241        | 162        | 143        | 42         | 30                          |
| Looking to expand our beef operations          | 43%   | 38% | 48% | 50% | 47% | 48% | 43%                      | 40%        | 47%        | 43%        | 49%        | 34%                         |
| Expect cattle prices to be stronger            | 29%   | 28% | 28% | 37% | 34% | 32% | 30%                      | 30%        | 29%        | 36%        | 27%        | 43%                         |
| Expect good conditions over the next 12 months | 34%   | 31% | 24% | 17% | 26% | 11% | 26%                      | 32%        | 29%        | 36%        | 47%        | 46%                         |
| * Restocking / rebuilding                      | 6%    | 3%  | 8%  | 0%  | 2%  | 1%  | 4%                       | 5%         | 6%         | 3%         | 4%         | 0%                          |

\* Coded from "Other (please specify)" answers. Segment table displays top 4 reasons at the overall level.

# Factors influencing the expected increase in 2024

Southern Australia

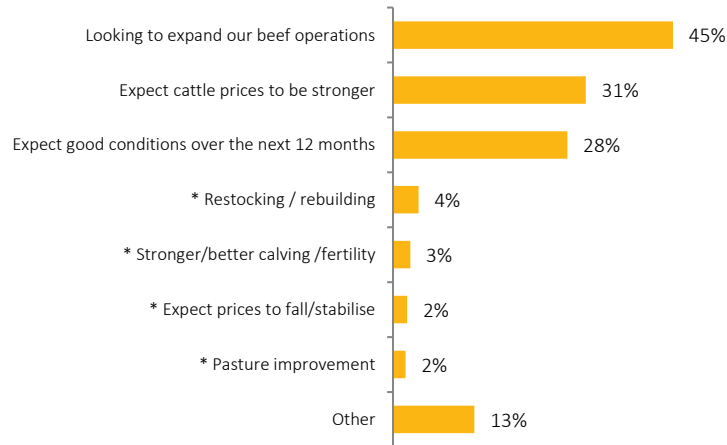
Northern Australia

38% of producers reported they are likely to have MORE beef cattle next year

38% of producers reported they are likely to have MORE beef cattle next year

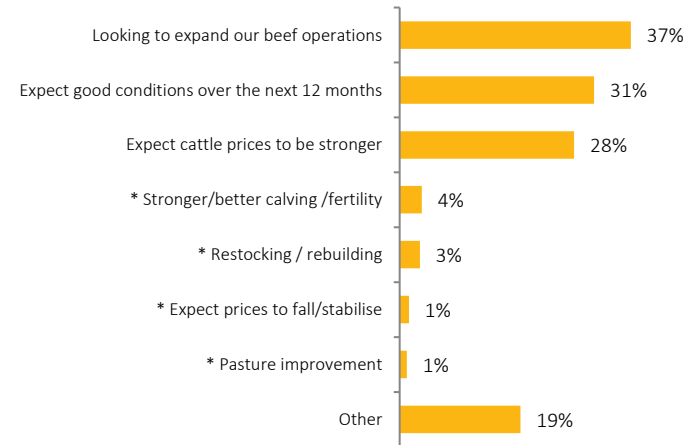
Q17. You've indicated that you are likely to have a **larger beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents categorised or self-identified as a Southern Australian producer AND who expect an increase in beef cattle herd size in 2024, n = 1,104



Q17. You've indicated that you are likely to have a **larger beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents categorised or self-identified as a Northern Australian producer AND who expect an increase in beef cattle herd size in 2024, n = 344



\* Coded from "Other (please specify)" answers.



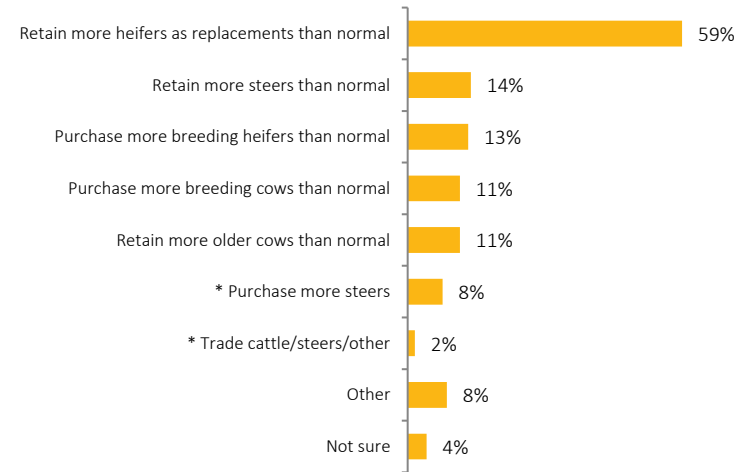
**38%** of producers reported they are likely to have **MORE** beef cattle next year

We asked these producers how they intend to increase the number of beef cattle over the next 12 months...



Q18. How do you intend to increase your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents who expect an increase in beef cattle herd size in 2024, n = 1,448



|   | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|---|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|   | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                                    | 514   | 332 | 65  | 48  | 366 | 110 | 830                      | 241        | 162        | 143        | 42         | 30                          |
| Retain more heifers as replacements than normal | 60%   | 61% | 62% | 63% | 54% | 63% | 58%                      | 55%        | 64%        | 64%        | 62%        | 73%                         |
| Retain more steers than normal                  | 12%   | 15% | 16% | 19% | 14% | 11% | 13%                      | 14%        | 17%        | 13%        | 8%         | 16%                         |
| Purchase more breeding heifers than normal      | 13%   | 14% | 6%  | 17% | 13% | 13% | 13%                      | 13%        | 15%        | 9%         | 15%        | 13%                         |
| Purchase more breeding cows than normal         | 14%   | 8%  | 12% | 14% | 11% | 10% | 11%                      | 12%        | 11%        | 14%        | 8%         | 3%                          |

\* Coded from "Other (please specify)" answers. Segment table displays top 4 reasons at the overall level.

Southern Australia

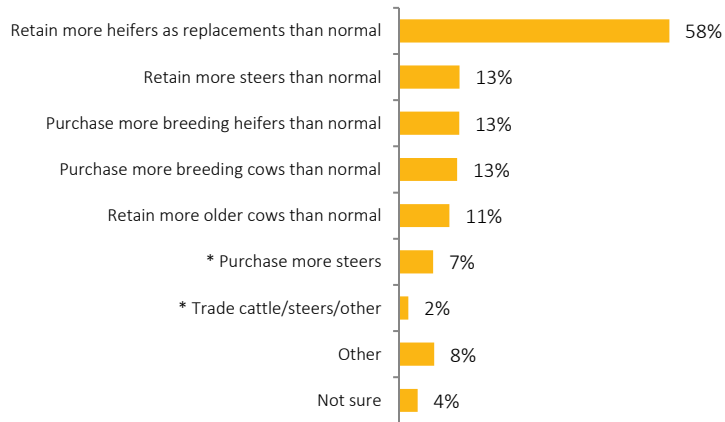
Northern Australia

38% of producers reported they are likely to have MORE beef cattle next year

38% of producers reported they are likely to have MORE beef cattle next year

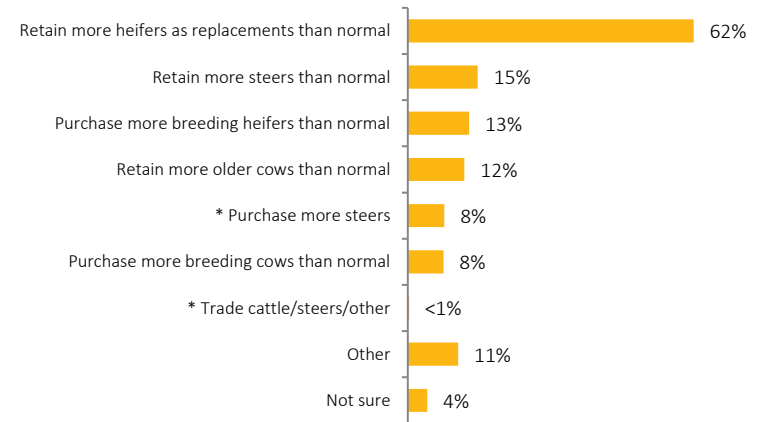
Q18. How do you intend to increase your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents categorised or self-identified as a Southern Australian producer AND who expect an increase in beef cattle herd size in 2024, n = 1,104



Q18. How do you intend to increase your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents categorised or self-identified as a Northern Australian producer AND who expect an increase in beef cattle herd size in 2024, n = 344



\* Coded from "Other (please specify)" answers.

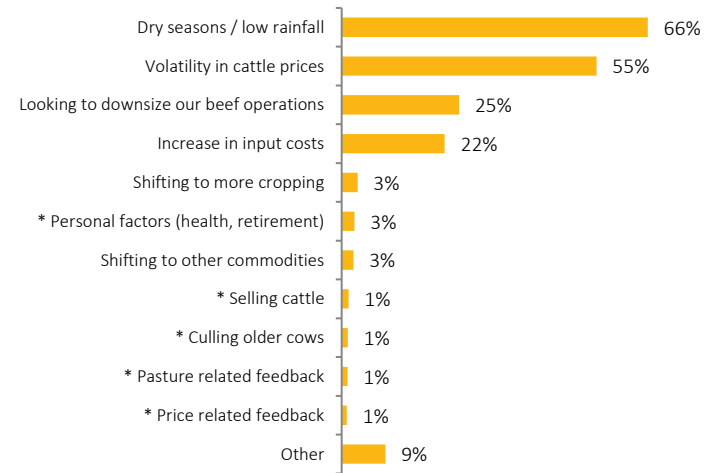
47% of producers reported they are likely to have LESS beef cattle next year

We asked these producers what factors were influencing their plans to decrease the number of beef cattle...



