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Becoming a winner in foreign markets

How Australia creates market access & export opportunities

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Three critical factors in success on foreign markets

- Getting it right at home
- Anticipating market developments – picking winners
- Putting the right marketing programs in place

Getting it right at home

- Controlling disease
- Implementing the highest standards of food safety
- World class systems for product integrity

Reacting quickly to new disease threats: Australia's BSE counter measures timeline

Year	Action
Pre 1988	Banned importation of Meat & Bone Meal from all countries, except New Zealand
1988	Banned importation of cattle in all BSE affected countries
1988	Slaughtered / special tracking cattle previously imported from BSE affected countries
1990	Began testing of BSE in domestic cattle
1996	Voluntary ban on feeding of ruminant material to ruminants
1997	Compulsory ban on feeding of ruminant material to ruminants
1998	Began surveillance program for TSEs in sheep
1999	Feeding ban extended to include feeding of specified mammalian material to ruminants

Eradication of existing diseases: elimination of brucellosis & tuberculosis in Australia

Program to eradicate brucellosis and tuberculosis began in 1970

Declared free of brucellosis in 1989

Declared free of tuberculosis in 1997

Close surveillance occurred until 2006

Why all this effort on disease?

- Entry of a major endemic disease, like FMD, would result in loss of most of Australia's beef and sheepmeat export markets overnight
- A 12 month outbreak would cost the industry about \$US5 billion
- Similarly, the outbreak would cost the Australian economy an estimated \$US16 billion

**The efforts on disease must be
matched by similar efforts on
food safety**

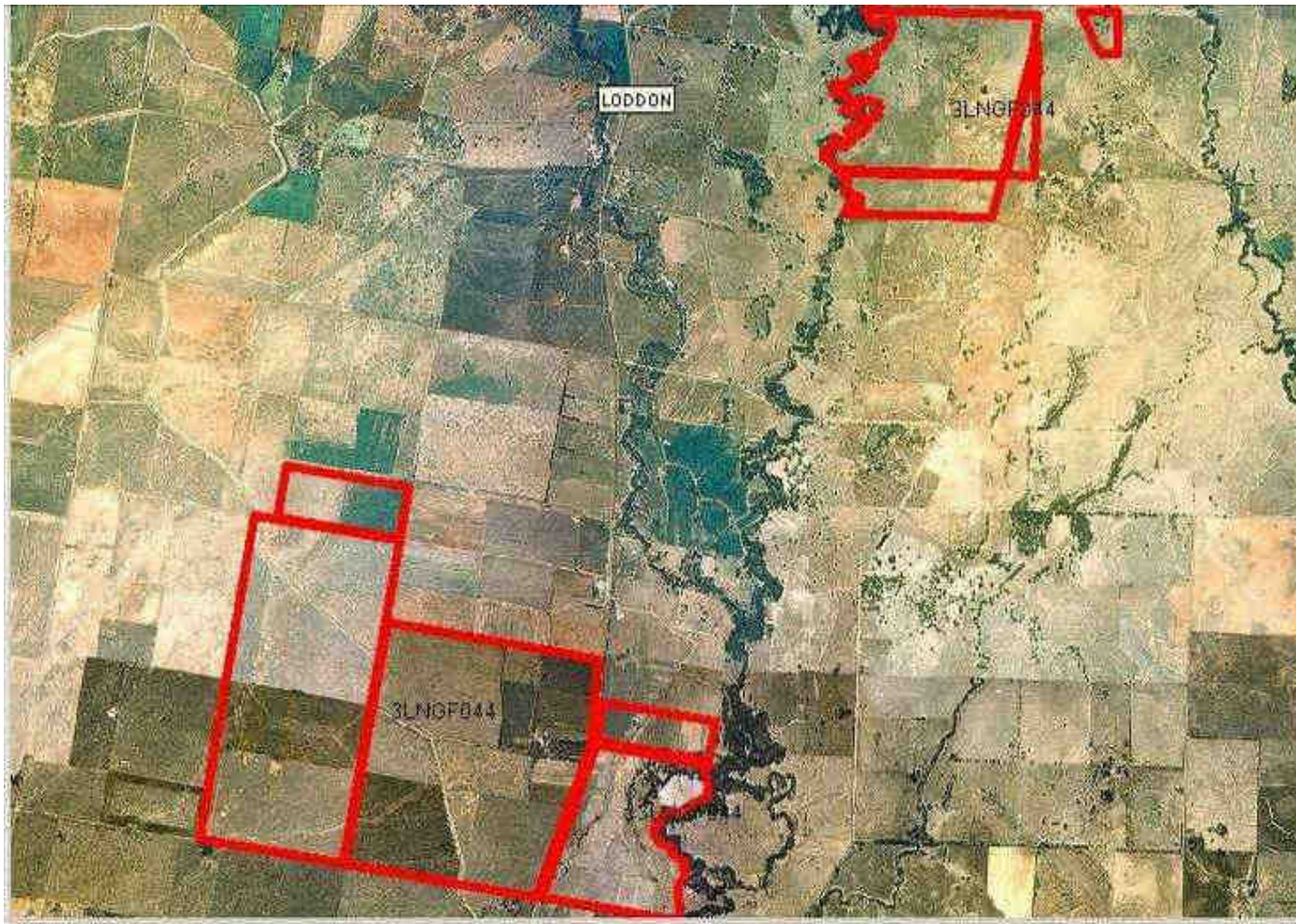
Livestock Production Assurance – Food Safety Standards



