



MLA interactive update

Grower Group Alliance

13 February 2025

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Agenda

MLA 5 year strategic plan
WALRC update
MLA's Adoption Strategy
Live export transition

MLA Producer Consultation Process



The partners involved in the producer network



Australian National University



The Adoption Challenge

- Approx. 100,000 red meat businesses* (20,200 producers in Nth Aus).
- 28 million cattle (57% of herd in Nth Aus).
- 78.8million sheep
- 1.2million goats slaughtered in 2021

- Ambition to be Carbon Neutral by 2030
- In 2021 30% of all beef producers are using regular pain relief
- Pain relief for mulsing; 92% merino producers and 89% non-merino producers
- Pain relief for castration 25% national sheep producers
- Pain relief for tail-docking 44% national sheep producers

*ABARES FY21 76,009 grazing businesses EVAO >\$40,000 pa.

MLA's Adoption Strategy



MLA Adoption Program

Awareness Activities	Short-term training programs	Long-term practice change
BeefUp Forums (Nth Aus)	Edge Network e.g. Nutrition EDGE	Producer Demonstration Sites (PDS)
MeatUp Forums (Sth Aus)	Bred Well Fed Well (Sheep & Cattle)	Profitable Grazing Systems (PGS)
Webinars e.g. Profitability & Productivity and Websites resources e.g. FutureBeef, ParaBoss	'The Toolbox' e-learning platform	-
Publications & resources e.g. case studies, videos, guidebooks, websites	-	-



FY24 Impact Summary

2023-24 highlights

>9.1M
sheep influenced by
practice change programs

>14.6M
cattle influenced by
practice change programs

647,950
goats influenced by
practice change programs

>219.4M
hectares of Australian
agricultural land influenced
by MLA adoption programs

86%
average value rating of events
across MLA adoption programs

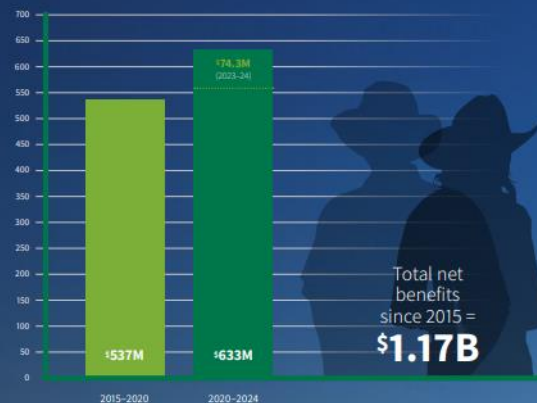
78%
of attendees indicated intent
to change practices as a result
of MLA adoption programs

10,202
producers engaged

514
advisors engaged in
capability building programs

Total benefits* delivered to producers via MLA adoption programs

MLA adoption programs have delivered \$1.17 billion* in total net benefits to participating producers who adopted a new practice between 2015-2024. In 2023-24 this was \$74.3 million in annual net benefits to participating producers.



*Calculated as net present value of adoption to 2045, discounted at 5% annually.

What's new

- BredWell FedWell
- Carbon EDGE
- Southern Rangelands Grazing Fundamentals



What do you learn in Carbon EDGE?

- Understand opportunities for reducing emissions and carbon storage
- Undertake a carbon account
- Develop an action plan for your business
- Modules include:
 - Greenhouse gases 101
 - Greenhouse gas accounting
 - On-farm emissions
 - On-farm sequestration
 - Carbon credits and carbon neutrality



Bred Well Fed Well

- 1-day workshops
- Putting theory into practice
- Genetics and nutrition focus for sheep & cattle
- Hosted on-property with access to stud stock with EBVs or ASBVs
- Participating cattle producers, on average, receive an annual net benefit of **\$3/cow managed**.
- Participating sheep producers, on average, receive an annual net benefit **\$0.65/ewe managed**