Q19. You've indicated that you are likely to have a **smaller beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents who expect a reduction in beef cattle herd size in 2024, n = 1,780



|   | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|---|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|   | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                            | 615   | 415 | 92  | 72  | 423 | 149 | 1,094                    | 295        | 203        | 131        | 40         | 17                          |
| Dry seasons / low rainfall              | 78%   | 75% | 57% | 70% | 42% | 53% | 66%                      | 64%        | 65%        | 67%        | 69%        | 71%                         |
| Volatility in cattle prices             | 59%   | 45% | 57% | 68% | 55% | 67% | 56%                      | 53%        | 53%        | 48%        | 54%        | 47%                         |
| Looking to downsize our beef operations | 25%   | 22% | 29% | 25% | 27% | 27% | 26%                      | 26%        | 25%        | 19%        | 18%        | 18%                         |
| Increase in input costs                 | 21%   | 22% | 21% | 31% | 19% | 35% | 22%                      | 23%        | 19%        | 26%        | 36%        | 29%                         |

\* Coded from "Other (please specify)" answers. Segment table displays top 4 reasons at the overall level.

# Factors influencing the expected reduction in 2024

Southern Australia

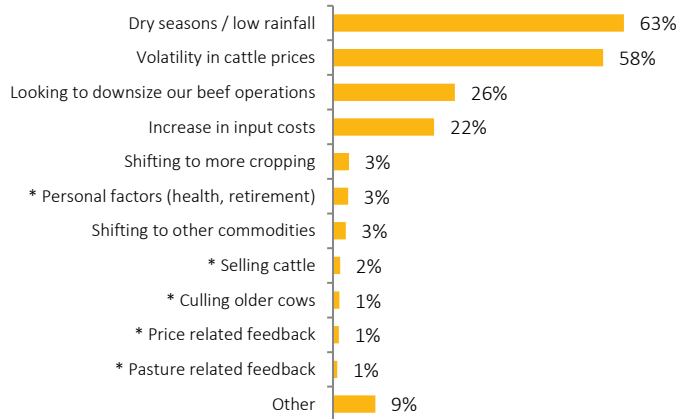
Northern Australia

47% of producers reported they are likely to have LESS beef cattle next year

48% of producers reported they are likely to have LESS beef cattle next year

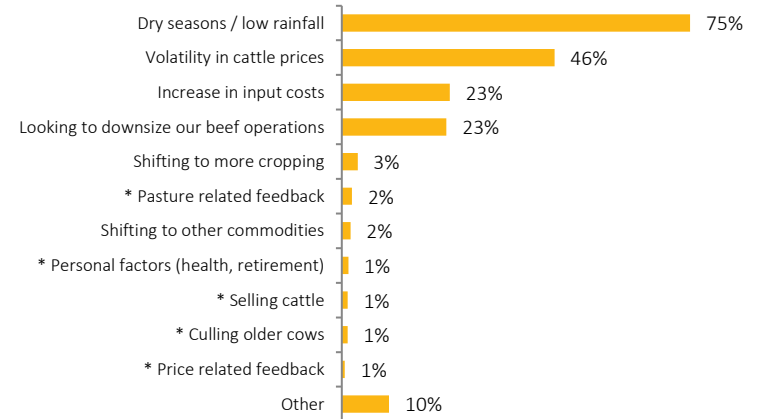
Q19. You've indicated that you are likely to have a **smaller beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents categorised or self-identified as a Southern Australian producer AND who expect a reduction in beef cattle herd size in 2024, n = 1,359



Q19. You've indicated that you are likely to have a **smaller beef cattle herd** next year compared to this year. What factors are influencing your plans for the next 12 months? Please select all the factors that are influencing your plans.

Base: All respondents categorised or self-identified as a Northern Australian producer AND who expect a reduction in beef cattle herd size in 2024, n = 421



\* Coded from "Other (please specify)" answers.

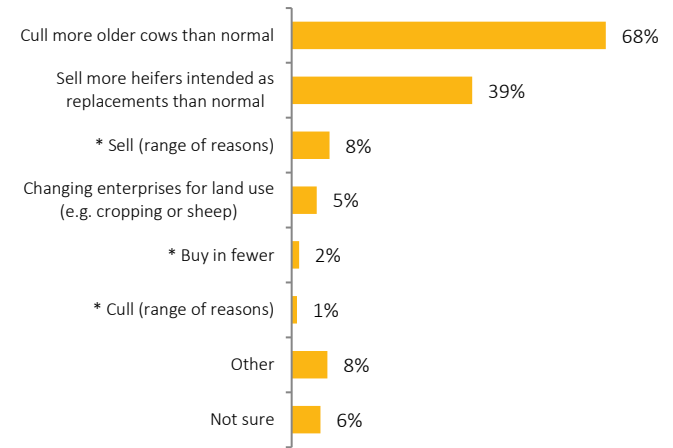
47% of producers reported they are likely to have LESS beef cattle next year

We asked these producers how they intend to reduce the number of beef cattle over the next 12 months...



Q20. How do you intend to reduce your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents who expect a reduction in beef cattle herd size in 2024, n = 1,780



|  | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|--|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|  | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>   | 615   | 415 | 92  | 72  | 423 | 149 | 1,094                    | 295        | 203        | 131        | 40         | 17                          |
| Cull more older cows than normal                           | 69%   | 69% | 62% | 66% | 62% | 77% | 65%                      | 76%        | 70%        | 71%        | 78%        | 83%                         |
| Sell more heifers intended as replacements than normal     | 43%   | 40% | 44% | 33% | 32% | 38% | 38%                      | 42%        | 40%        | 36%        | 56%        | 53%                         |
| * Sell (range of reasons)                                  | 6%    | 9%  | 11% | 8%  | 9%  | 5%  | 8%                       | 7%         | 9%         | 10%        | 5%         | 6%                          |
| Changing enterprises for land use (e.g. cropping or sheep) | 6%    | 4%  | 6%  | 7%  | 7%  | 6%  | 5%                       | 9%         | 5%         | 7%         | 0%         | 0%                          |

\* Coded from "Other (please specify)" answers. Segment table displays top 4 reasons at the overall level.

Southern Australia

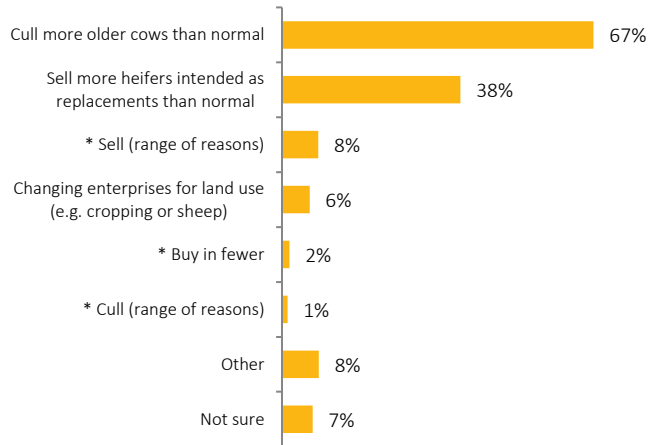
Northern Australia

47% of producers reported they are likely to have LESS beef cattle next year

48% of producers reported they are likely to have LESS beef cattle next year

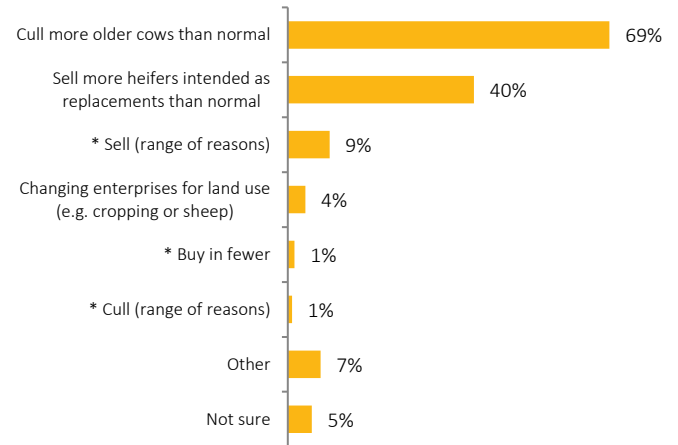
Q20. How do you intend to reduce your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents categorised or self-identified as a Southern Australian producer AND who expect a reduction in beef cattle herd size in 2024, n = 1,359



Q20. How do you intend to reduce your beef cattle herd over the next 12 months?  
Please select all that apply.

Base: All respondents categorised or self-identified as a Northern Australian producer AND who expect a reduction in beef cattle herd size in 2024, n = 421



\* Coded from "Other (please specify)" answers.

