

How to become an export country and guarantee premium beef quality

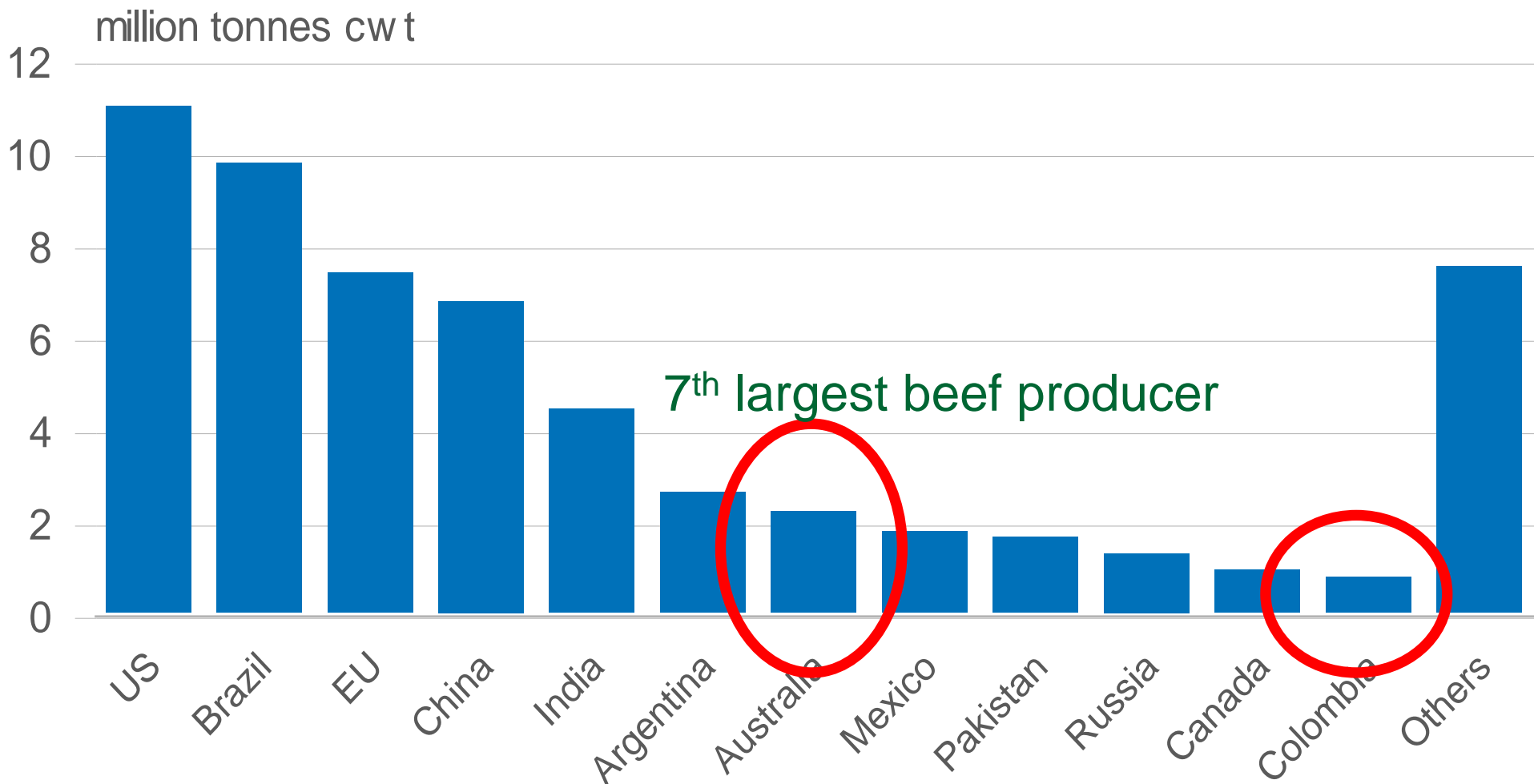


agri benchmark Global Forum, Valledupar, Colombia
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Address outline