- 1. Property risk assessment** – ensuring livestock are not exposed to areas on the property that are contaminated with chemicals
- 2. Safe and responsible animal treatments** – ensuring livestock intended for human consumption do not contain unacceptable chemical residues
- 3. Stock foods, fodder crops, grain and pasture treatments** – ensuring livestock are fed safe, residue free feed, and are not fed animal products
- 4. Preparation for dispatch of livestock** – ensuring livestock to be transported are fit for the journey and are not unduly stressed
- 5. Livestock transactions and movements** – ensuring that any purchaser of livestock can assess the chemical residue or food safety status of the animals and the movement of livestock can be traced if required

Traceability and food safety

- Property Identification Codes are the foundation of Australia's animal traceability and food safety systems



National Livestock Identification System (NLIS)



- NLIS is Australia's livestock identification and tracing system, enabling individual animals to be traced from property of birth to slaughter
- NLIS underpins the product integrity and food safety of Australian red meat, and is an essential biosecurity tool for the industry and government

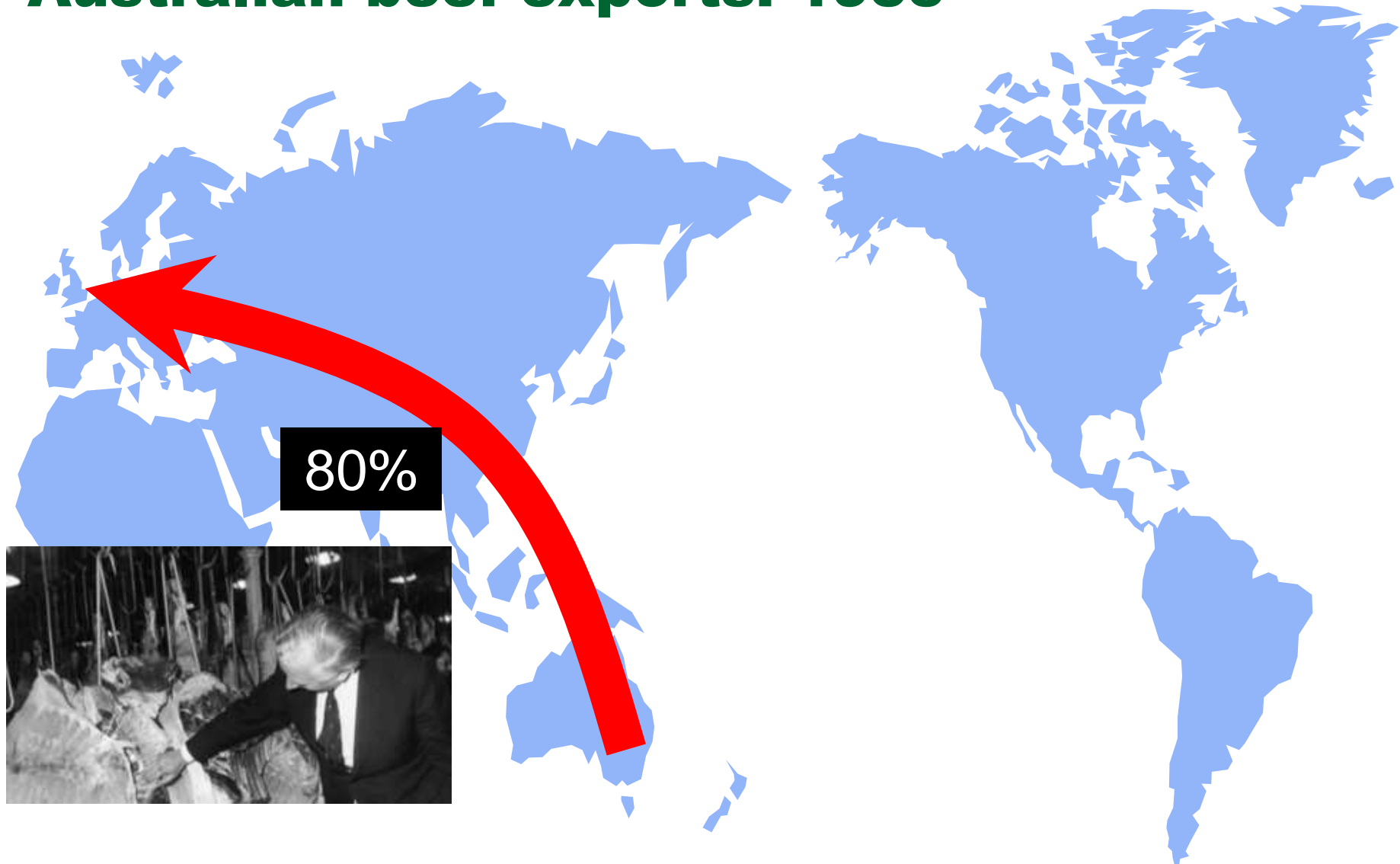
**It is also important that disease
& food safety systems be
supported by product integrity
systems more generally**

