

Red meat, off farm welfare issues, priorities and projects

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Red Meat Industry Snapshot

- ◆ Australia's largest food manufacturer and exporter.
- ◆ Generates annually \$16.2 billion in GDP, \$7.6 billion in household income, \$5.8 billion in exports and 148,000 FTE jobs (the majority in semi-regional and rural areas).
- ◆ Heavily export dependent; >60% of production exported.
- ◆ High volume, low margin (3-4%) industry.
- ◆ The top five red meat processors accounted for around 50% of national production.

Red Meat Advisory Council

PEAK COUNCILS

Joint & sector strategy
Lobbying, Policy

ALFA
Cattle Council
Sheepmeats Council
GICA

Australian Meat
Industry Council

Australian Live
Export Council

LEVY FUND MANAGERS

Funds administration
Strategic allocation

Meat & Livestock
Australia
(Producer levies)

Australian Meat
Processor
Corporation
(Processor levies)

LiveCorp
(Live export levies)

COMMONWEALTH

Matching funds

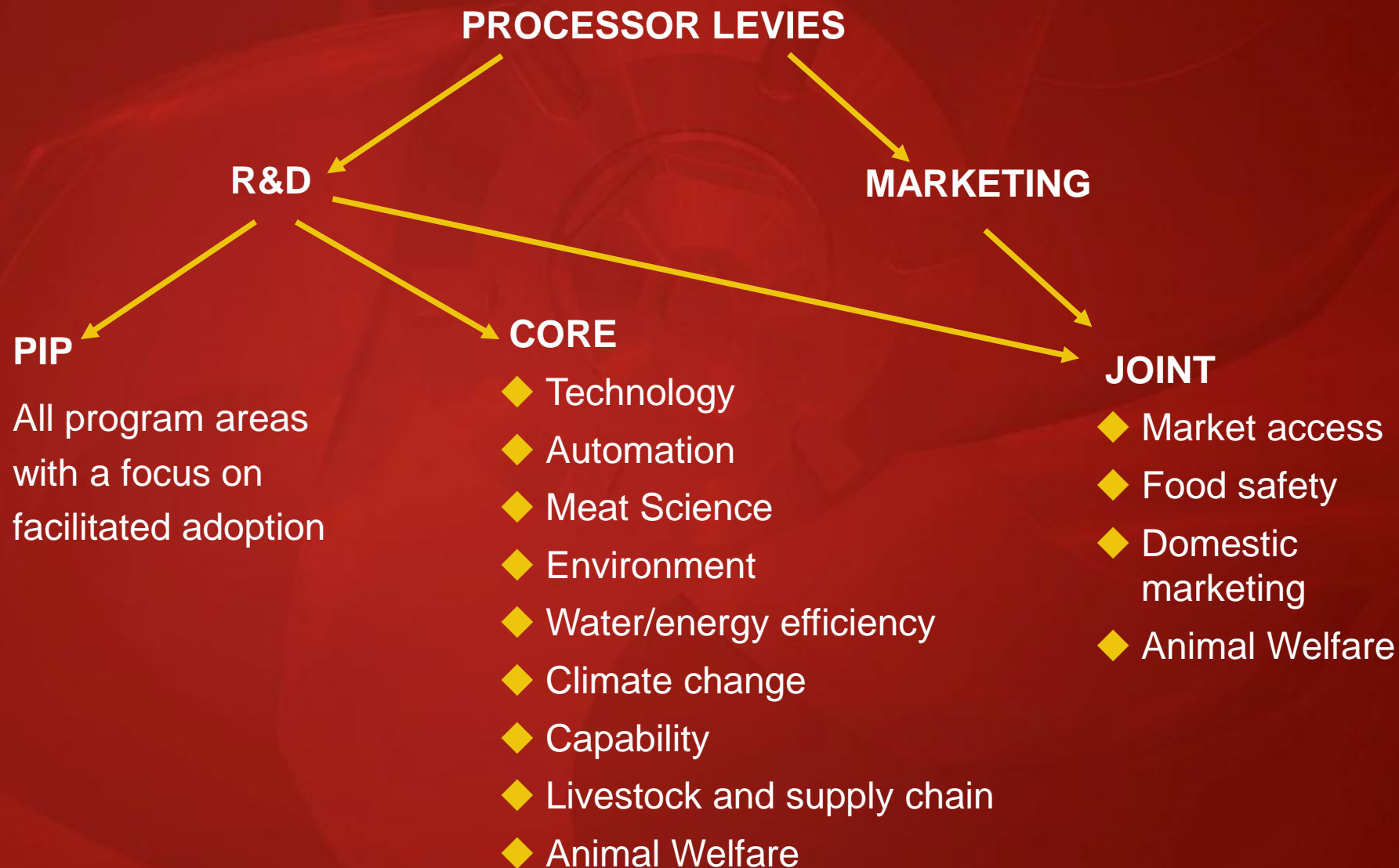
SERVICE PROVIDER

RD&E delivery
Matching funds

RD&E SERVICE PROVIDERS
(e.g. Universities, Consultants, State Government departments, other
Research & Development Corporations etc.)

OUTCOMES/ADOPTION

Investment in RD&E activity





Red meat industry welfare vision

- ◆ High standards of animal welfare are implemented, maintained and verified, without unreasonably reducing profitability.
- ◆ Continual improvement in welfare standards across the supply chain.

Emerging & current priorities

- ◆ Humane slaughter procedures
 - ◆ Restraining, stunning and slaughter procedures
 - ◆ Management of livestock to minimise stress
 - ◆ Optimising livestock movement
 - ◆ Low stress handling
 - ◆ Design & maintenance of facilities & equipment
 - ◆ Laneways, races, ramps, lairage
 - ◆ Restraining, stunning and slaughter equipment
 - ◆ Staff competency
 - ◆ Training and development
 - ◆ Ongoing skills assessment
 - ◆ Public awareness of and attitudes towards the areas above
 - ◆ Supply chain initiatives
 - ◆ Transport
 - ◆ Data Link
 - ◆ Social media and digital technologies
- RD&E activities that underpin industry's position as a world leader in animal welfare practices and maintain our social licence to operate, without unreasonably reducing profitability.



Key recent R,D&E projects & initiatives

- ◆ Development of Industry Animal Welfare Standards (AMIC, 2009)
- ◆ Evaluation of stunning methods (unstunned, percussive & penetrating stunning) for beef (CSIRO, 2008)
- ◆ Development of an alternative stunning method for cattle (CSIRO, current)
- ◆ Determining relationships between fear of humans, temperament and handling pre-slaughter lamb welfare and meat quality (Uni Melb, current)
- ◆ Attitudinal based training program for humane handling (Uni Melb, 2008)
- ◆ Redevelopment of ProHand training program (Uni Melb, current)
- ◆ Animal welfare officer training (MINTRAC)
- ◆ Animal welfare auditing (AusMeat/Murdoch Uni, current)



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