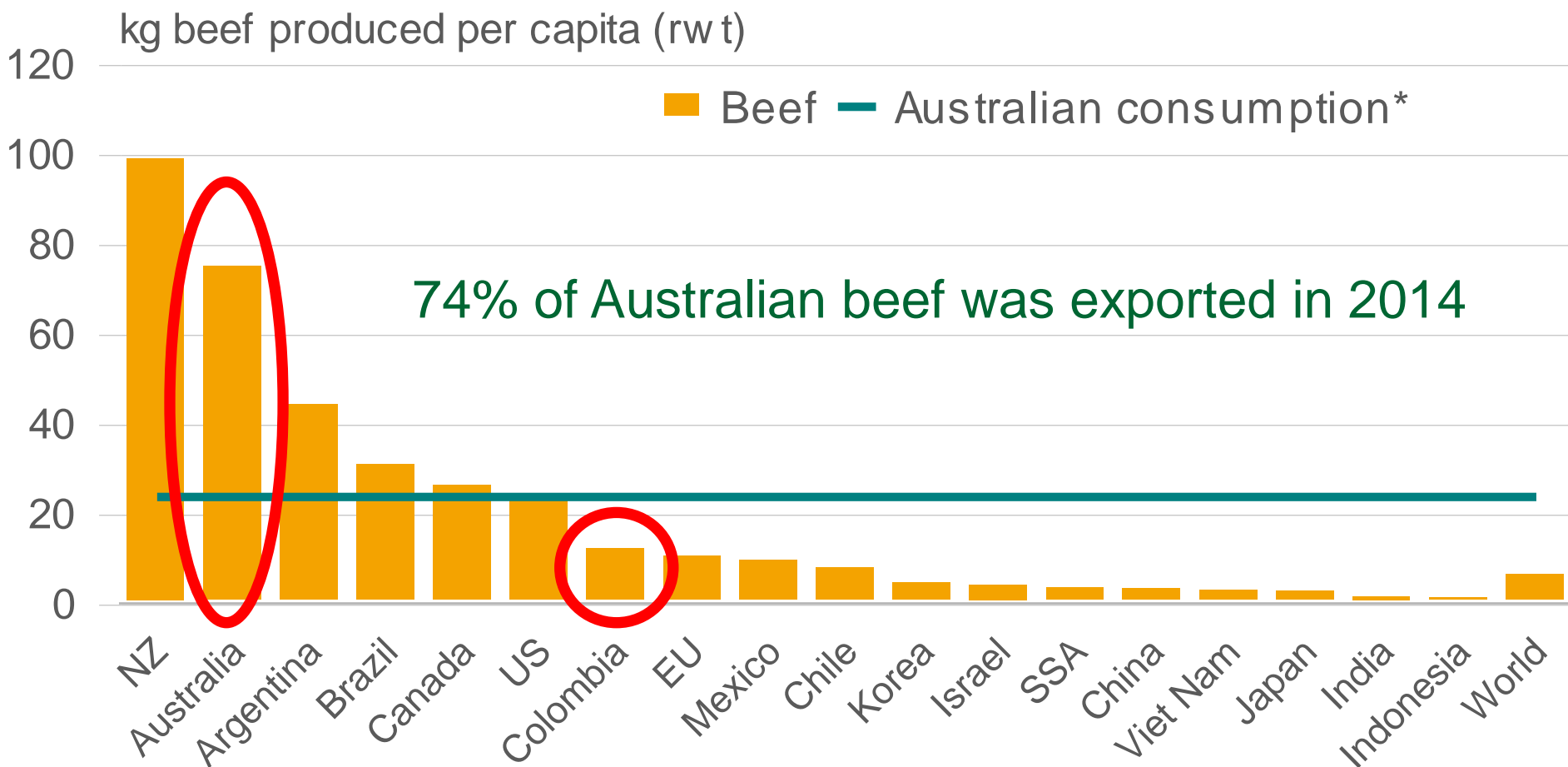
- Why exporting is important to Australia
- Getting it right at home
- Match the right product to the right market
- Deliver a strong marketing message

Beef exporting is very important for Australia



Source: USDA, 2014 production

Beef exporting is very important for Australia



Getting the systems right at home



Controlling disease is critical

- Australia is free of all the major cattle diseases
- Diseases like FMD and BSE would result in immediate closure of many export markets
- Devastating impact on cattle prices for years
- An FMD outbreak would cost the Australian economy an estimated \$US16 billion

Livestock Production Assurance

- Property risk assessment
- Safe and responsible animal treatments
- Stock foods, fodder crops, grain and pasture treatments
- Preparation for dispatch of livestock
- Livestock transactions and movements