# On-farm grassfed adult beef cattle herd size forecast for 2024

Taking into account the forecast size of the on-farm grassfed adult beef cattle herd for those producers who indicated they would be increasing their herd size as well as those producers who indicated they would be reducing their herd size, an estimation of the forecast beef cattle herd for 2024 is shown below. . .

|                                     | 2024 ON-FARM GRASSFED ADULT BEEF CATTLE HERD FORECAST |   | Of those who expect an increase in beef cattle | Of those who expect no change in beef cattle | Of those who expect a decrease in beef cattle |   |             |
|-------------------------------------|---|---|--|--|---|---|-------------|
| Total estimated herd size for 2023: | 26,411,066  | = | 15,253,684                                     | +  | 1,695,335                                     | + | 9,462,046   |
| Total expected herd size for 2024:  | 26,547,166  | = | 17,068,101                                     | +  | 1,695,335                                     | + | 7,783,729   |
| Difference of:                      | + 136,100   | = | + 1,814,417                                    | +  | 0   | + | - 1,678,317 |
| % forecast change on 2023:          | + 1%  |   |  |  |   |   |             |

|                                    | State     |            |          |          |           |           | Levy Band                |            |            |            |            |                             |
|------------------------------------|-----------|------------|----------|----------|-----------|-----------|--------------------------|------------|------------|------------|------------|-----------------------------|
|                                    | NSW       | QLD        | SA       | TAS      | VIC       | WA        | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| Base:                              | 1,299     | 864        | 189      | 144      | 930       | 311       | 2,271                    | 623        | 417        | 317        | 89         | 50                          |
| Total reported herd size for 2023: | 5,387,442 | 13,452,969 | 946,374  | 575,080  | 3,622,275 | 1,574,703 | 6,079,305                | 2,497,741  | 2,828,941  | 3,773,333  | 2,673,473  | 8,558,272                   |
| Total expected herd size for 2024: | 5,432,012 | 13,839,191 | 934,445  | 551,207  | 3,513,134 | 1,407,731 | 5,821,637                | 2,485,390  | 2,755,433  | 3,916,308  | 2,695,715  | 8,872,684                   |
| Difference of:                     | + 44,570  | + 386,222  | - 11,929 | - 23,872 | - 109,141 | - 166,972 | - 257,668                | - 12,351   | - 73,508   | + 142,974  | + 22,242   | + 314,411                   |
| % forecast change on 2023:         | + 1%      | + 3%       | - 1%     | - 4%     | - 3%      | - 11%     | - 4%                     | 0%         | - 3%       | + 4%       | + 1%       | + 4%                        |

# On-farm grassfed adult beef cattle herd size forecast for 2024

## Southern Australia

## Northern Australia

| 2024 ON-FARM GRASSFED<br>ADULT BEEF CATTLE<br>HERD FORECAST |            |
|---|------------|
| Total estimated herd size for 2023:                         | 11,541,972 |
| Total expected herd size for 2024:                          | 11,389,467 |
| Difference of:  | - 152,505  |
| % forecast change on 2023:                                  | - 1%       |

| 2024 ON-FARM GRASSFED<br>ADULT BEEF CATTLE<br>HERD FORECAST |            |
|---|------------|
| Total estimated herd size for 2023:                         | 14,869,094 |
| Total expected herd size for 2024:                          | 15,157,699 |
| Difference of:  | + 288,605  |
| % forecast change on 2023:                                  | + 2%       |

*The forecasts based on producers' feedback in the BPIS indicates that nationally there is a very modest forecast increase for 2024 (up 1% on 2023).*

*As shown above, while there is a slightly different forecast between Northern and Southern producers, the forecasts from producers are suggesting very little change to the size of their beef cattle herd.*

*The mix of intentions reported earlier suggests the increase and decrease have been similar, resulting in a largely stable herd size forecast.*



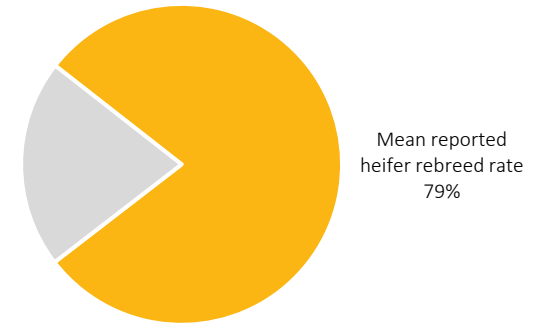
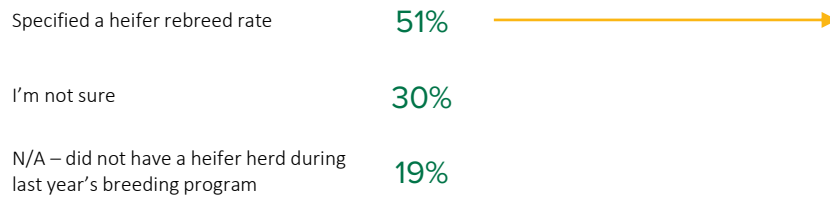


an overview of producer's  
breeding program

# Breeding program – heifer rebreed rate in 2022

Q21. Thinking back to last year’s breeding program, what was the rebreed rate for your heifers after their first lactation?

Base: All respondents who reported being a cow / calf producer, n = 3,289

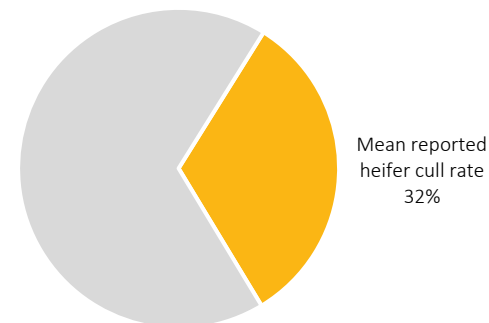
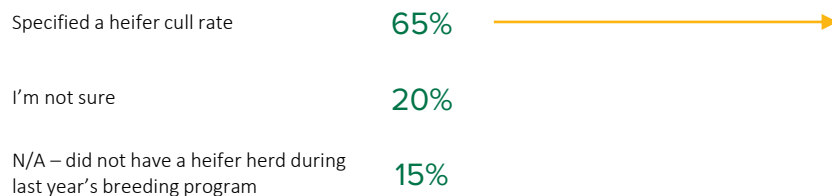


|   | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|---|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|   | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                            | 1,174 | 736 | 168 | 118 | 774 | 290 | 1,972                    | 538        | 374        | 284        | 77         | 44                          |
| % specifying a rate                     | 49%   | 54% | 44% | 52% | 50% | 56% | 45%                      | 60%        | 61%        | 65%        | 73%        | 67%                         |
| <i>Of those who specified a rate...</i> | -     | -   | -   | -   | -   | -   | -                        | -          | -          | -          | -          | -                           |
| Mean heifer rebreed rate                | 79%   | 76% | 83% | 85% | 80% | 81% | 78%                      | 81%        | 80%        | 81%        | 78%        | 73%                         |

# Breeding program – heifer cull rate in 2022

Q22. Thinking back to last year’s breeding program, what was the percentage of heifers that were culled from last year’s calf drop?

Base: All respondents who reported being a cow / calf producer, n = 3,289

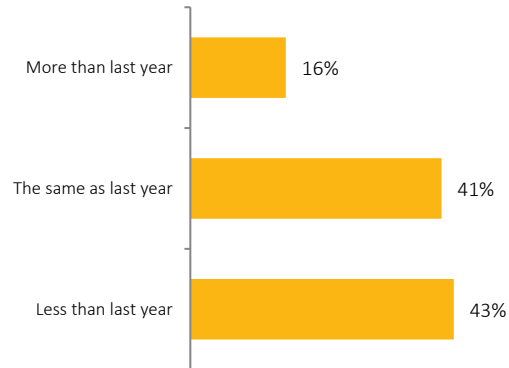


|   | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|---|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|   | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                            | 1,174 | 736 | 168 | 118 | 774 | 290 | 1,972                    | 538        | 374        | 284        | 77         | 44                          |
| % specifying a rate                     | 66%   | 65% | 65% | 65% | 62% | 67% | 61%                      | 69%        | 75%        | 75%        | 84%        | 84%                         |
| <i>Of those who specified a rate...</i> | -     | -   | -   | -   | -   | -   | -                        | -          | -          | -          | -          | -                           |
| Mean heifer cull rate                   | 33%   | 31% | 35% | 29% | 32% | 35% | 32%                      | 34%        | 35%        | 31%        | 38%        | 28%                         |

# Breeding program – bulls purchased this year

Q23. Now thinking about this year’s breeding program, how many bulls did you purchase this year leading into the current spring breeding season?

Base: All respondents who reported being a cow / calf producer, n = 3,289



|                       | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|-----------------------|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|                       | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>          | 1,174 | 736 | 168 | 118 | 774 | 290 | 1,972                    | 538        | 374        | 284        | 77         | 44                          |
| More than last year   | 17%   | 18% | 8%  | 17% | 14% | 15% | 13%                      | 18%        | 27%        | 22%        | 32%        | 13%                         |
| The same as last year | 38%   | 37% | 49% | 39% | 47% | 44% | 42%                      | 39%        | 35%        | 41%        | 36%        | 53%                         |
| Less than last year   | 45%   | 45% | 43% | 45% | 39% | 42% | 45%                      | 42%        | 38%        | 38%        | 32%        | 33%                         |

# Heifers joined and calving rate

Q24. For this year's breeding program, thinking about your heifer herd, how many heifers were joined?

Base: All respondents who reported being a cow / calf producer AND had heifers on hand at October 31, n = 2,803

Q25. How many calves born to heifers have been delivered or are expected across the following two time points?

