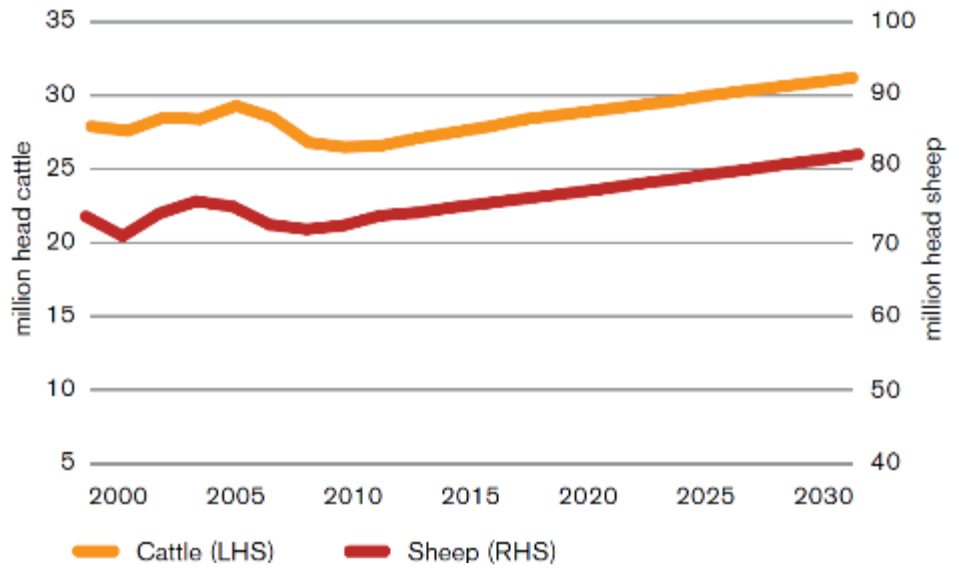


# Emerging trends and priorities for the red meat industries

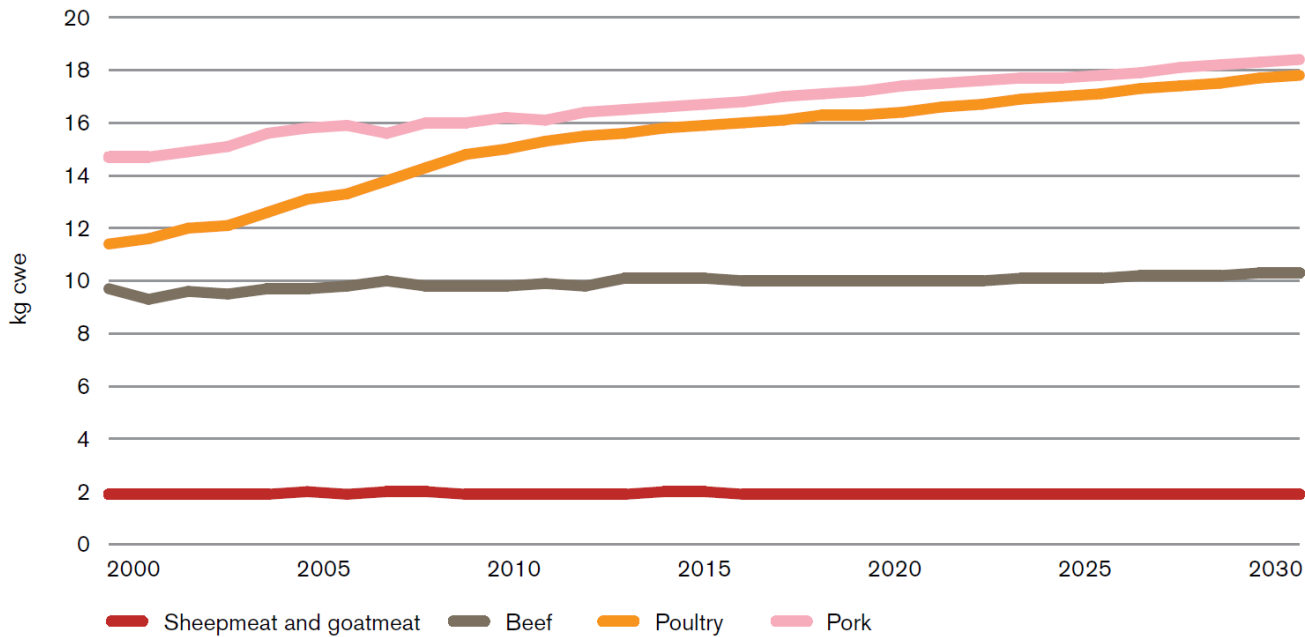
Jim Rothwell, Program Manager Animal Health and Welfare, Meat & Livestock Australia



