

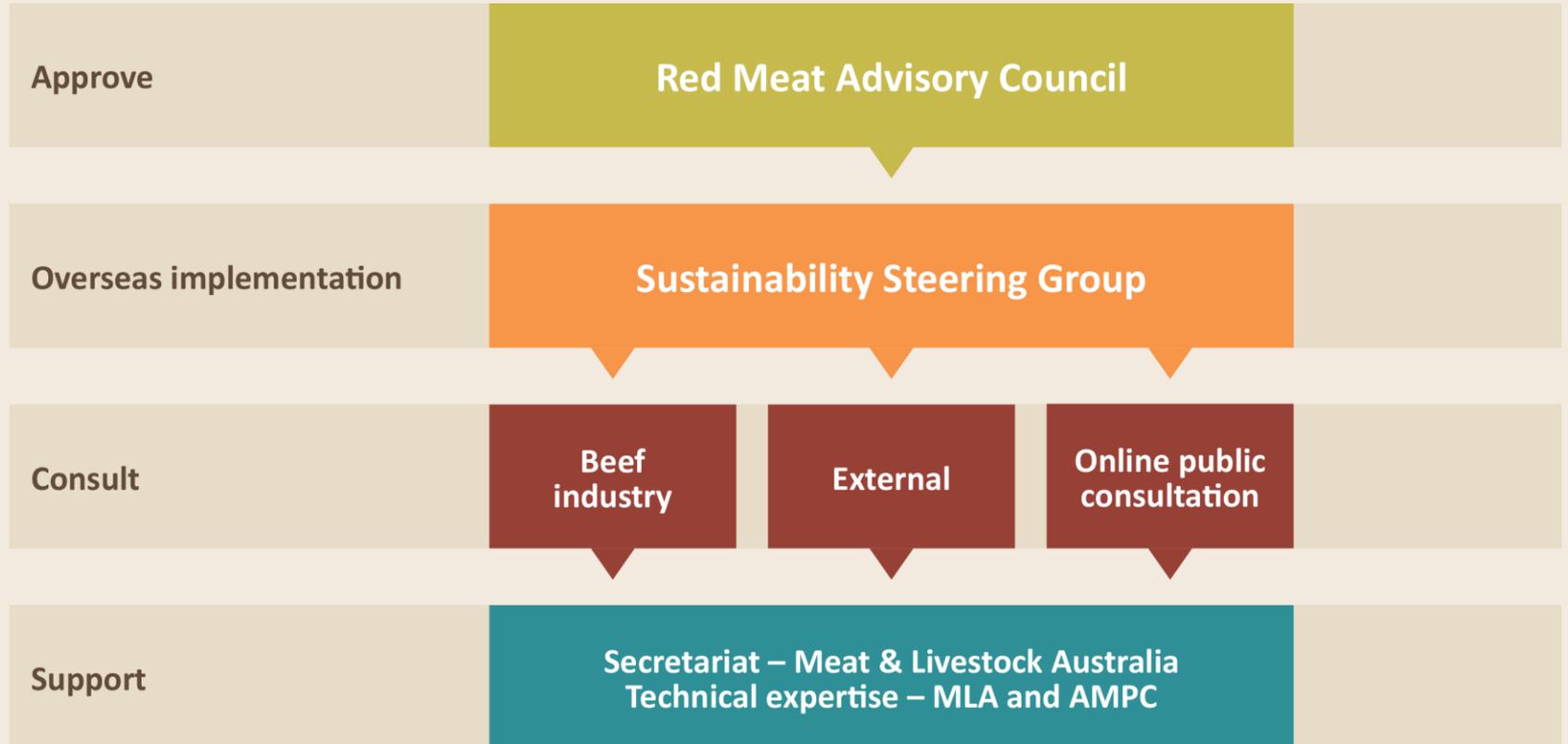


Australian Beef *Sustainability* *Framework*

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COUNCIL OF AUSTRALIA**

5 October, 2016

GOVERNANCE STRUCTURE



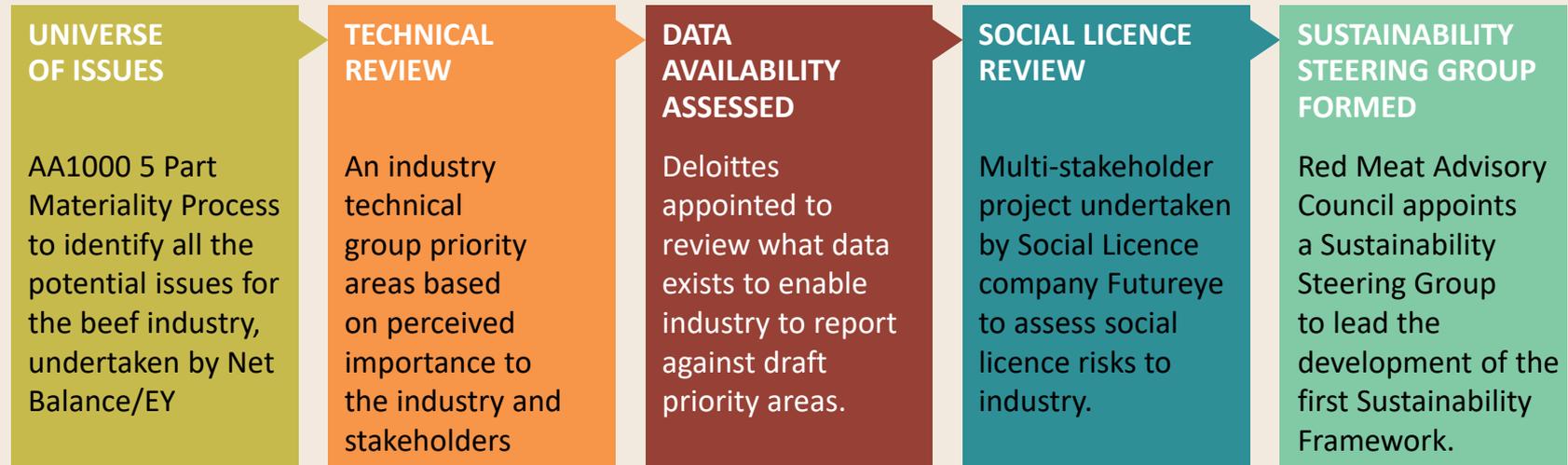
WHAT WILL THE AUSTRALIAN FRAMEWORK DELIVER