Product integrity in meat grading systems: Meat Standards Australia (MSA)

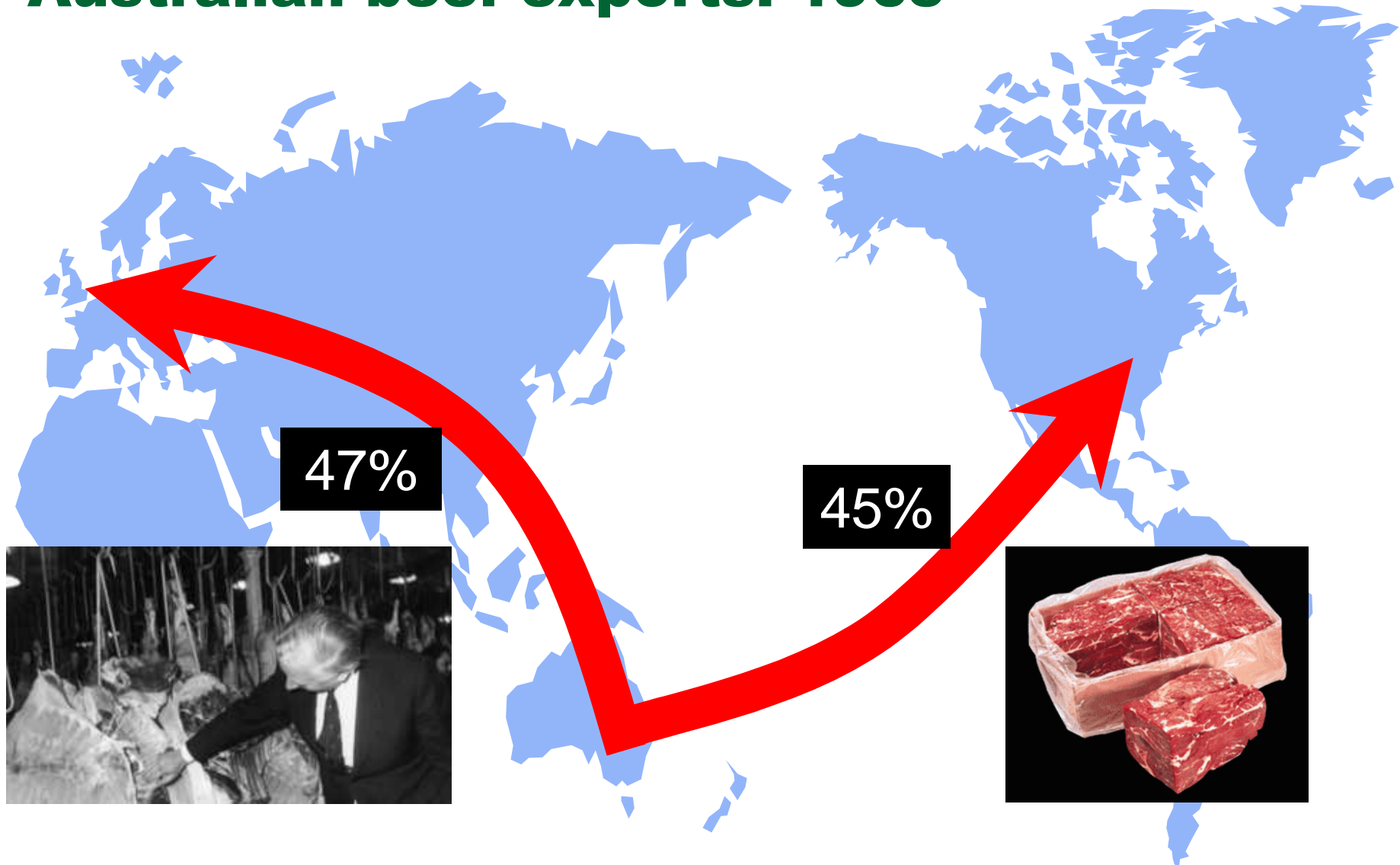
- MSA is a beef and sheepmeat eating quality program designed to take the guesswork out of buying and cooking Australian red meat
- MSA provides an endorsement of quality for graded cuts indicating product has met quality standards for tenderness, juiciness and flavour