**Figure 7. Projected change in the cattle herd and sheep flock**



**Figure 3. Global per capita consumption**

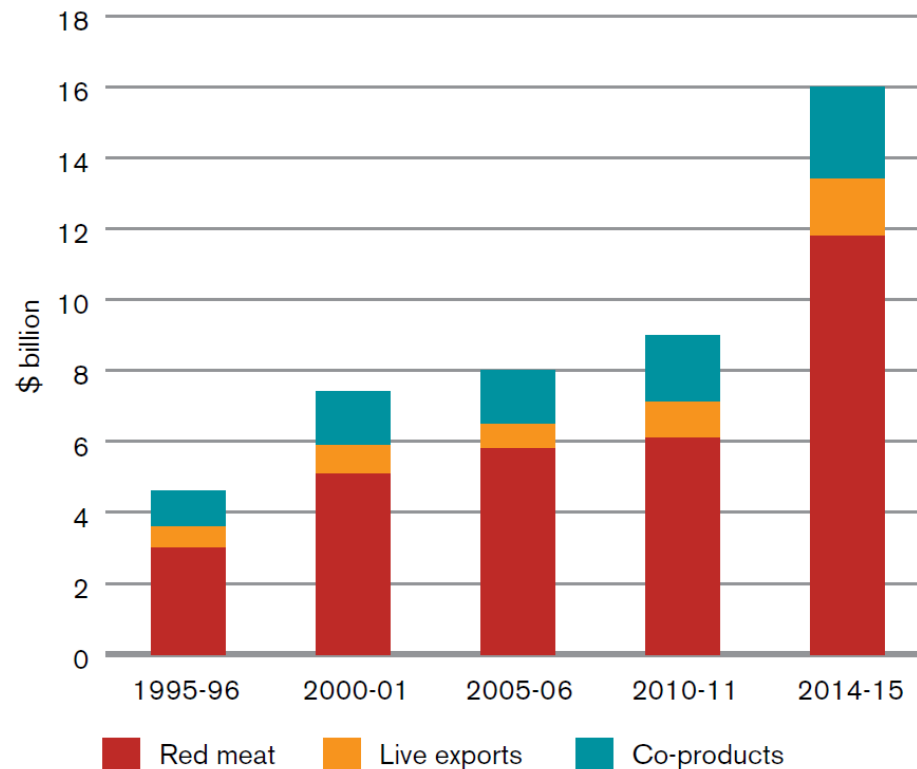


