GOVERNANCE STRUCTURE

Approve

Red Meat Advisory Council

Overseas implementation

Sustainability Steering Group

Consult

Beef industry
External
Online public consultation

Support

Secretariat – Meat & Livestock Australia
Technical expertise – MLA and AMPC
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

**UNIVERSE OF ISSUES**
AA1000 5 Part Materiality Process to identify all the potential issues for the beef industry, undertaken by Net Balance/EY

**TECHNICAL REVIEW**
An industry technical group priority areas based on perceived importance to the industry and stakeholders

**DATA AVAILABILITY ASSESSED**
Deloittes appointed to review what data exists to enable industry to report against draft priority areas.

**SOCIAL LICENCE REVIEW**
Multi-stakeholder project undertaken by Social Licence company Futureye to assess social licence risks to industry.

**SUSTAINABILITY STEERING GROUP FORMED**
Red Meat Advisory Council appoints a Sustainability Steering Group to lead the development of the first Sustainability Framework.

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.

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.

Materiality Review
• 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
Australian Beef Sustainability Framework

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Priority Areas</th>
<th>On-farm</th>
<th>Feedlot</th>
<th>Processing</th>
<th>Land transport</th>
<th>Saleyards</th>
<th>Live export</th>
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IT’S ABOUT ACKNOWLEDGING WHERE WORK IS REQUIRED

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<th>IMPROVEMENT</th>
<th>SOME PROGRESS</th>
<th>WORK TO BE DONE</th>
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<tr>
<td>GHG emissions have been reduced by 14% over 30 years through improved genetics and efficiency.</td>
<td>Through genetic testing cattle can be selectively bred to be born without horns, removing the need for de-horning.</td>
<td>Making pain relief accessible to increase use for husbandry practices.</td>
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Find our more
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pb@mla.com.au