

Sheepmeat Industry Strategic Plan 2015 - 2020

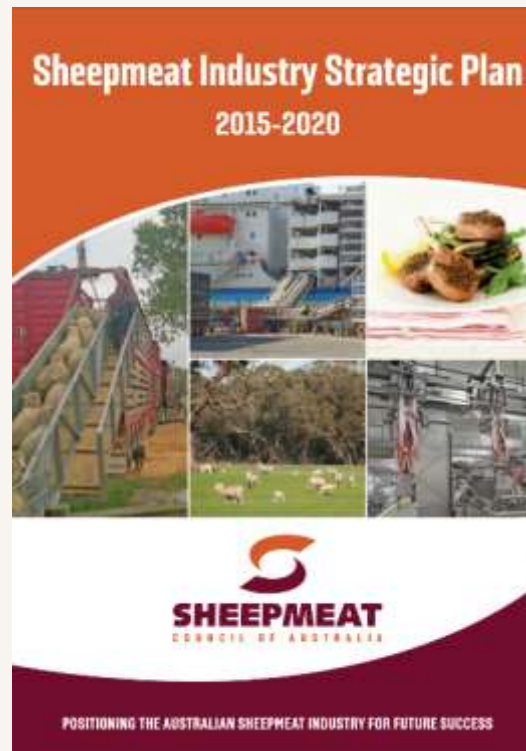
Friday 8 July 2016
Mark Harvey-Sutton, Chief Executive Officer