# Meat Industry Strategic Plan insights

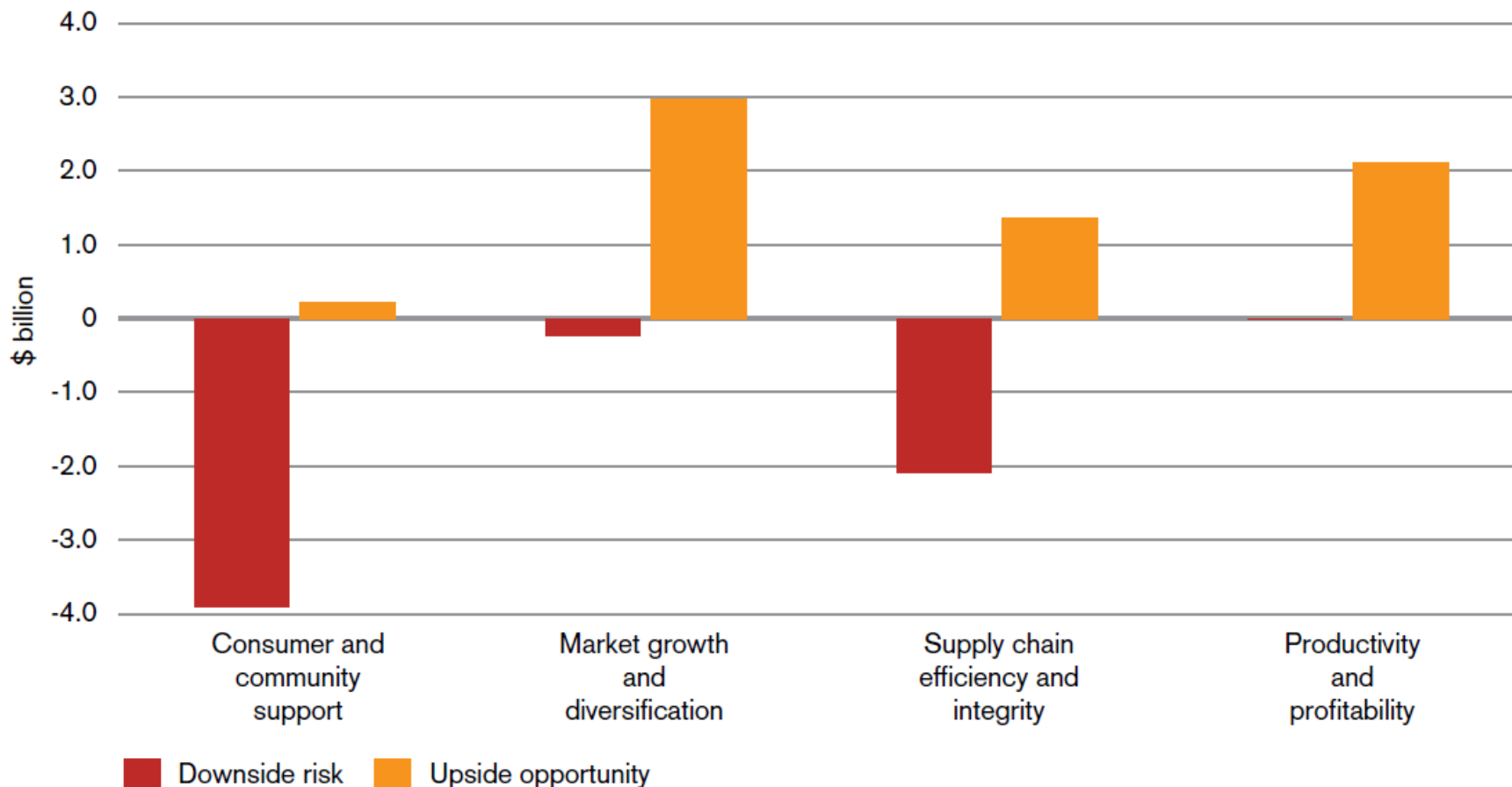
What is the area of biggest return or risk for the red meat industry;

- by 2020?
- by 2030?