- The framework will **define sustainable beef production** in an Australian context
- Establish **key indicators and measures** and provide the platform for performance to be reported in subsequent years
- Deliver a report that addresses the sustainability priorities of the industry's major domestic and international stakeholders** without imposing unnecessary costs or reporting burdens through the value chain

WHAT HAS INFORMED OUR PROCESS

Key activities undertaken to inform the process



Informing the process: Consumer research, retailer discussions, NGO discussions, global frameworks reviewed

WHAT WE'RE DOING, WHEN



**APRIL TO
JUNE 2016**

A review of key issues, indicators with producers, lot-feeders, processors and live exporters has been undertaken.

**SEPTEMBER TO
OCTOBER 2016**

The views of stakeholders from outside the beef industry, including special interest groups, is being sought.

Materiality Review

**DECEMBER 2016
TO JANUARY 2017**

A phase of public consultation will be undertaken.

MARCH 2017

The Australian beef industry's first sustainability baseline report to be published.

WORK IN PROGRESS



- *The Australian industry is currently agreeing the process, governance and activities beyond March, 2016*
- *The first framework report is the **start of our process** to delivering continual improvement*



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EXTERNAL CONSULTATION

*Discussion document for consultation
with external stakeholders*

September – October 2016

WHAT WE VALUE



Five principles guide development of the framework and consultation activity

1

RELEVANCE

The priority area is important (or likely to be important) to our customers, the community and the Australian beef industry and is within the industry's scope of influence.

2

INCLUSIVITY

The constructive views of industry, customers, consumers, government and community groups as to how industry can continually improve performance will be valued and considered.

WHAT WE VALUE



3

CREDIBILITY

The decision (about a theme, priority area, indicator, KPI or recommendation) is grounded in evidence. It can or has the potential to be monitored and managed.

4

PRACTICALITY

The indicator is realistic. The industry is able (scope of influence) to make changes that represent value in the supply chain through continual improvement.

5

TRANSPARENCY

The industry can provide an open and honest picture of performance using the most appropriate data available.

WHERE WE WANT TO BE



A vision has been prepared for consultation:

A thriving Australian beef industry that continually improves the wellbeing of people, animals and the environment.

WHAT IS SUSTAINABLE BEEF?



A draft definition has been prepared for consideration:

Sustainability is the production of beef in a manner that is socially, environmentally and economically responsible through the care of natural resources, people and the community, the health and welfare of animals, and the drive for continuous improvement.

WHAT IS SUSTAINABLE BEEF?

*Following talks with industry a draft set of **themes** are proposed:*

-  Animal Welfare
-  Economic contribution & resilience
-  Environmental stewardship
-  Caring for our community

WHAT WE THINK MATTERS

*A set of **priority areas** have been chosen for consultation*



WELFARE

- Livestock health and welfare
- Husbandry
- Transport
- Biosecurity



ECONOMIC

- Profitability
- Productivity
- Product integrity
- Market access
- Economic contribution



ENVIRONMENT

- Ground cover
- Deforestation
- Soil
- Water
- Biodiversity
- Emissions
- Waste
- Sequestration



COMMUNITY

- Nutrition
- Capacity building
- Diversity
- Work health and safety
- Social impact

RELEVANCE OF PRIORITY AREAS ACROSS THE VALUE CHAIN

Category	Priority areas	On-farm	Feedlot	Processing	Land transport	Saleyards	Live export
 WELFARE	Livestock health & welfare	●	●	●	●	●	●
	Husbandry	●	●	●	●	●	●
	Transport				●		●
	Biosecurity	●	●	●	●	●	●
 ENVIRONMENT	Ground cover	●					
	Soil	●					
	Water	●	●	●			
	Biodiversity	●					
	Emissions	●	●	●	●		●
	Waste	●	●	●	●	●	●
	Sequestration	●					
 COMMUNITY	Nutrition (human)	●	●	●	●	●	●
	Capacity building	●	●	●	●	●	●
	Diversity	●	●	●	●	●	●
	Work health & safety	●	●	●	●	●	●
	Social impact	●	●	●	●	●	●
 ECONOMIC	Profitability	●	●	●	●	●	●
	Productivity	●	●	●	●	●	●
	Product integrity	●	●	●	●	●	●
	Market access	●	●	●			●
	Economic contribution	●	●	●	●	●	●

IT'S ABOUT ACKNOWLEDGING WHERE WORK IS REQUIRED



IMPROVEMENT	SOME PROGRESS	WORK TO BE DONE
GHG emissions have been reduced by 14% over 30 years through improved genetics and efficiency.	Through genetic testing cattle can be selectively bred to be born without horns, removing the need for de-horning.	Making pain relief accessible to increase use for husbandry practices.

Find our more

www.rmac.com.au

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