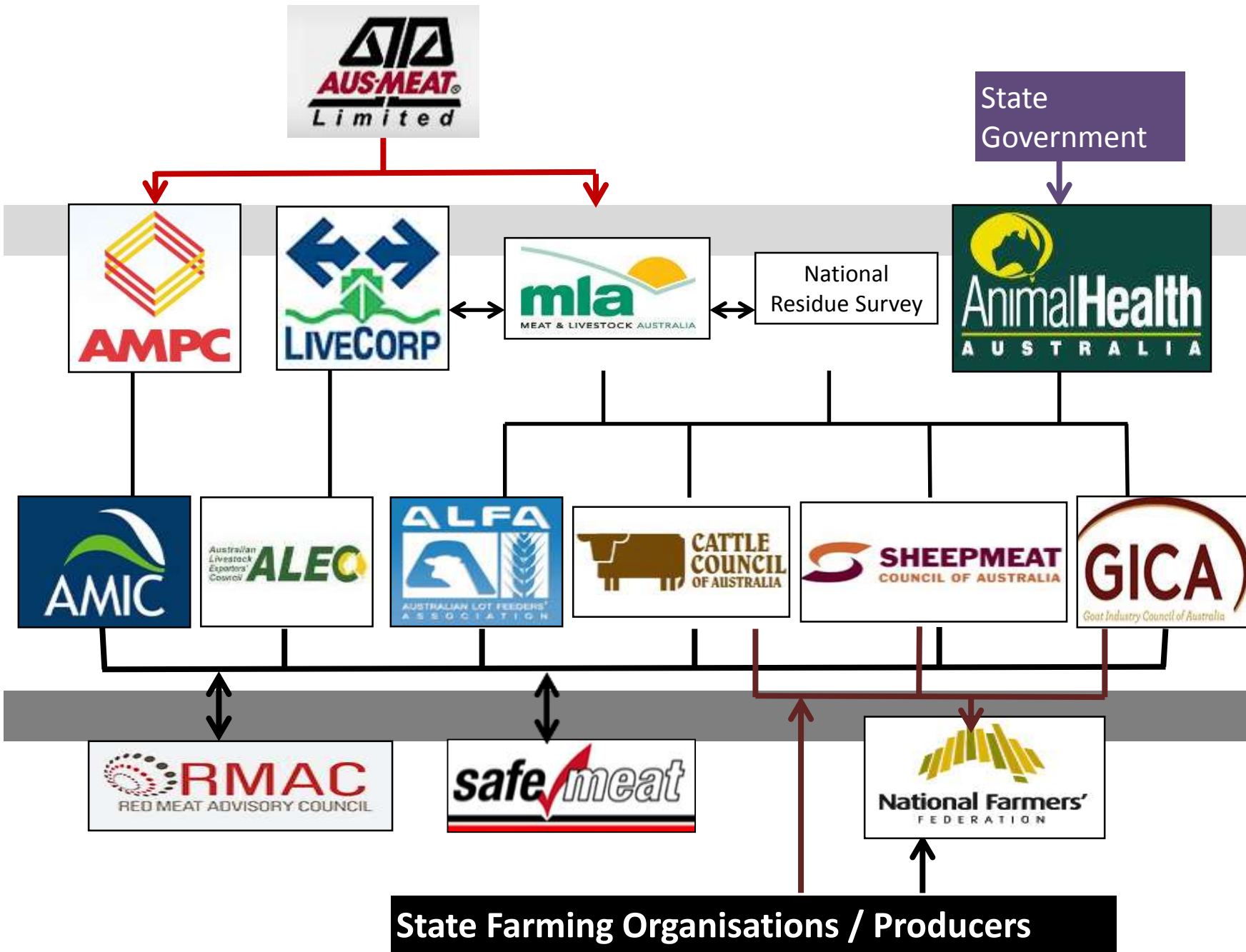


Your industry. Your voice. Your future.

Sheepmeat Industry Strategic Plan

Positioning the Australian Sheepmeat Industry for Future Success





Delivery / Operations

Policy / Strategy

State Farming Organisations / Producers

THEME 1

Wellbeing of animals in our care

Outcome:

Increase in community support for sheep industry practices on 2015 baseline

Imperatives:

- Continuous improvement of sheep health & wellbeing
- Minimising risk and impact of emergency disease on the sheep industry
- Minimising the impacts of endemic disease



THEME 2

Stewardship of our environmental resources

Outcome:

Maintenance or increase in community support for the industry's environmental stewardship practices

Imperatives:

- Minimising sheep industry impact on the environment
- Sustainable management of the natural resource
- Adapting to climate variable



THEME 3

Red meat in a nutritious and healthy diet

Outcome:

Continued consumer and health professional support for red meat as a preferred component of a healthy diet

Imperatives:

- Positioning red meat as a preferred component in a healthy diet



THEME 4

Efficiency and value in trade and market access

Outcome:

New market opportunities worth \$61m by 2020 and \$344m by 2030

Imperatives:

- Reducing economic barriers to trade
- Reducing technical barriers to trade



THEME 5

Marketing & promoting sheepmeat & livestock

Outcome:

Improved consumer attitude towards Australian sheepmeat and livestock

Imperatives:

- Developing new export markets
- Developing the domestic market
- Developing existing export markets



THEME 6

Optimising product quality and cost efficiency

Outcome:

35% of Australian sheep and lambs that are supplied OTH are paid on a quality and lean meat yield basis by 2020

Imperatives:

- Improving quality and compliance via enhanced supply chain information



THEME 7

Guaranteeing product and systems integrity

Outcome:

Industry standards for process and product compliance are met at all times

Imperatives:

- Livestock and product assurance through integrated integrity systems



THEME 8

Production efficiency in farms and in intensive finishing systems

Outcome:

Reduction in the costs of on-farm sheepmeat production (\$/kg liveweight) by 1.5% by 2020, and 5% by 2030

Imperatives:

- Systems support to improve the farm business
- Increasing livestock productivity through new research



THEME 9

Processing productivity

Outcome:

Increase in the efficiency of livestock processing and carcase utilisation

Imperatives:

- Increasing the efficiency of livestock processing and carcase utilisation



THEME 10

Live export productivity

Outcome:

Increase in the efficiency of live export delivery

Imperatives:

- Improving livestock performance in export operations



THEME 11

Capability & capacity for the industry's future

Outcome:

Maintain or increase stakeholder confidence in the industry's leadership capability

Imperatives:

- Developing skills and leaders to support the industry
- Sustainable resourcing for key industry programs and structures
- Issues management and preparedness through planning and communication protocols