**Figure 2. Value of red meat, live export and co-product exports 1995-2014**



**Figure 9. Forecast value of risks and opportunities (by pillar) to 2030\***



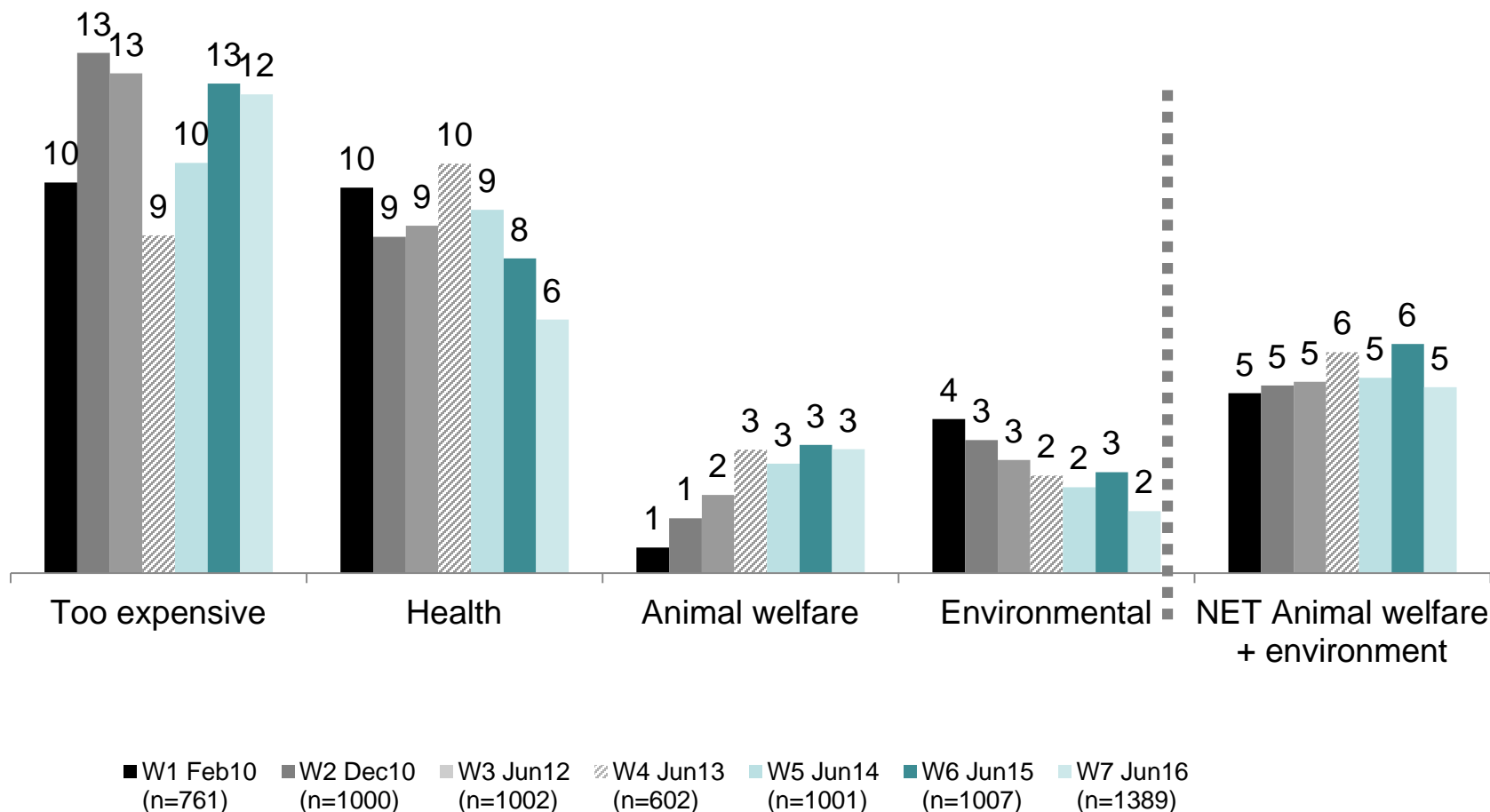
\* Relative to the baseline net industry income increase of \$48,320 million by 2030 (in 2015 dollars and 5% real rate of return)

# What is the consumer concerned about?

# Only 2% of MGB meal preparers are eating less red meat due to environmental concerns



Main reason for eating less meat (%)



Which ONE of the following best describes why you have reduced the amount of red meat you are eating?