Anticipating market developments

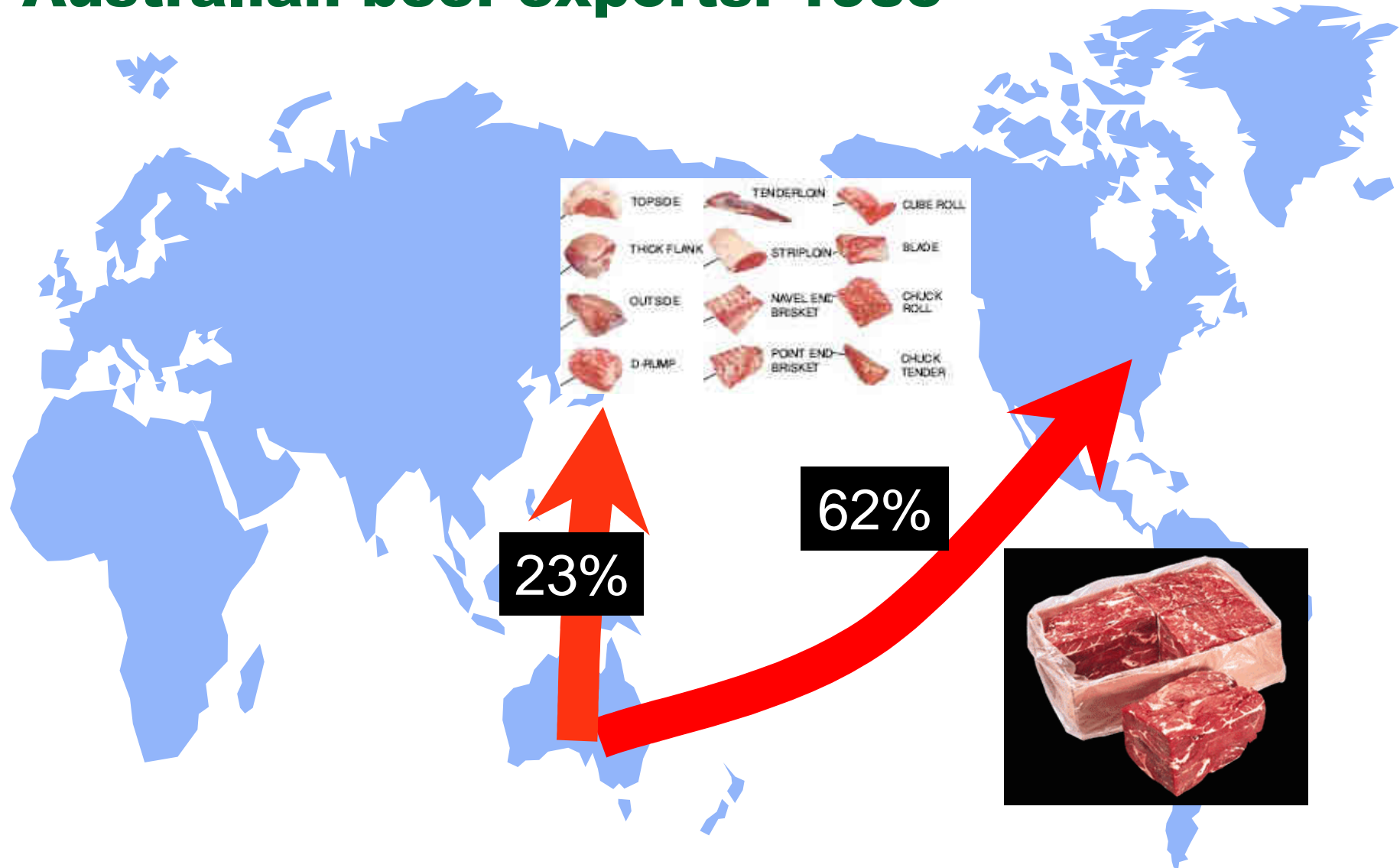
Australian beef exports: 1955



Australian beef exports: 1965



Australian beef exports: 1985

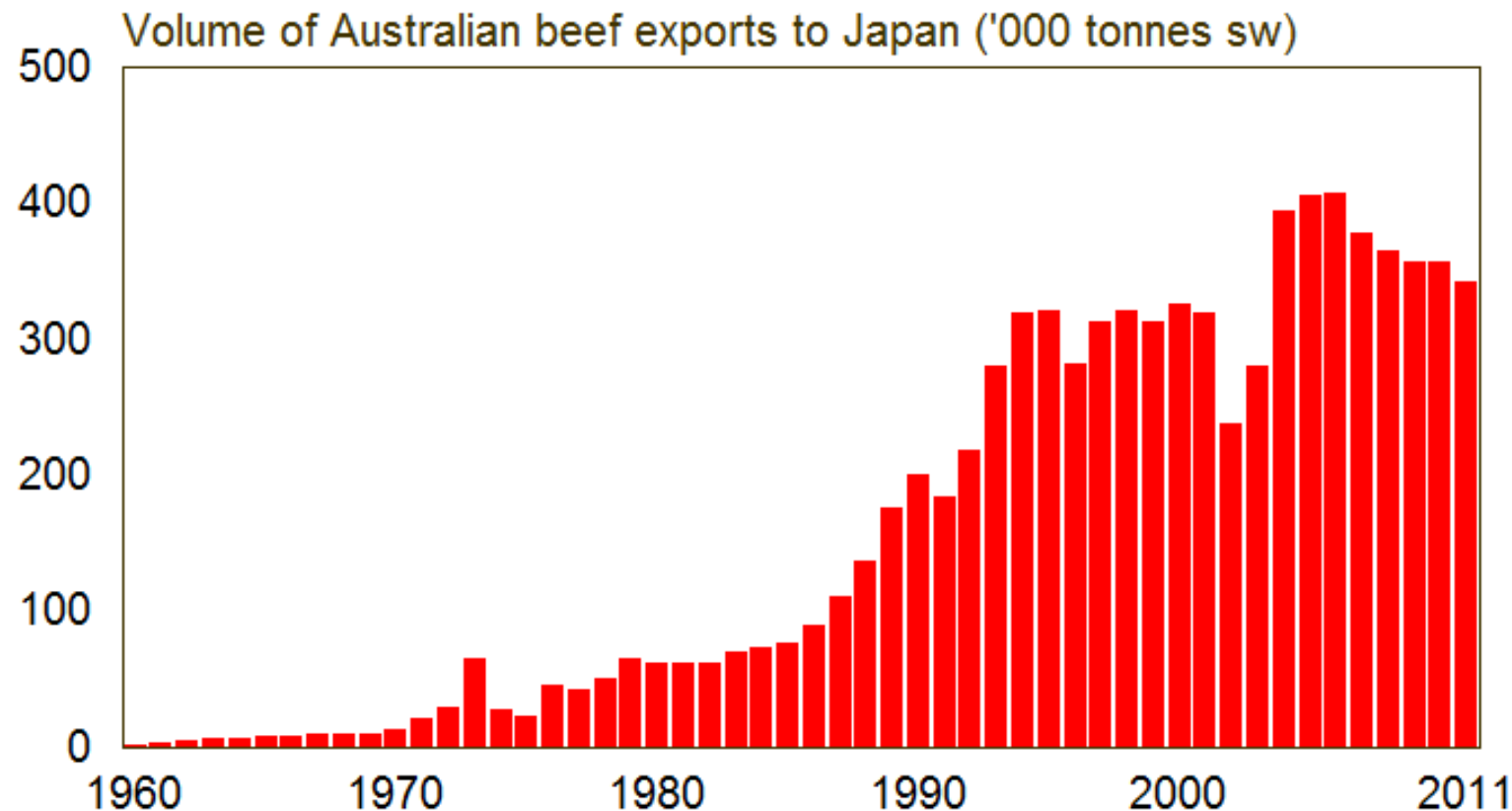