National Livestock Identification Scheme (NLIS)

**TAG
MANUFACTURER**

**PRODUCER
(BREEDER)**

SALEYARD

FEEDLOT

**PROCESSOR
(ABATTOIR)**



NLIS DATABASE



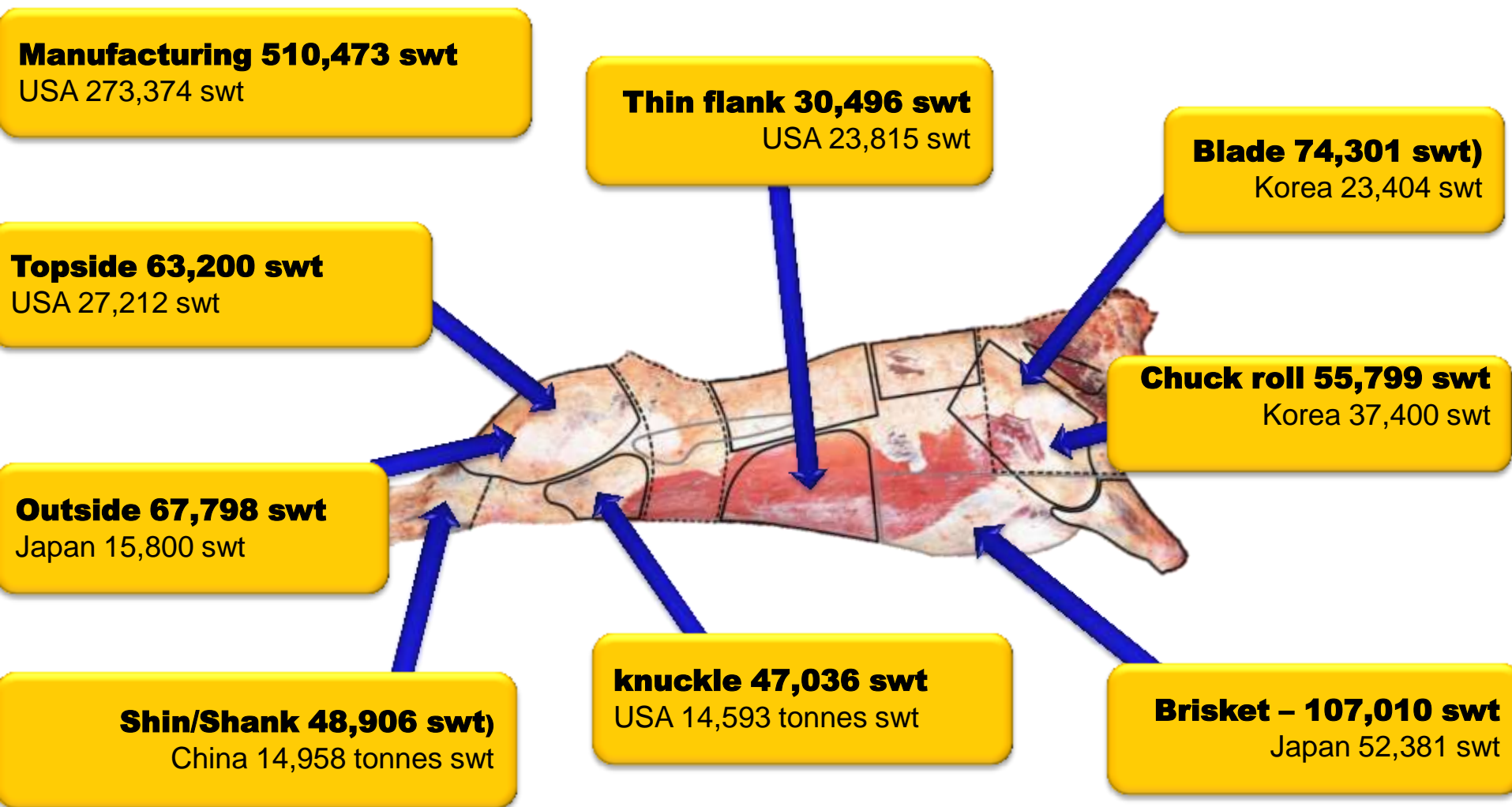
**Product integrity must be matched by
quality product**