# Urban focus groups

## 5 scenarios

1. Lamb mortality
2. Live export
3. Land transport
4. Castration
5. Dehorning



# Land transport scenario



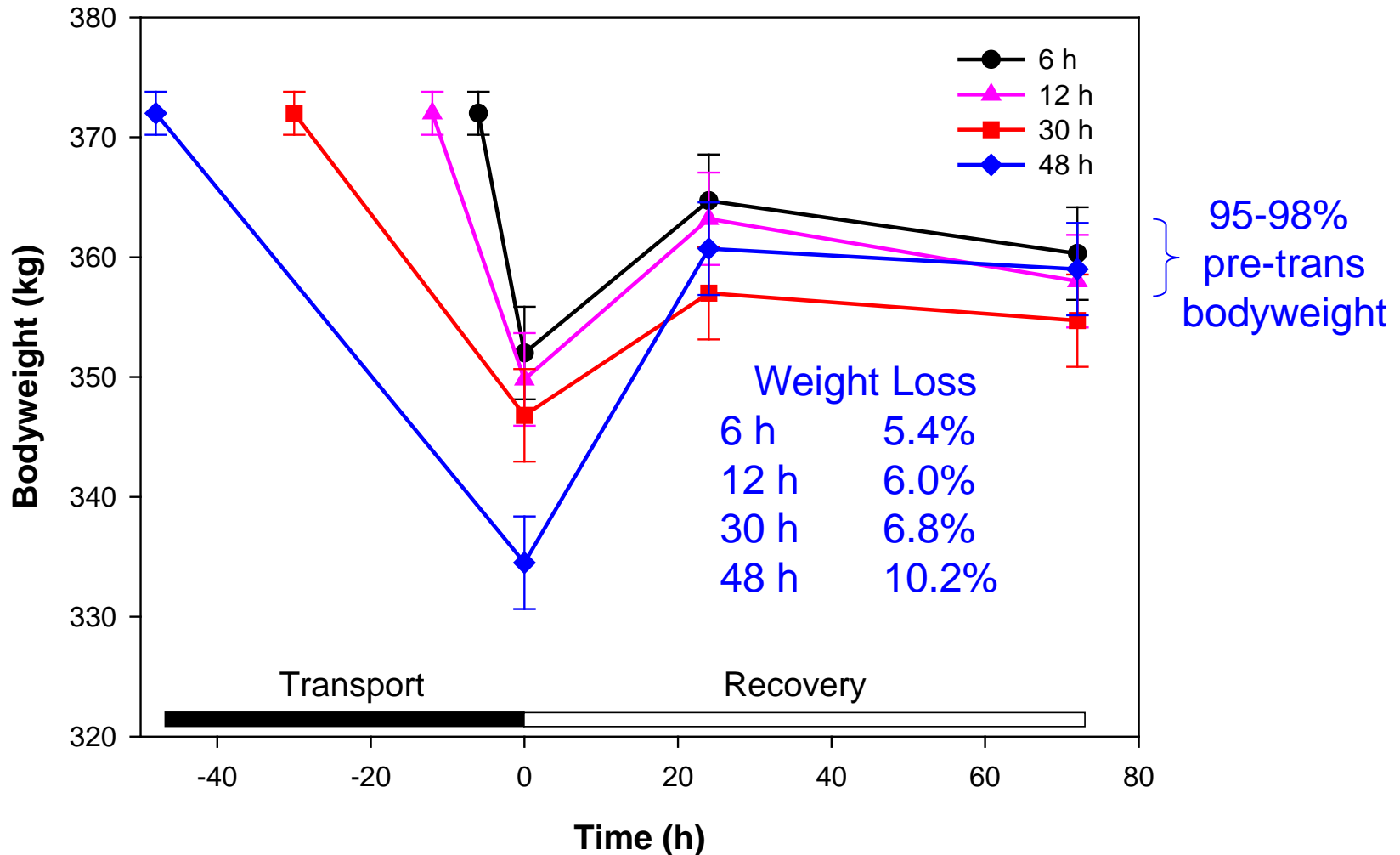
- “The transport guidelines for trucking cattle stipulates that maximum travel time without feed or water is 48 hours
- Maximum travel time has been extended following scientific studies that showed there was no long-term impact on the health of the animals as they were able to regain their weight within three days of arriving at their destination”