Australian beef exports: 2007

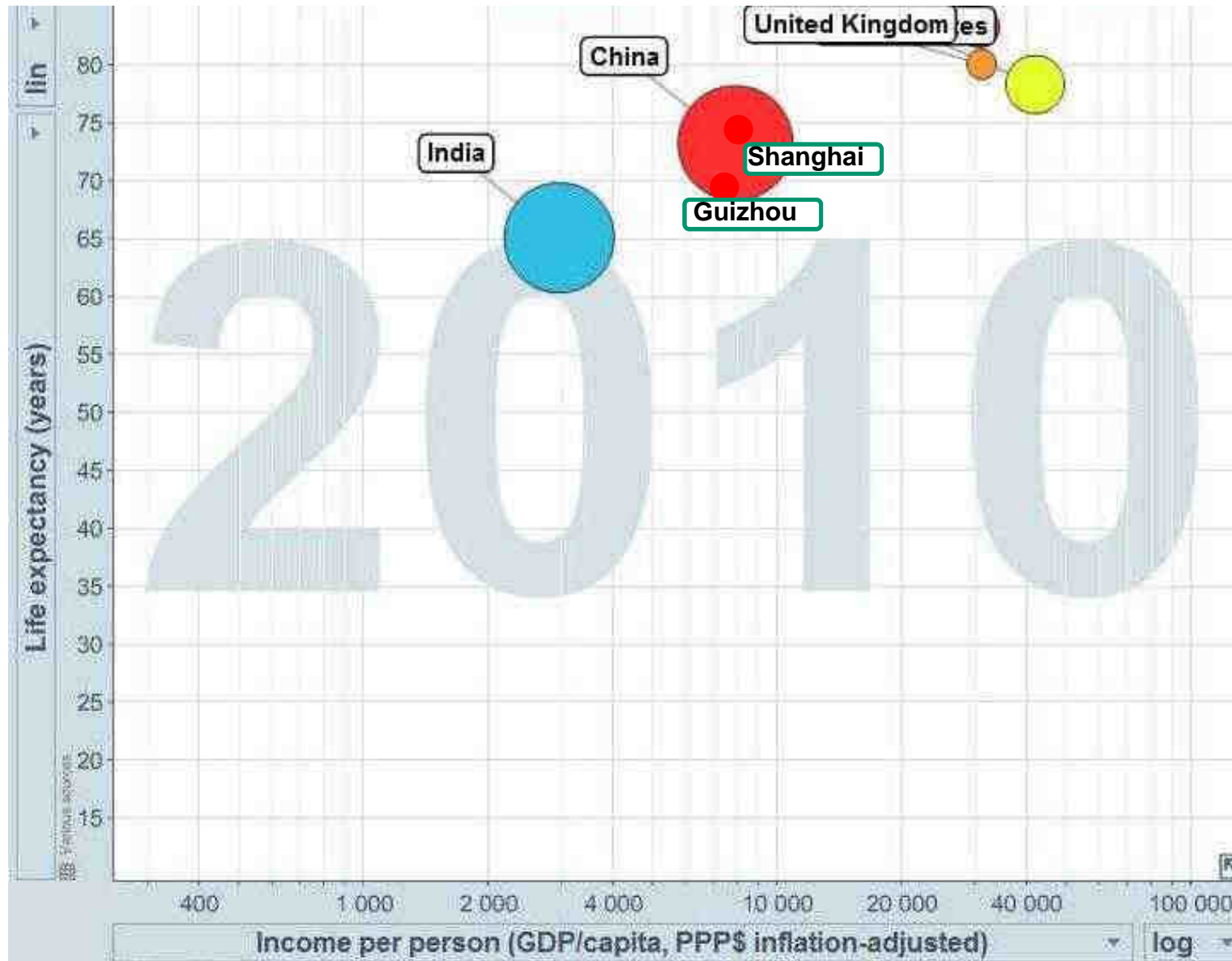


Anticipating market developments

- The Australian industry opened an office in Tokyo in 1964