Base: All respondents who reported being a cow / calf producer AND had heifers on hand at October 31, n = 2,803

Heifers on hand at 31 October 2023 **4,256,943**

Heifers joined **2,922,602**

Heifer join rate **69%**



Heifers joined **2,922,602**

Calves delivered or expected **2,405,141**

Actual calves born to heifers to 31 October 2023 **1,435,597**

Actual and expected calves to be born to heifers between 1 November - 31 December 2023 **969,544**

Heifer calving rate **82%**

|                              | State   |           |         |        |         |         | Levy Band                |            |            |            |            |                             |
|------------------------------|---------|-----------|---------|--------|---------|---------|--------------------------|------------|------------|------------|------------|-----------------------------|
|                              | NSW     | QLD       | SA      | TAS    | VIC     | WA      | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                 | 979     | 659       | 141     | 105    | 646     | 245     | 1,624                    | 471        | 334        | 258        | 73         | 43                          |
| Heifers at 31 October 2023   | 805,205 | 2,257,865 | 149,989 | 93,082 | 531,421 | 259,285 | 910,585                  | 373,660    | 402,189    | 597,799    | 437,365    | 1,535,344                   |
| Heifers joined               | 580,783 | 1,479,067 | 130,077 | 66,591 | 369,892 | 161,714 | 557,698                  | 275,129    | 273,788    | 440,482    | 289,702    | 1,085,803                   |
| Heifer join rate             | 72%     | 66%       | 87%     | 72%    | 70%     | 62%     | 61%                      | 74%        | 68%        | 74%        | 66%        | 71%                         |
| Heifers joined               | 580,783 | 1,479,067 | 130,077 | 66,591 | 369,892 | 161,714 | 557,698                  | 275,129    | 273,788    | 440,482    | 289,702    | 1,085,803                   |
| Calves delivered or expected | 515,194 | 1,239,764 | 96,086  | 56,058 | 291,164 | 129,342 | 485,575                  | 223,871    | 225,683    | 374,418    | 232,930    | 862,664                     |
| Heifer calving rate          | 89%     | 84%       | 74%     | 84%    | 79%     | 80%     | 87%                      | 81%        | 82%        | 85%        | 80%        | 79%                         |

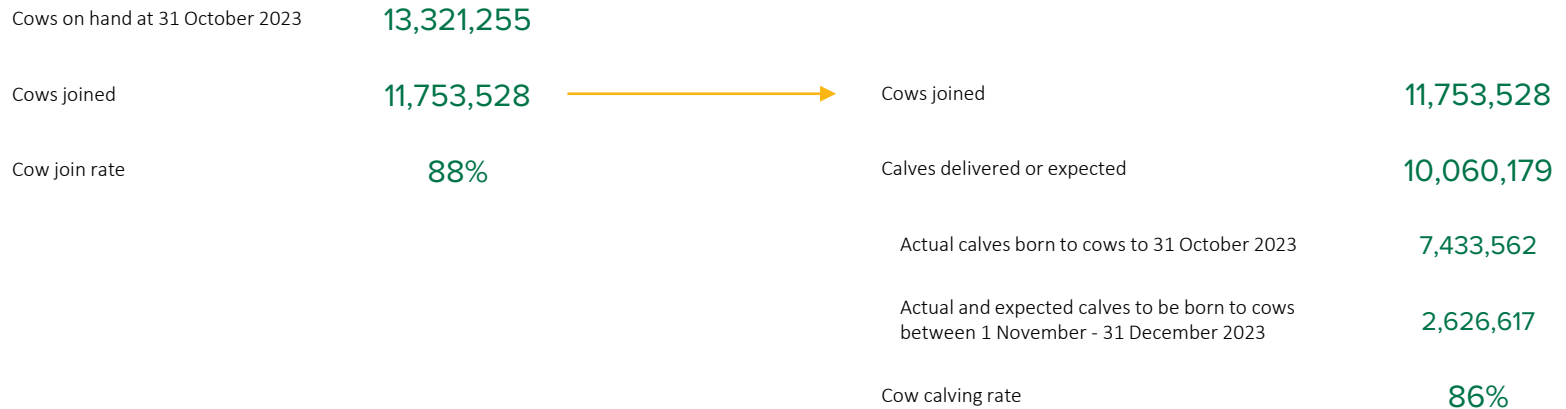
# Breeding cows joined and calving rate

Q26. For this year's breeding program, thinking about your breeding cow herd, how many cows were joined?

Base: All respondents who reported being a cow / calf producer AND had cows on hand at October 31, n = 3,257

Q27. How many calves born to cows have been delivered or are expected across the following two time points?

Base: All respondents who reported being a cow / calf producer AND had cows on hand at October 31, n = 3,257



|                              | State     |           |         |         |           |         | Levy Band                |            |            |            |            |                             |
|------------------------------|-----------|-----------|---------|---------|-----------|---------|--------------------------|------------|------------|------------|------------|-----------------------------|
|                              | NSW       | QLD       | SA      | TAS     | VIC       | WA      | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                 | 1,162     | 731       | 166     | 116     | 765       | 288     | 1,944                    | 536        | 373        | 284        | 76         | 44                          |
| Cows at 31 October 2023      | 2,919,057 | 6,453,365 | 530,554 | 295,127 | 1,777,696 | 926,278 | 3,193,911                | 1,376,930  | 1,523,721  | 1,971,957  | 1,359,369  | 3,895,368                   |
| Cows joined                  | 2,543,612 | 5,736,064 | 478,737 | 266,837 | 1,573,725 | 783,472 | 2,702,548                | 1,184,916  | 1,414,189  | 1,808,760  | 1,159,293  | 3,483,821                   |
| Cows join rate               | 87%       | 89%       | 90%     | 90%     | 89%       | 85%     | 85%                      | 86%        | 93%        | 92%        | 85%        | 89%                         |
| Cows joined                  | 2,543,612 | 5,736,064 | 478,737 | 266,837 | 1,573,725 | 783,472 | 2,702,548                | 1,184,916  | 1,414,189  | 1,808,760  | 1,159,293  | 3,483,821                   |
| Calves delivered or expected | 2,355,761 | 4,646,615 | 431,507 | 244,150 | 1,401,354 | 691,559 | 2,375,649                | 1,015,005  | 1,228,563  | 1,594,089  | 980,485    | 2,866,388                   |
| Cows calving rate            | 93%       | 81%       | 90%     | 91%     | 89%       | 88%     | 88%                      | 86%        | 87%        | 88%        | 85%        | 82%                         |

# Breeding herd joined and calving rate

|  | Overall    | Southern Australia | Northern Australia |
|--|------------|--------------------|--------------------|
| Heifers on hand at 31 October 2023   | 4,256,943  | 1,714,621          | 2,542,323          |
| Heifers joined   | 2,922,602  | 1,240,147          | 1,682,454          |
| Heifer join rate   | 69%        | 72%                | 66%                |
| Heifers joined   | 2,922,602  | 1,240,147          | 1,682,454          |
| Calves delivered or expected   | 2,405,141  | 1,033,222          | 1,371,919          |
| Actual calves born to heifers to 31 October 2023                                       | 1,435,597  | 880,226            | 555,371            |
| Actual and expected calves to be born to heifers between 1 November - 31 December 2023 | 969,544    | 152,996            | 816,549            |
| Heifer calving rate  | 82%        | 83%                | 82%                |
| Cows on hand at 31 October 2023  | 13,321,255 | 6,123,400          | 7,197,856          |
| Cows joined  | 11,753,528 | 5,379,224          | 6,374,304          |
| Cow join rate  | 88%        | 88%                | 89%                |
| Cows joined  | 11,753,528 | 5,379,224          | 6,374,304          |
| Calves delivered or expected   | 10,060,179 | 4,894,765          | 5,165,413          |
| Actual calves born to cows to 31 October 2023  | 7,433,562  | 4,386,834          | 3,046,728          |
| Actual and expected calves to be born to cows between 1 November - 31 December 2023    | 2,626,617  | 507,931            | 2,118,686          |
| Cow calving rate   | 86%        | 91%                | 81%                |



an overview of producer's sales program



# Producer sales – actual and expected volumes

Q29, Q31, Q33, Q35, Q36. Earlier, you described yourself as a [PRODUCER TYPE AT Q2]. How many sales have already been made to October 31 and how many do you expect to sell for the remainder of this year and into the first half of 2024?

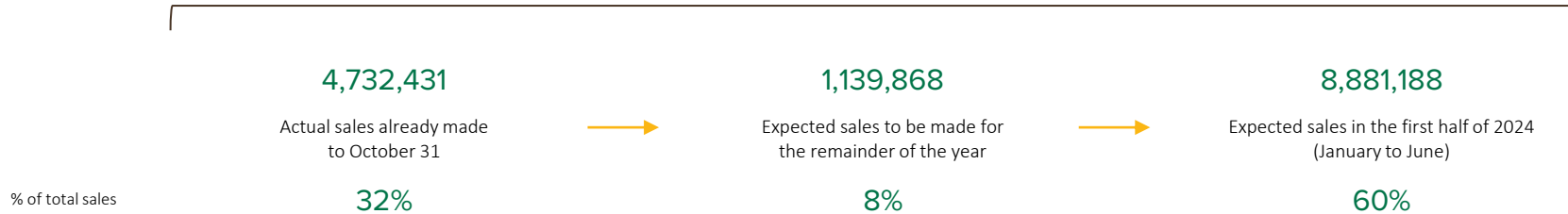
Base: All respondents who reported being a cow / calf producer, n = 3,289

*It is important to note that these sales estimates are produced from cow/calf producers only.*

*Sales estimates for backgrounders / traders / growers / fatteners are provided separately.*

Total actual and expected sales

14,753,787



|  | State            |                  |                |                |                  |                | Levy Band                |                  |                  |                  |                |                             |
|--|------------------|------------------|----------------|----------------|------------------|----------------|--------------------------|------------------|------------------|------------------|----------------|-----------------------------|
|  | NSW              | QLD              | SA             | TAS            | VIC              | WA             | Category 1 (lowest band) | Category 2       | Category 3       | Category 4       | Category 5     | Category 6+ (highest bands) |
| Base:                                  | 1,174            | 736              | 168            | 118            | 774              | 290            | 1,972                    | 538              | 374              | 284              | 77             | 44                          |
| <b>Total actual and expected sales</b> | <b>3,763,095</b> | <b>4,059,921</b> | <b>260,451</b> | <b>166,791</b> | <b>5,719,298</b> | <b>525,293</b> | <b>4,790,604</b>         | <b>3,173,630</b> | <b>1,859,458</b> | <b>1,654,907</b> | <b>615,329</b> | <b>2,659,559</b>            |
| <b>% of total sales</b>                |                  |                  |                |                |                  |                |                          |                  |                  |                  |                |                             |
| Actual sales to October 31             | 35%              | 49%              | 26%            | 20%            | 17%              | 39%            | 19%                      | 26%              | 35%              | 42%              | 33%            | 54%                         |
| Expected sales for remainder of year   | 10%              | 9%               | 20%            | 6%             | 4%               | 21%            | 6%                       | 3%               | 7%               | 15%              | 10%            | 13%                         |
| Expected sales in first half of 2024   | 55%              | 42%              | 54%            | 73%            | 79%              | 39%            | 75%                      | 71%              | 58%              | 43%              | 56%            | 34%                         |