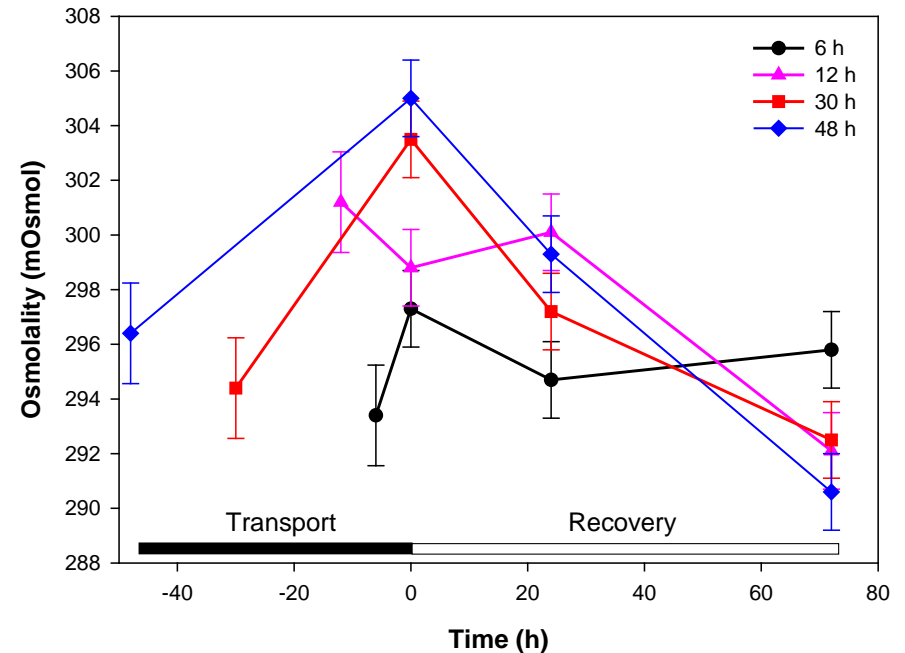
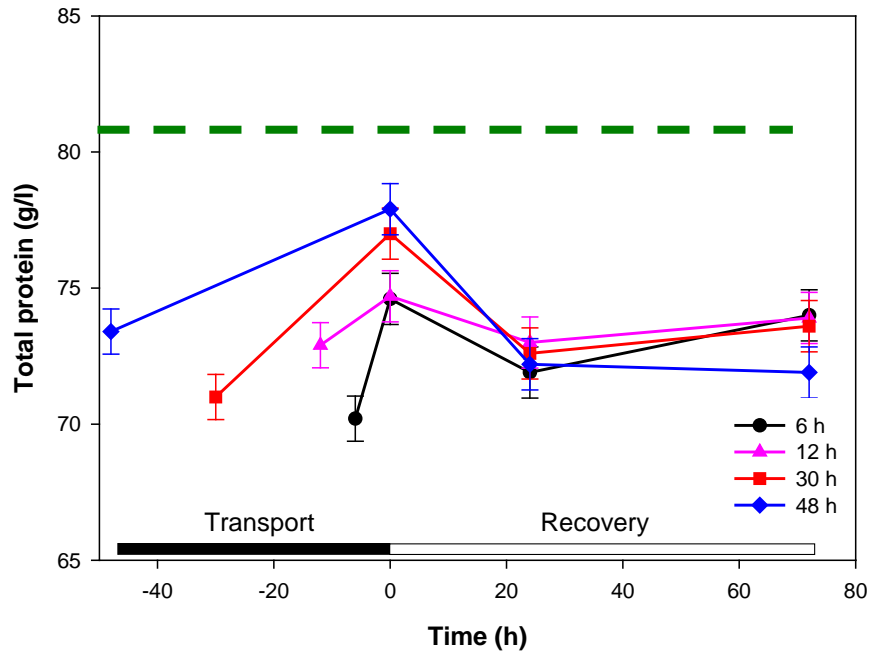
# Case study: Transport Duration - Cattle



# Bodyweight



# Dehydration measures – Serum total protein and osmolality



**Some evidence of dehydration but levels on arrival still within normal clinical ranges for cattle**



# Results - Behaviour during initial 6h recovery (12 and 48 h treatments)

Cattle transported 48 h spent significantly more time lying during initial 3 h of recovery



# Conclusions

- Healthy mature cattle with no pre-transport feed or water curfew and transported in accordance with accepted good practice generally coped with transport durations up to 48 h.
- The current maximum limits under the new land transport Standards and Guidelines are acceptable on animal welfare grounds for this class of cattle.
  - Accepted by welfare scientists, industry and partly by the welfare but not the rights lobby
- Transport is one of the most disturbing scenarios and evokes anger
- Might not ever work - culture and anthropomorphism beat science

# WHOLE FOODS MARKET

global animal PARTNERSHIP



## 5-STEP ANIMAL WELFARE RATING™

● ● ● ●

YOUR WAY OF KNOWING HOW OUR MEAT ANIMALS WERE RAISED



# MLA 2020

**The community continues to support and trust the Australian red meat and livestock industry, with industry practices in step with community expectations.**