- Beef exports from Australia to Japan in that year were 7,000 tonnes.
- Last year exports were 342,000 tonnes



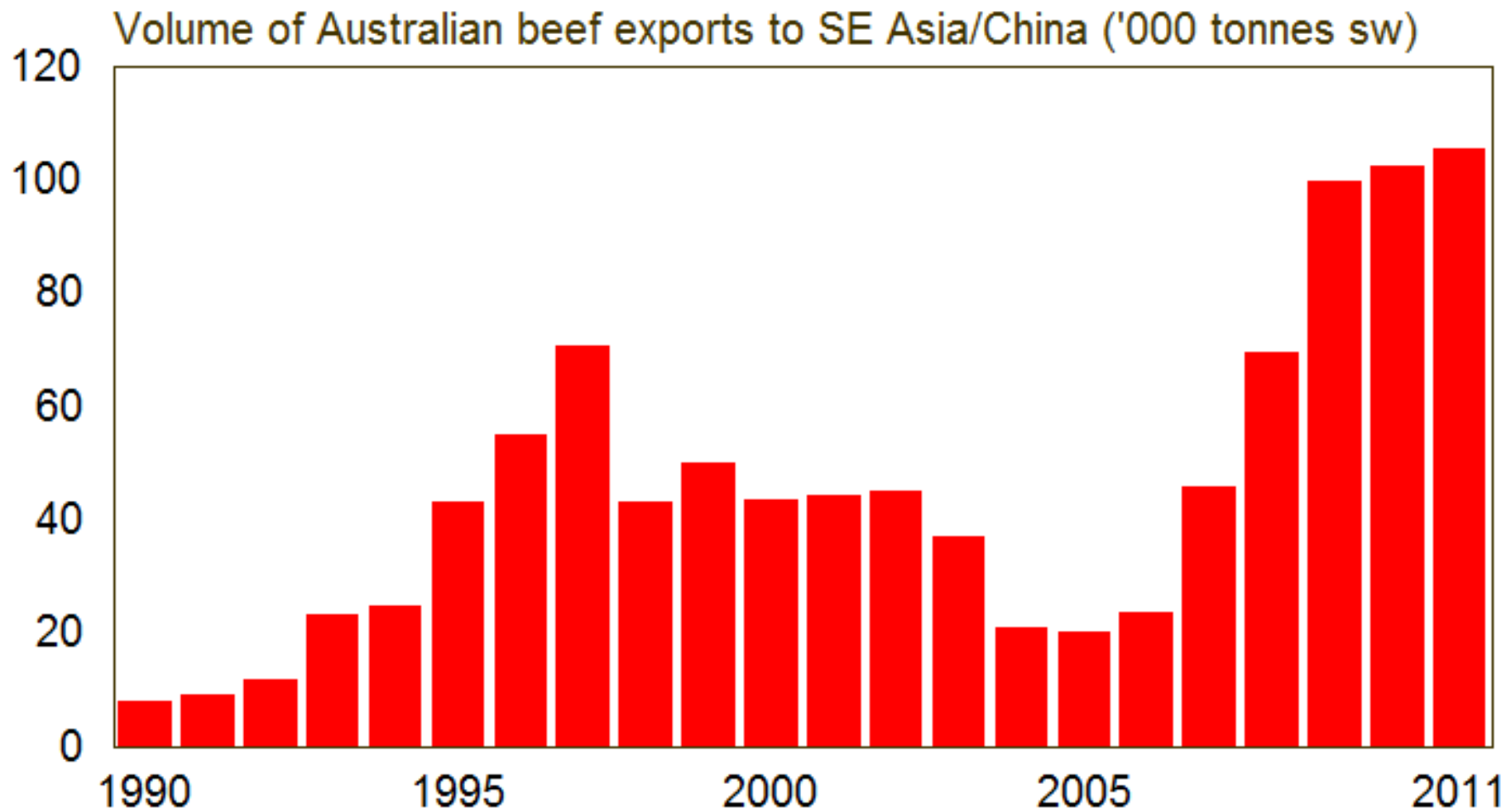
Per capita income, life expectancy, population over time