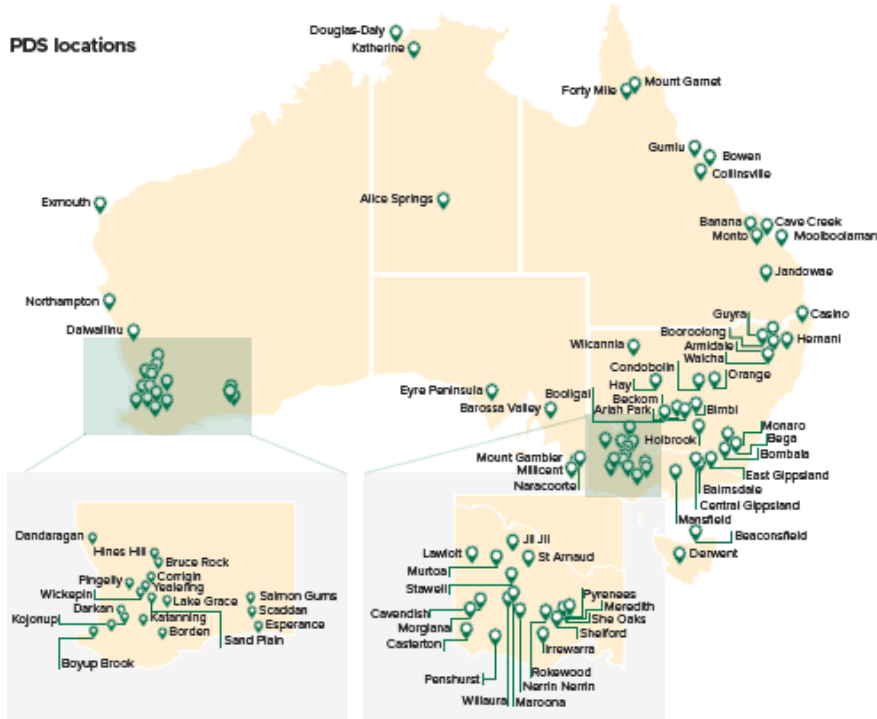
Sth Rangelands Grazing Fundamentals EDGE

- 1-day workshop
- Identify key pasture species in your region and animal nutritional requirements.
- Conduct a feed budget
- Identify grazing management strategies to improve pasture productivity
- Learn about land condition
- Good introduction to the 3-day GLM EDGE workshop





PDS locations



51 Active Levy & Co-contributor PDS projects nationally

15 with sites in WA

14 Integrated R&D PDS projects nationally

4 projects with sites in WA



PDS Funding opportunities

Levy PDS

Up to \$30 000/year, min 2 years, max 6 years

100% levy funded

Cocontributor PDS

Up to \$60,000/year, min 2 years, max 6 years

Funding is 50% Levy/ 50% participant contribution matched by MDC (Cash)

Partnership PDS

Up to \$100,000/year, min 2 years, max 6 years

MDC only, a cash contribution required to be matched by MDC

2025/26 Open Call for New PDS Projects Key dates

Preliminary applications close:

12 May 2025

Preliminary applicants notified:

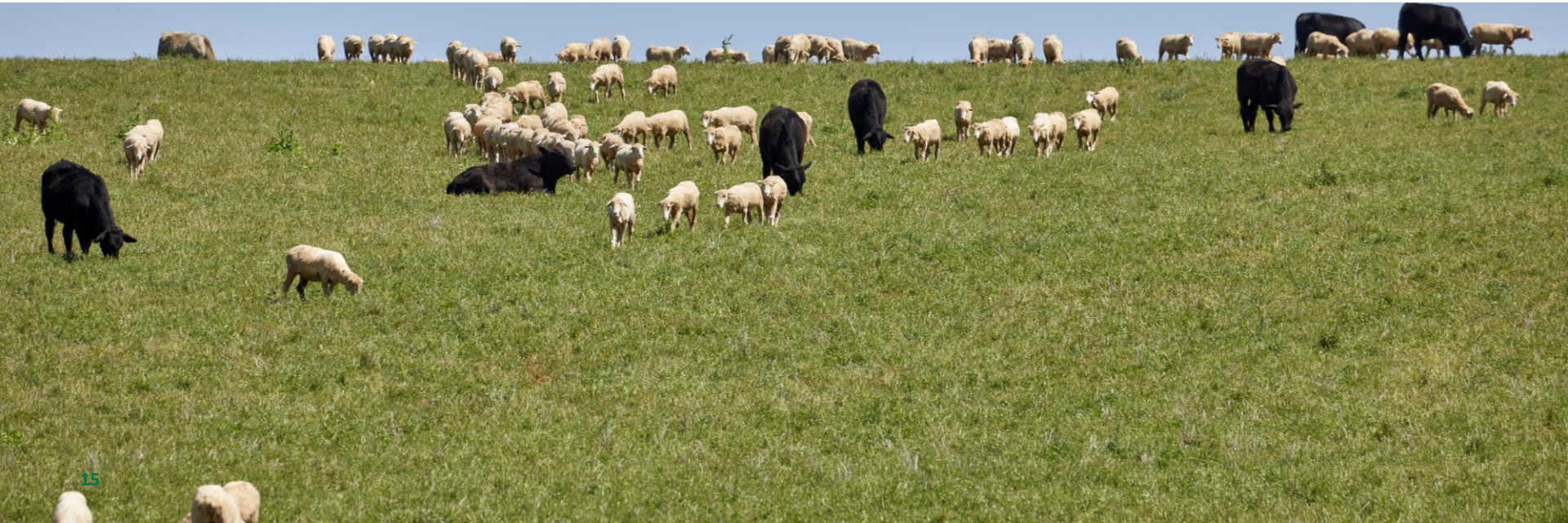
27 June 2025

Full applications close:

25 July 2025

Full applicants notified:

29 August 2025



Live sheep transition – MLA role



RD&A - SheepLinks



Marketing – creating demand



Insights



LEP support remains

SheepLinks – plan on page

Key Areas	Livestock management	Business risk	Supply consistency	Value creation
Pillar KPI and investment opportunity	Research, extension & adoption activities to drive change, lifting profitability per hectare	Producers have strategies & options to manage markets, season & whole of farm business risk	Identified & demonstrated options to optimise value & volume across the year	Identify at least 1 new opportunity for domestic & export markets
Innovation & adoption	Novel feed options to optimise the year-round supply of feed (grains, perennials, shrubs, irrigations)	Utilising cropping tools & technology for sheep production	Build tools & knowledge using pasture utilisation principles to better match production systems	Development of the hogget meat market including eating quality research to support brand development
	Genetics x Environment x Management extension program	Risk, cash flow, business case modelling- Benchmarking financials to support sheep enterprise	Training/tools for producers and processors to better supply and meet market specifications	Finishing Merino lambs- building the best systems
Industry integrity, sustainability, resilience	Feedlot best practice management & calculators	Managing seasonal variation through strategic, forward planning		Matching carcass to markets, better feedback to producers to understand and utilise
	Matching nutrition requirements to supply (optimising rainfall, grazing practices, stubble utilisation)			
Capability & skills	Build capacity in flock health management for extension	Capability and skill development to support business enterprise change	Improved business skills and decision-making tools for industry	

SheepLinks – initial priority focus areas

1. Expanded and new market development opportunities including hogget market development and implementation of MSA for sheep meat.
2. Long term sales and specification plans, informed by feedback, to make, and measure impact of, genetic and management decisions on farm
3. Improving all year-round supply through Feedlotting and/or semi-intensive management systems
4. Forward contracts and understanding processor sales and marketing plans.
5. Pasture utilisation and availability, application of agronomy knowledge, research into new agronomic knowledge