**Continuous improvement of the welfare of animals in our care**

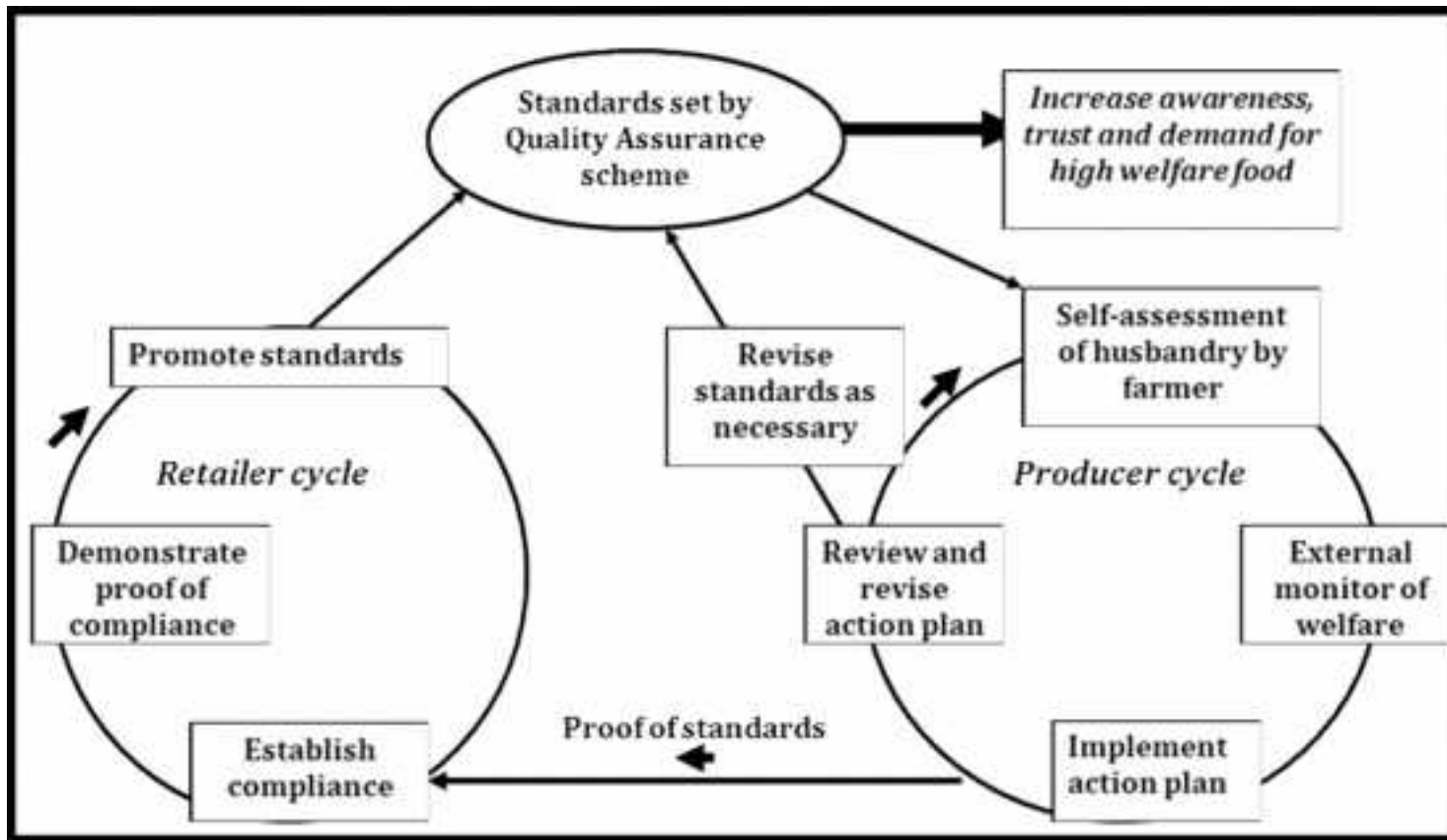


# The way forward

- “Schemes for the assessment of farm animal welfare and assurance of welfare standards have proliferated in recent years. An acknowledged shortcoming has been the lack of impact of these schemes on the welfare standards achieved on farm due in part to sociological factors concerning their implementation” (Colditz et al. 2014).
- “In the UK, the various QA systems differ in the drivers and standards, and in the processes for inspection, assessment and audit. Moreover, to date, they have focused on inputs in animal management (eg, housing standards) rather than outcomes (the welfare of the animals) and none of them have been successful in capturing the red meat industries” (Martin and Blache, 2014; B.AWW.0236).
- Therefore no scheme exists, suitable for adoption in Australia that works and improves the welfare of ruminants on farm.
  - Find a practical way that gets the farmer into the middle of the improvement process.



# John Webster, virtuous bicycle



Webster J, 2012. Husbandry regained: futures for animals in sustainable agriculture. Proc AVA Annual Conference, Canberra 2012. Monday Plenary 21 May, P A3.11.