Sheepmeat Industry Strategic Plan 2015 - 2020

Friday 8 July 2016
Mark Harvey-Sutton, Chief Executive Officer
Sheepmeat Industry Strategic Plan

Positioning the Australian Sheepmeat Industry for Future Success
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

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