MLA's South East Asia/Chinas offices

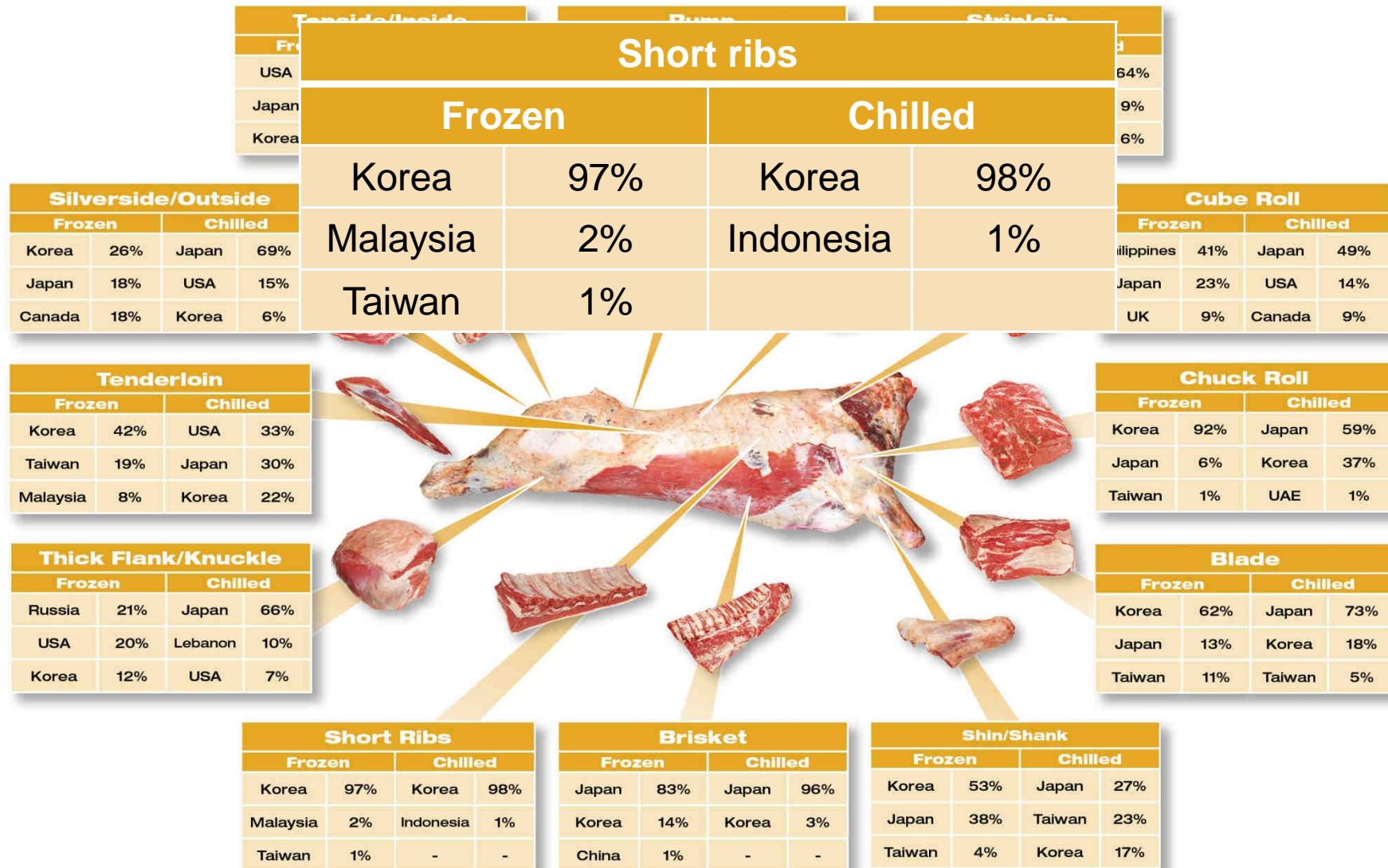


Growing Australian