# Producer sales – actual and expected volumes



Q29, Q31, Q33, Q35, Q36. Earlier, you described yourself as a [PRODUCER TYPE AT Q2]. How many sales have already been made to October 31 and how many do you expect to sell for the remainder of this year and into the first half of 2024?  
 Base: All respondents categorised or self-identified as a Southern Australian producer AND who reported being a cow / calf producer, n = 2,533

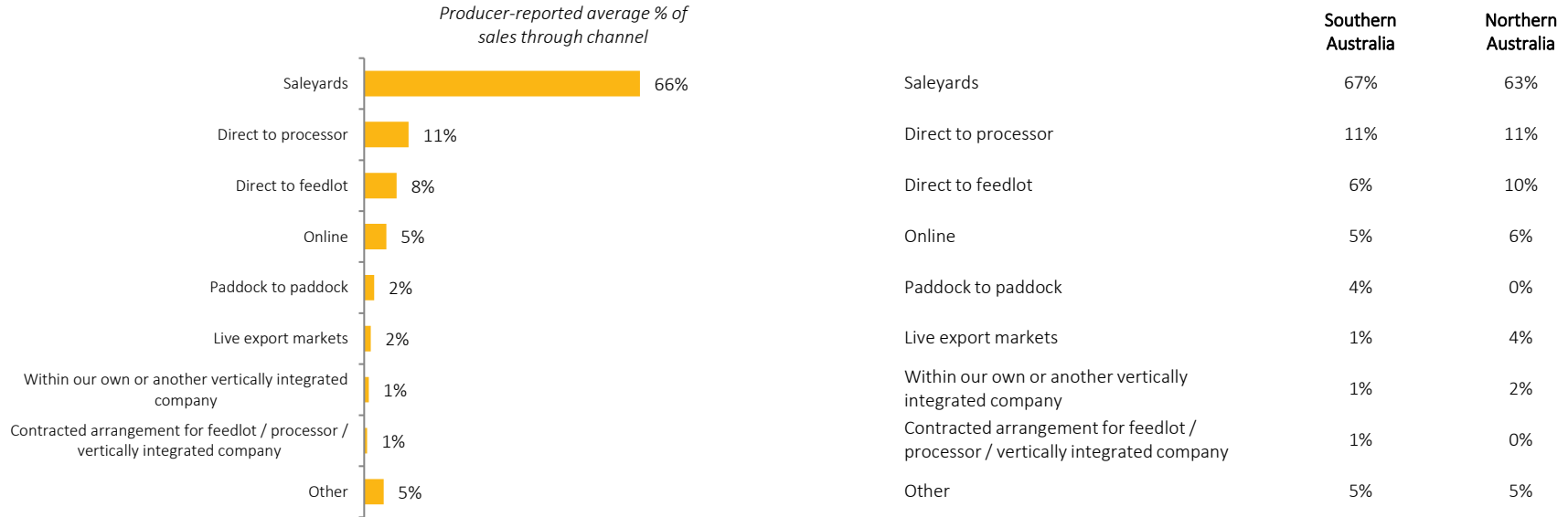
Q29, Q31, Q33, Q35, Q36. Earlier, you described yourself as a [PRODUCER TYPE AT Q2]. How many sales have already been made to October 31 and how many do you expect to sell for the remainder of this year and into the first half of 2024?  
 Base: All respondents categorised or self-identified as a Northern Australian producer AND who reported being a cow / calf producer, n = 756

|  | <b>9,815,378</b> |   |                  | <b>4,938,109</b> |                  |
|--|------------------|---|------------------|------------------|------------------|
| Total actual and expected sales                            | =                |   | % of total sales | =                | % of total sales |
| Actual sales already made to October 31                    | <b>2,237,592</b> | ↓ | <b>23%</b>       | <b>2,494,839</b> | <b>50%</b>       |
| Expected sales to be made for the remainder of the year    | <b>649,407</b>   | ↓ | <b>7%</b>        | <b>490,461</b>   | <b>10%</b>       |
| Expected sales in the first half of 2024 (January to June) | <b>6,928,379</b> |   | <b>70%</b>       | <b>1,952,810</b> | <b>40%</b>       |

# Producer sales – sales channels

Q30, Q32, Q34, Q35, Q37. Of the expected sales to be made in 2023, what proportion will be made through the following sales channels?

Base: All respondents who reported being a cow / calf producer AND reported sales (actual and/or expected) in 2023, n = 2,086



*Producers responding to the November 2023 BPIS have indicated saleyard auctions will be the primary channel for beef cattle sales this year.*

*The results are largely consistent across Northern and Southern producers.*

# Producer sales – sales channels

Q30, Q32, Q34, Q35, Q37. Of the expected sales to be made in 2023, what proportion will be made through the following sales channels?

Base: All respondents who reported being a cow / calf producer AND reported sales (actual and/or expected) in 2023, n = 2,086

|  | State |     |     |     |     |     | Levy Band                   |            |            |            |            |                                |
|--|-------|-----|-----|-----|-----|-----|-----------------------------|------------|------------|------------|------------|--------------------------------|
|  | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1<br>(lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+<br>(highest bands) |
| <i>Base:</i>   | 678   | 574 | 107 | 57  | 449 | 203 | 1,137                       | 358        | 275        | 216        | 59         | 41                             |
| <i>Producer-reported average % of sales through channel</i>                    |       |     |     |     |     |     |                             |            |            |            |            |                                |
| Saleyards  | 73%   | 64% | 57% | 30% | 67% | 61% | 74%                         | 70%        | 53%        | 35%        | 19%        | 11%                            |
| Direct to processor  | 6%    | 11% | 13% | 37% | 13% | 11% | 9%                          | 11%        | 15%        | 16%        | 11%        | 14%                            |
| Direct to feedlot  | 8%    | 11% | 6%  | 4%  | 5%  | 4%  | 3%                          | 8%         | 13%        | 28%        | 27%        | 32%                            |
| Online   | 5%    | 6%  | 5%  | 5%  | 5%  | 3%  | 4%                          | 4%         | 10%        | 8%         | 15%        | <1%                            |
| Paddock to paddock   | 2%    | <1% | 6%  | 7%  | 4%  | 6%  | 2%                          | 3%         | 4%         | 2%         | <1%        | 4%                             |
| Live export markets  | <1%   | 2%  | 1%  | 1%  | 1%  | 5%  | 1%                          | 0%         | 2%         | 3%         | 9%         | 24%                            |
| Within our own or another vertically integrated company                        | 1%    | 2%  | 3%  | 3%  | 1%  | 1%  | 1%                          | 1%         | 1%         | 2%         | 3%         | 8%                             |
| Contracted arrangement for feedlot / processor / vertically integrated company | 1%    | 0%  | 2%  | 3%  | <1% | 1%  | <1%                         | 1%         | 1%         | 1%         | 5%         | <1%                            |
| Other  | 3%    | 5%  | 7%  | 10% | 5%  | 9%  | 5%                          | 2%         | 3%         | 5%         | 12%        | 6%                             |

# B/T/G/F sales – bought in, actual and expected volumes

Q38. Earlier, you described yourself as a backgrounder / trader / grower / fattener. How many cattle were bought in for trading, growing out or fattening before 31 October 2023?

Base: All respondents who reported being a backgrounder / trader / grower / fattener, n = 899



Estimate of cattle bought in for trading before 31 October 2023:

2,151,766

Q39. Of the current cattle you have on hand either trading, backgrounding, for growing out or fattening, how many sales have already been made to October 31 and how many do you expect to sell for the remainder of this year and into the first half of 2024?

Base: All respondents who reported being a backgrounder / trader / grower / fattener, n = 899

Total actual and expected sales

12,602,253

3,919,255

Actual sales already made to October 31



543,743

Expected sales to be made for the remainder of the year



8,139,254

Expected sales in the first half of 2024 (January to June)

% of total sales

31%

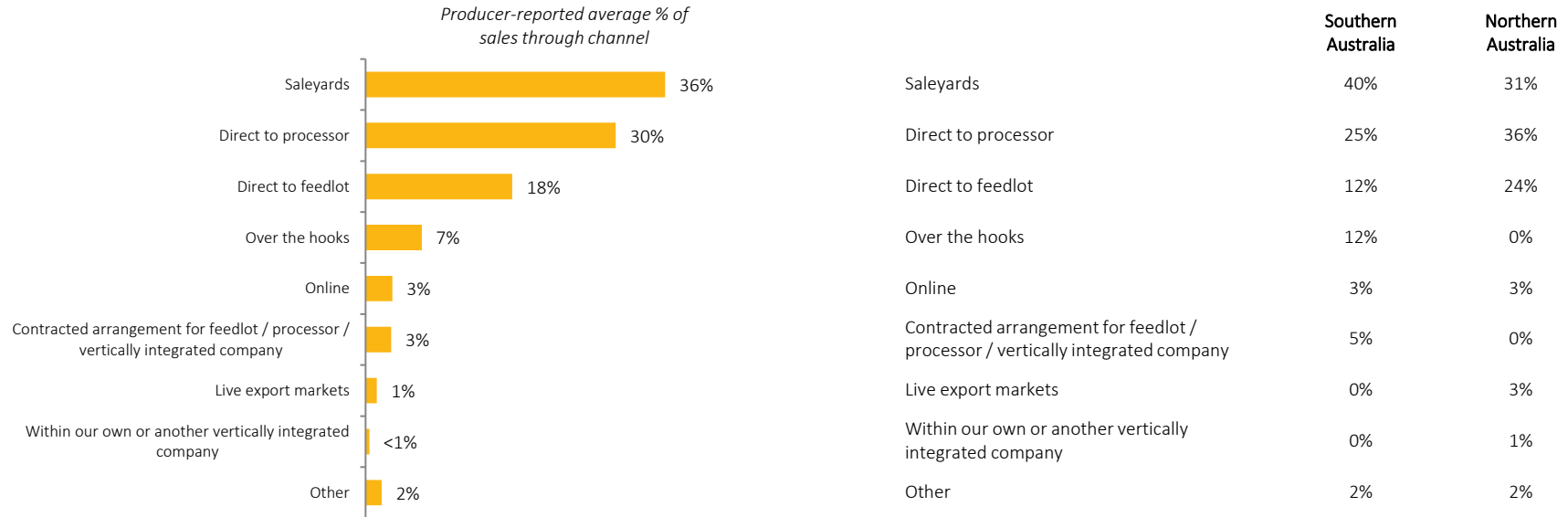
4%

65%

# B/T/G/F sales – sales channels

Q40. Of the expected sales to be made in 2023, what proportion will be made through the following sales channels?