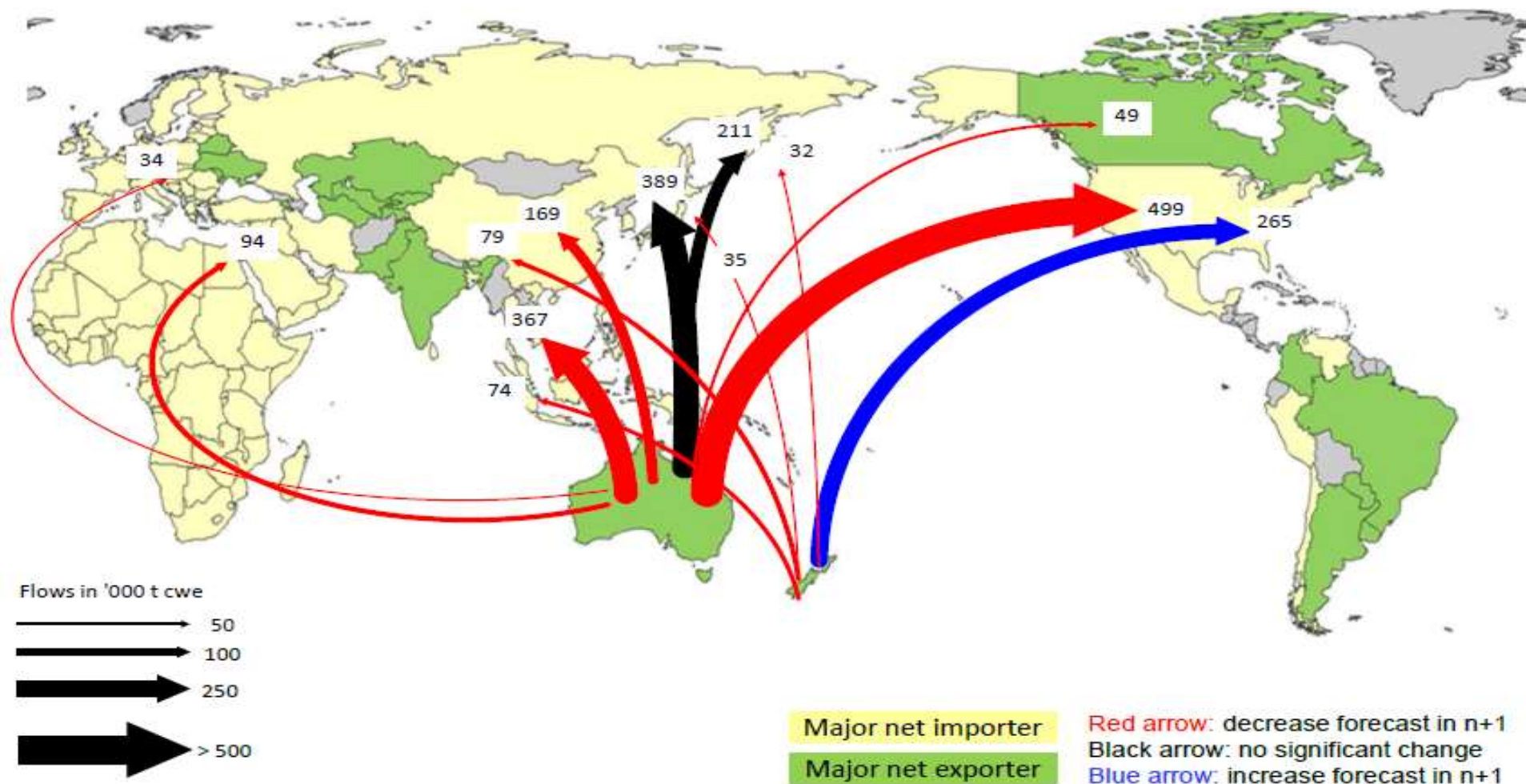
The right cut must be matched with the right market



Australia exports a diverse range of cuts to a diverse range of markets



Where in the world does Australian beef go?



Deliver a strong marketing message

The Land, Climate and Colours of Australia





**TRUE
AUSSIE
BEEF**



Conclusion

- Ensure the product has grounds for a sound reputation
- Work in countries to match the right product with the right market
- Deliver a strong marketing message, backed by product integrity

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