

## Online summary publication form

### REQUIRED INFORMATION GUIDELINES

1. PROJECT TITLE	<i>CMA: Beef Productivity (GBP) Support FY21 Project</i>
2. REPORT TITLE	<i>CMA: Beef Productivity (GBP) Support FY21 Project</i>
3. SAP CODE	<i>B.GPB.0053</i>
4. PROJECT START DATE	<i>01 July 2020</i>
5. PROJECT END DATE	<i>30 June 2021</i>
6. DATE OF PUBLICATION	
7. PROJECT STATUS	<i>Completed</i>
8. RESEARCH CATEGORY	<i>Experimental development</i>
9. FUNDING SOURCE	<i>Levy</i>
10. PRIMARY SPECIES	<i>Grass fed cattle</i>
11. RELEVANT REGIONS	<i>National</i>
12. TOPIC	<i>Animal production, producer adoption, capability building</i>
13. KEYWORDS	<i>Adoption, publication, beef, workshop</i>
14. INITIATION OF RESEARCH	<i>N/a</i>
15. PROJECT MANAGER	<i>Nigel Tomkins <a href="mailto:ntomkins@mula.com.au">ntomkins@mula.com.au</a></i>
16. PRIMARY RESEARCHER	<i>N/a</i>
17. SHORT SUMMARY	<i>This CMA supported the grass-fed beef portfolio for FY21 to cover costs not allocated to specific projects but relating to the development of project ideas, stakeholder engagement and project reviews. Activities funded through this CMA have included workshops, development of surveys, facilitated RD&amp;A forums, travel for non-MLA staff, external expert review of projects, the Beef Industry Breakfasts series and editing/publication of MLA collateral.</i>
18. BENEFITS TO INDUSTRY	<i>The intent is to maximise third party relationships that foster collaborations across industry stakeholders and support non-project delivery to the MLA strategy plan through extension of applied R&amp;D outcomes.</i>
19. OBJECTIVES	<i>To support the grass-fed beef portfolio for FY21 to cover costs not allocated to specific project activities</i>
20. KEY FINDINGS	<i>-</i>

21. MLA ACTION	<i>N/a</i>
22. FUTURE RESEARCH	<i>CMA: Beef Productivity (GBP) support projects are renewed annually on FY basis</i>
23. RELATED RESOURCES	<i>N/a</i>