Base: All respondents who reported being a backgrounder / trader / grower / fattener AND reported sales (actual and/or expected) in 2023, n = 596



*For B/T/G/F producers, saleyard auctions and direct to either processors or feedlots will be the primary channels for beef cattle sales this year.*

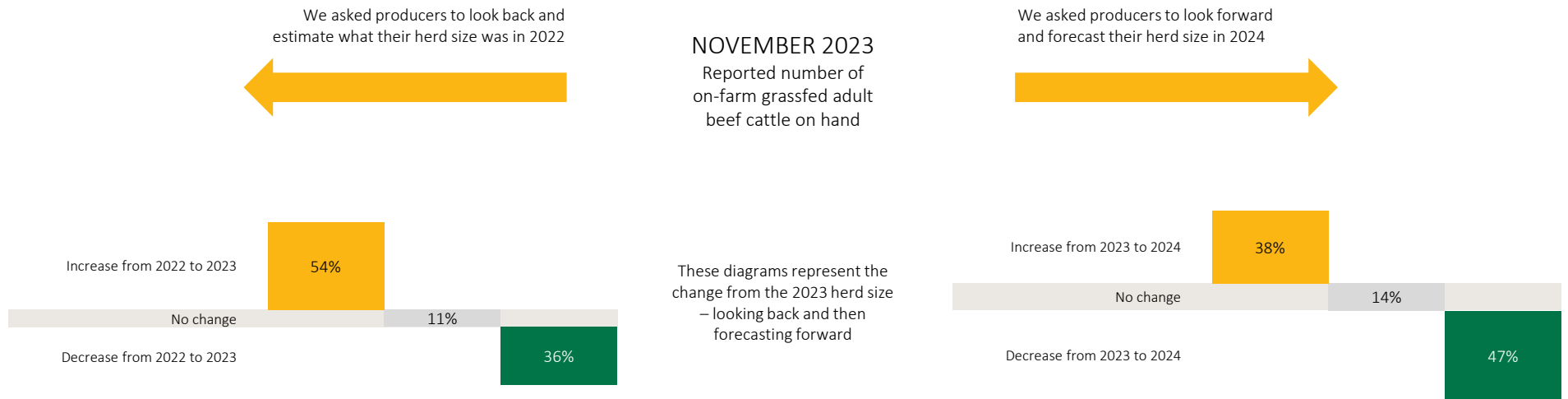
*Northern producers (among B/T/G/F) are heavier users of feedlots and direct to processors as preferred sales channel than Southern producers.*



additional analysis

# On-farm grassfed adult beef cattle herd size: a 3-year perspective

As part of the November 2023 Beef Producers Intentions Survey, producers were asked to look back and estimate what their beef cattle herd size was in 2022 as well as to look forward and forecast their beef cattle herd size for 2024. This then provided 3 points in time – the 2022 herd size, the current 2023 herd size and the forecast herd size for 2024. An analysis of this data is shown below.





# On-farm grassfed adult beef cattle herd size: a 3-year perspective



|  | Overall    | Southern Australia | Northern Australia |
|--|------------|--------------------|--------------------|
| <b>Increase from 2023 to 2024</b>      | <b>38%</b> | <b>38%</b>         | <b>38%</b>         |
| 2022 -> Increase 2023 -> Increase 2024 | 18%        | 18%                | 18%                |
| 2022 -> Same 2023 -> Increase 2024     | 2%         | 3%                 | 2%                 |
| 2022 -> Decrease 2023 -> Increase 2024 | 18%        | 18%                | 18%                |
| <b>No change</b>                       | <b>14%</b> | <b>15%</b>         | <b>14%</b>         |
| 2022 -> Increase 2023 -> Same 2024     | 6%         | 6%                 | 5%                 |
| 2022 -> Same 2023 -> Same 2024         | 5%         | 5%                 | 5%                 |
| 2022 -> Decrease 2023 -> Same 2024     | 3%         | 3%                 | 3%                 |
| <b>Decrease from 2023 to 2024</b>      | <b>47%</b> | <b>47%</b>         | <b>48%</b>         |
| 2022 -> Increase 2023 -> Decrease 2024 | 30%        | 30%                | 31%                |
| 2022 -> Same 2023 -> Decrease 2024     | 3%         | 3%                 | 3%                 |
| 2022 -> Decrease 2023 -> Decrease 2024 | 15%        | 15%                | 14%                |

# On-farm grassfed adult beef cattle herd size: a 3-year perspective

|  | State      |            |            |            |            |            | Levy Band                   |            |            |            |            |                                |
|--|------------|------------|------------|------------|------------|------------|-----------------------------|------------|------------|------------|------------|--------------------------------|
|  | NSW        | QLD        | SA         | TAS        | VIC        | WA         | Category 1<br>(lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+<br>(highest bands) |
| <i>Base:</i>                           | 1,299      | 864        | 189        | 144        | 930        | 311        | 2,271                       | 623        | 417        | 317        | 89         | 50                             |
| <b>Increase from 2023 to 2024</b>      | <b>39%</b> | <b>38%</b> | <b>34%</b> | <b>33%</b> | <b>39%</b> | <b>36%</b> | <b>37%</b>                  | <b>39%</b> | <b>39%</b> | <b>46%</b> | <b>47%</b> | <b>61%</b>                     |
| 2022 -> Increase 2023 -> Increase 2024 | 17%        | 18%        | 17%        | 20%        | 19%        | 18%        | 16%                         | 18%        | 21%        | 23%        | 23%        | 31%                            |
| 2022 -> Same 2023 -> Increase 2024     | 2%         | 2%         | 4%         | 1%         | 3%         | 4%         | 3%                          | 2%         | 2%         | 2%         | 1%         | 3%                             |
| 2022 -> Decrease 2023 -> Increase 2024 | 20%        | 19%        | 14%        | 12%        | 18%        | 14%        | 17%                         | 19%        | 17%        | 21%        | 23%        | 27%                            |
| <b>No change</b>                       | <b>13%</b> | <b>14%</b> | <b>17%</b> | <b>18%</b> | <b>15%</b> | <b>16%</b> | <b>15%</b>                  | <b>14%</b> | <b>12%</b> | <b>13%</b> | <b>7%</b>  | <b>7%</b>                      |
| 2022 -> Increase 2023 -> Same 2024     | 6%         | 5%         | 7%         | 9%         | 6%         | 5%         | 7%                          | 5%         | 4%         | 4%         | 2%         | 3%                             |
| 2022 -> Same 2023 -> Same 2024         | 5%         | 5%         | 7%         | 6%         | 5%         | 9%         | 5%                          | 5%         | 6%         | 6%         | 4%         | 0%                             |
| 2022 -> Decrease 2023 -> Same 2024     | 3%         | 3%         | 2%         | 3%         | 4%         | 2%         | 3%                          | 3%         | 2%         | 3%         | 1%         | 4%                             |
| <b>Decrease from 2023 to 2024</b>      | <b>48%</b> | <b>48%</b> | <b>49%</b> | <b>49%</b> | <b>46%</b> | <b>48%</b> | <b>48%</b>                  | <b>47%</b> | <b>49%</b> | <b>40%</b> | <b>46%</b> | <b>32%</b>                     |
| 2022 -> Increase 2023 -> Decrease 2024 | 29%        | 31%        | 32%        | 30%        | 29%        | 34%        | 31%                         | 28%        | 31%        | 25%        | 30%        | 23%                            |
| 2022 -> Same 2023 -> Decrease 2024     | 2%         | 3%         | 4%         | 3%         | 4%         | 2%         | 3%                          | 3%         | 3%         | 1%         | 0%         | 0%                             |
| 2022 -> Decrease 2023 -> Decrease 2024 | 16%        | 15%        | 13%        | 15%        | 13%        | 11%        | 14%                         | 17%        | 15%        | 14%        | 16%        | 9%                             |



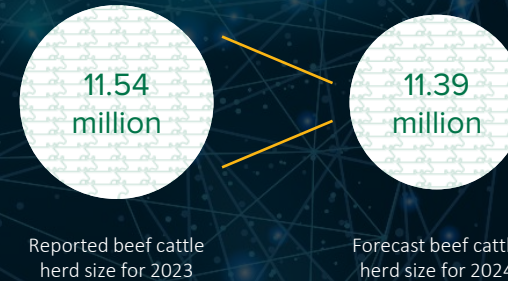
attachments

We spoke to 2,885 Southern Australian producers about their industry sentiment and the profile and intentions for their on-farm grassfed adult beef cattle herd...

## Sentiment of the Beef Cattle Industry

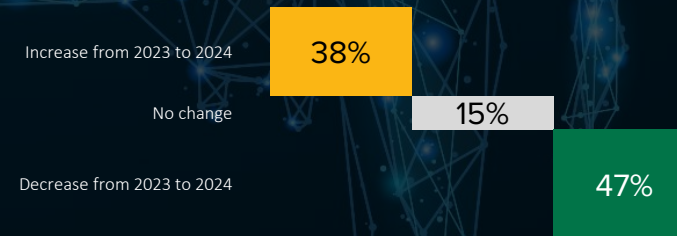


## Beef Cattle Herd Intentions

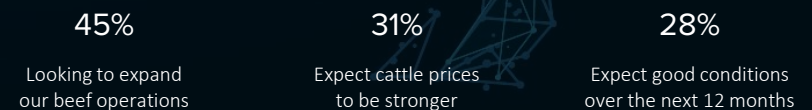


- 1% Forecasted change in beef cattle herd

The estimates above indicate the forecast change in on-farm grassfed adult beef cattle herd numbers. Producer-level intentions for increases, decreases or maintaining herd levels (ignoring the size of the herd) were:



Producers who forecast an increase in their on-farm grassfed adult beef cattle herd report three major factors influencing their plans for the next 12 months:



## Beef Cattle Herd Profile

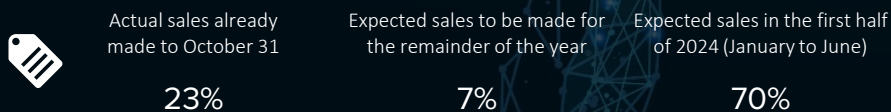


11.54 million

Estimate of on-farm grassfed adult beef cattle herd on hand at October 31 2023

|              |                      |
|--------------|----------------------|
| 6.12 million | Breeding cows        |
| 1.71 million | Heifers              |
| 2.88 million | Steers (under 2)     |
| 0.27 million | Bulls (12m+)         |
| 0.55 million | Castrated males (2+) |

Actual / Expected sales from cow / calf producers:



We spoke to 882 Northern Australian producers about their industry sentiment and the profile and intentions for their on-farm grassfed adult beef cattle herd...

## Sentiment of the Beef Cattle Industry



## Beef Cattle Herd Intentions



Reported beef cattle herd size for 2023

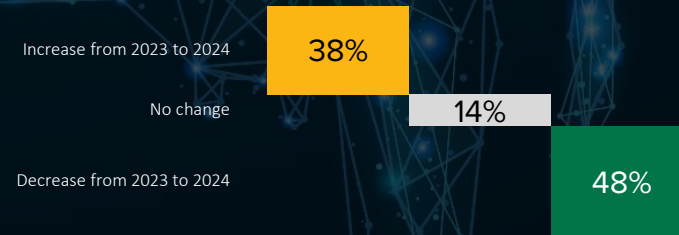
Forecast beef cattle herd size for 2024



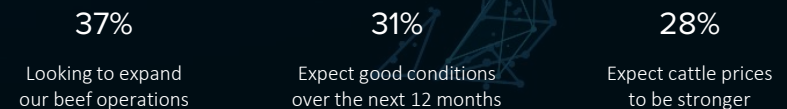
+ 2%

Forecasted change in beef cattle herd

The estimates above indicate the forecast change in on-farm grassfed adult beef cattle herd numbers. Producer-level intentions for increases, decreases or maintaining herd levels (ignoring the size of the herd) were:



Producers who forecast an increase in their on-farm grassfed adult beef cattle herd report three major factors influencing their plans for the next 12 months:



## Beef Cattle Herd Profile

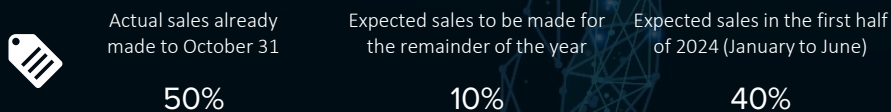


14.87 million

Estimate of on-farm grassfed adult beef cattle herd on hand at October 31 2023

|              |                      |
|--------------|----------------------|
| 7.20 million | Breeding cows        |
| 2.54 million | Heifers              |
| 4.11 million | Steers (under 2)     |
| 0.24 million | Bulls (12m+)         |
| 0.78 million | Castrated males (2+) |

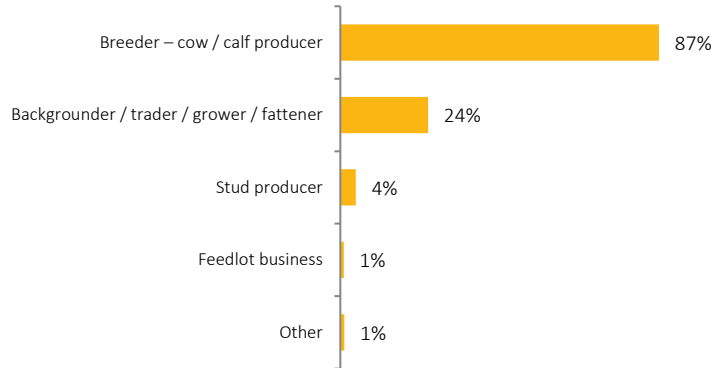
Actual / Expected sales from cow / calf producers:



# Description of business and end market

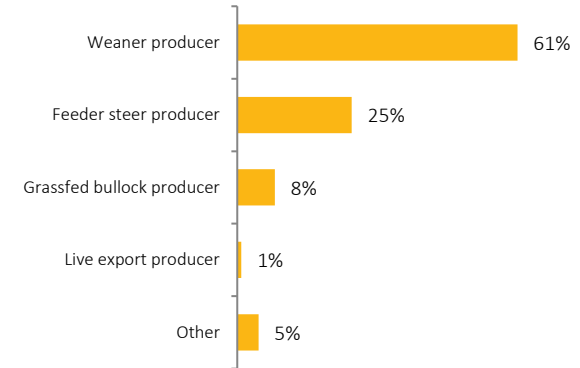
Q1. Which of the following would describe your grassfed beef cattle business?  
Please select all that apply.

Base: All respondents, n = 3,767



Q2. You said you were a breeder or cow/calf producer. What do you consider best describes your end market as a breeder of cattle / your cattle production focus?

Base: All respondents who reported being a cow / calf producer, n = 3,289



Breeder ONLY **76%**

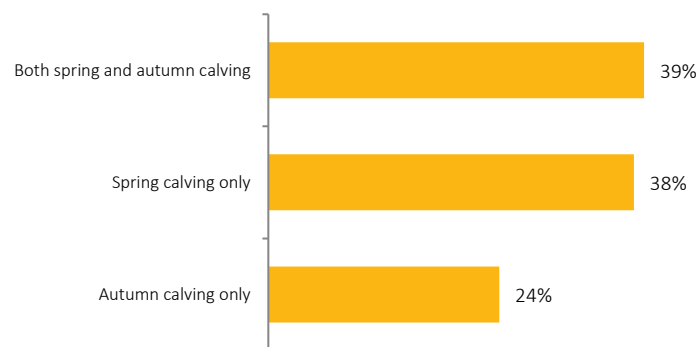
Backgrounder / trader / grower / fattener ONLY **13%**

Both a breeder AND a backgrounder / trader / grower / fattener **11%**

# (Southern) Seasonal joining

Q3. (Southern Australia only) Do you join cows and heifers to deliver calves in spring, autumn, or both seasons?

Base: All respondents categorised or self-identified as a Southern Australian producer AND reported being a cow/calf producer, n = 2,533



Q4. (Southern Australia only) Thinking about the calf drop across a typical year, what proportion of your calf drop is from the spring calving?

Base: All respondents who reported joining cows and heifers to deliver in both spring and autumn, n = 945

*Of those who reported joining cows and heifers to deliver calves in both spring and autumn...*

Mean proportion of calf drop in spring **57%**

Median proportion of calf drop in spring **50%**

|                                | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|--------------------------------|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|                                | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                   | 1,172 | 7   | 167 | 118 | 774 | 280 | 1,520                    | 434        | 296        | 214        | 51         | 18                          |
| Both spring and autumn calving | 45%   | 28% | 40% | 31% | 36% | 18% | 40%                      | 38%        | 38%        | 31%        | 21%        | 55%                         |
| Spring calving only            | 46%   | 72% | 16% | 55% | 33% | 11% | 37%                      | 36%        | 36%        | 45%        | 56%        | 38%                         |
| Autumn calving only            | 9%    | 0%  | 44% | 14% | 32% | 72% | 23%                      | 26%        | 26%        | 24%        | 23%        | 7%                          |

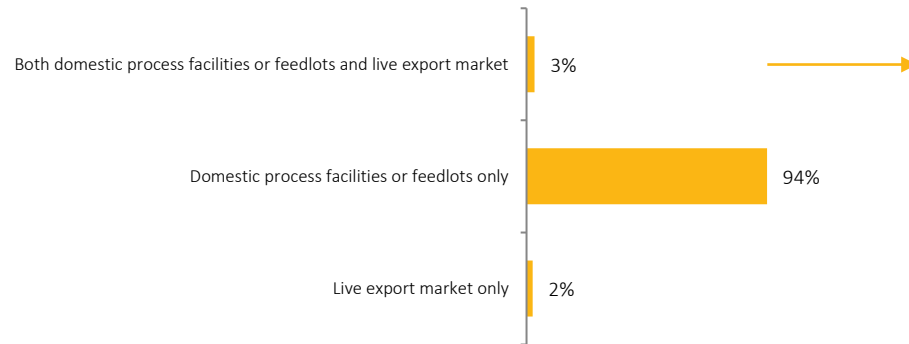
# (Northern) Domestic or live export end markets

Q3. (Northern Australia only) Producers have different end markets for their livestock. Which of the following describes your end market as a breeder/producer of cattle?

Base: All respondents categorised or self-identified as a Northern Australian producer AND reported being a cow/calf producer, n = 756

Q4. (Northern Australia only) And what proportion of your cattle sales goes to domestic process facilities or feedlots?

Base: All respondents who described their end market as both domestic and live export, n = 27



*Of those who described their end market as both domestic and live export...*

Mean proportion of cattle sales to domestic **53%**

Median proportion of cattle sales to domestic **50%**



# Breeding herd aged 2-6 years old

Q8. And what proportion of these [TOTAL BREEDING FEMALE HERD] breeding cows and heifers are aged 2-6 years old?

Base: All respondents with at least one breeding female (breeding cow or heifer), n = 3,438

*Of those who reported having at least one breeding female (breeding cow or heifer)...*

Mean proportion aged 2-6 years old **67%**

Median proportion aged 2-6 years old **70%**

|                                      | State |     |     |     |     |     | Levy Band                |            |            |            |            |                             |
|--------------------------------------|-------|-----|-----|-----|-----|-----|--------------------------|------------|------------|------------|------------|-----------------------------|
|                                      | NSW   | QLD | SA  | TAS | VIC | WA  | Category 1 (lowest band) | Category 2 | Category 3 | Category 4 | Category 5 | Category 6+ (highest bands) |
| <i>Base:</i>                         | 1,215 | 786 | 175 | 127 | 810 | 296 | 2,055                    | 567        | 384        | 300        | 84         | 48                          |
| Mean proportion aged 2-6 years old   | 69%   | 65% | 64% | 63% | 67% | 67% | 66%                      | 68%        | 69%        | 69%        | 69%        | 69%                         |
| Median proportion aged 2-6 years old | 75%   | 70% | 70% | 70% | 70% | 70% | 70%                      | 75%        | 73%        | 70%        | 70%        | 70%                         |

**Survey Program** The Beef Producers Intentions Survey, undertaken by MLA, is used to help industry determine on-farm grassfed adult beef cattle production forecasts and to understand the breed composition of the herd on a national, state and regional basis. It is one of the inputs into the MLA beef industry forecasting models.

**Methodology** The November 2023 survey used a mixed-method approach. Producers with email contact details were provided with the opportunity to respond to an online survey invitation. After 3 reminders, phone surveys were used as the method to ‘top up’ the final sample of respondents.

**Sample lists** Approval was sought and received to use the Levy Payer Register as the sample. This data was cleaned for any duplicates by email and phone number before use in the research.

**Questionnaire** A 15-minute questionnaire was used to collect the required information. The survey questionnaire covered, amongst others, the following topic areas:

- Producer sentiment about the next 12 months of the beef cattle industry
- A profile of the on-farm grassfed adult beef cattle herd
- Producer intentions for their on-farm grassfed adult beef cattle herd
- An overview of producer’s breeding program
- An overview of producer’s sales program

**Sample size** A total of n = 3,767 responses were provided by producers as follows:

|              | Overall          | ACT    | NSW       | NT     | QLD     | SA      | TAS     | VIC     | WA      |
|--------------|------------------|--------|-----------|--------|---------|---------|---------|---------|---------|
| # of surveys | <b>n = 3,767</b> | n = 15 | n = 1,299 | n = 15 | n = 864 | n = 189 | n = 144 | n = 930 | n = 311 |

**Timing** The interviewing was undertaken between 13<sup>th</sup> November 2023 – 18<sup>th</sup> December 2023.

**Weighting** The survey results were weighted. A description of the weighting process used for the November 2023 Beef Producers Intentions Survey follows next.

Survey data is often weighted to ensure estimates provide a representative match of the population being estimated and the estimates deliver statistical reliable measures.

For the Beef Producers Intentions Survey, data has been weighted to ensure the sample provides a strong representation of the population of producers as possible. For this survey, it was considered important to weight the survey data to ensure we have:

- Coverage across the various regions as producers will have different operating conditions. For our purposes, a region is a state – so we need to weight so that our final sample is representative of the distribution of producers across states.
- Coverage across farm businesses of different sizes – larger businesses have larger herds so ensuring we have an appropriate mix of small, medium, large and very large producers is vital for the estimation process. As there is no up-to-date record of the herd sizes of producers nationally, we have used the Levy Band the producer is within (11 categories) as a proxy to this. For higher levy bands (categories 6 and above), a national representation was used as opposed to a state representation given the smaller number of producers in these levy bands.

There may be other variables that help describe the possible differences across producers, but these two variables (state and levy band) will more than likely account for the likely differences that exist in the population of all producers.

For this survey, the Levy Payer Register was used as the population structure that guided the weighting approach. Data at a state and levy band segment from the register was approved for use - this data is summarised opposite. The weighting approach involved using the estimate of the total number of agricultural businesses with grassfed beef cattle from the Levy Payer Register as the population estimates (after cleaning for possible duplicate businesses).

This final weighting matrix was then used to weight the November 2023 Beef Producers Intentions survey data.

Estimated number of agricultural businesses with grassfed beef cattle (Levy Payer Register)

|                  | OVERALL       | Category 1<br>(lowest band) | Category 2    | Category 3   | Category 4   | Category 5   | Category 6+<br>(highest bands) |
|------------------|---------------|-----------------------------|---------------|--------------|--------------|--------------|--------------------------------|
| <b>AUSTRALIA</b> | <b>77,407</b> | <b>52,799</b>               | <b>10,933</b> | <b>6,783</b> | <b>4,563</b> | <b>1,413</b> | <b>915</b>                     |
| NSW              | 26,677        | 18,791                      | 3,648         | 2,218        | 1,444        | 392          | 184                            |
| QLD              | 20,072        | 13,267                      | 2,502         | 1,687        | 1,546        | 619          | 450                            |
| VIC              | 19,513        | 13,553                      | 3,114         | 1,762        | 853          | 158          | 73                             |
| WA               | 4,331         | 2,687                       | 693           | 458          | 320          | 86           | 88                             |
| SA               | 3,742         | 2,542                       | 508           | 360          | 213          | 70           | 50                             |
| TAS              | 2,660         | 1,739                       | 416           | 262          | 162          | 57           | 24                             |
| NT               | 247           | 92                          | 33            | 27           | 21           | 29           | 46                             |
| ACT              | 165           | 130                         | 19            | 9            | 5            | 2            | 1                              |

## Reliability of the estimates

The estimates in this report are based on information obtained from a sample survey. Any data collection may encounter factors, known as non-sampling error, which can impact on the reliability of the resulting statistics. In addition, the reliability of estimates based on sample surveys are also subject to sampling variability. That is, the estimates may differ from those that would have been produced had all persons in the population been included in the survey.

## Non-sampling error

Non-sampling error may occur in any collection, whether it is based on a sample or a full count such as a census. Sources of non-sampling error include non-response, errors in reporting by respondents or recording of answers by interviewers and errors in coding and processing data. Every effort is made to reduce non-sampling error by careful design of survey questionnaires and quality control procedures at all stages of data processing.

## Sampling error

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of persons was included. There are about two chances in three (67%) that a sample estimate will differ by less than one SE from the number that would have been obtained if all persons had been surveyed, and about 19 chances in 20 (95%) that the difference will be less than two SEs.

## Calculation of confidence interval

If 50% of all the people in a population of 20,000 people drink coffee in the morning, and if you were repeat the survey of 377 people ("Did you drink coffee this morning?") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered "Yes".

The remaining 5% of the time, or for 1 in 20 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

When you survey a sample of the population, you don't know that you've found the correct answer, but you do know that there's a 95% chance that you're within the margin of error of the correct answer.

In terms of the numbers selected above, the margin of error *MoE* is given by:

$$MoE = z * \sqrt{\frac{\hat{p}(1 - \hat{p})}{n}}$$

where *n* is the sample size,  $\hat{p}$  is the fraction of responses that you are interested in, and *z* is the [critical value](#) for the 95% confidence level (in this case, 1.96).

This calculation is based on the [Normal distribution](#) and assumes you have more than about 30 samples.

| Survey Estimate | Sample Size                        |
|-----------------|------------------------------------|
|                 | 3,767<br>(total surveys completed) |
| 10%             | ± 0.96%                            |
| 20%             | ± 1.28%                            |
| 30%             | ± 1.46%                            |
| 40%             | ± 1.56%                            |
| 50%             | ± 1.60%                            |
| 60%             | ± 1.56%                            |
| 70%             | ± 1.46%                            |
| 80%             | ± 1.28%                            |
| 90%             | ± 0.96%                            |

|           | Estimated Population | Sample Size | Margin of Error<br>(assuming max survey estimate of 50%) |
|-----------|----------------------|-------------|--|
| Australia | 77,407               | 3,767       | ± 1.60%  |
| NSW       | 26,677               | 1,299       | ± 2.72%  |
| QLD       | 20,072               | 864         | ± 3.33%  |
| VIC       | 19,513               | 930         | ± 3.21%  |
| WA        | 4,331                | 311         | ± 5.35%  |
| SA        | 3,742                | 189         | ± 6.95%  |
| TAS       | 2,660                | 144         | ± 7.94%  |
| NT        | 247                  | 15          | n/a  |
| ACT       | 165                  | 15          | n/a  |

Note. Margin of Errors are provided at the 95% confidence level on the assumption of a large population size (non-finite) and normally distributed. Results labelled "n/a" are due to the assumption of the normal distribution not being upheld ( $n\hat{p} < 10$  or  $n(1-\hat{p}) < 10$ ).



# Beef Producer Intentions Survey

[BPIS: November 2023]



This research was conducted by Intuitive Solutions on behalf of MLA.  
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