beef exports to South East Asia & China*

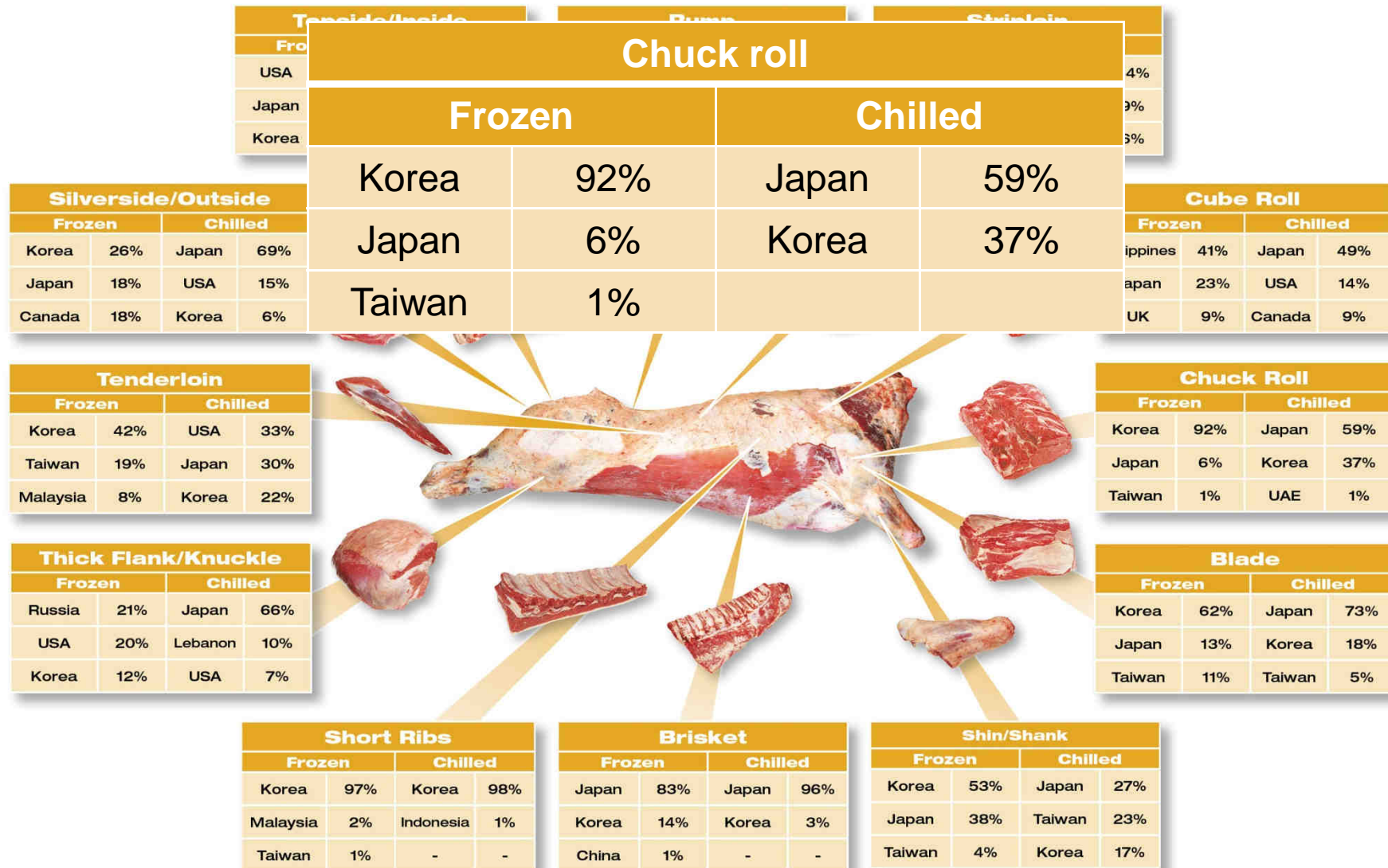


* Excludes Taiwan

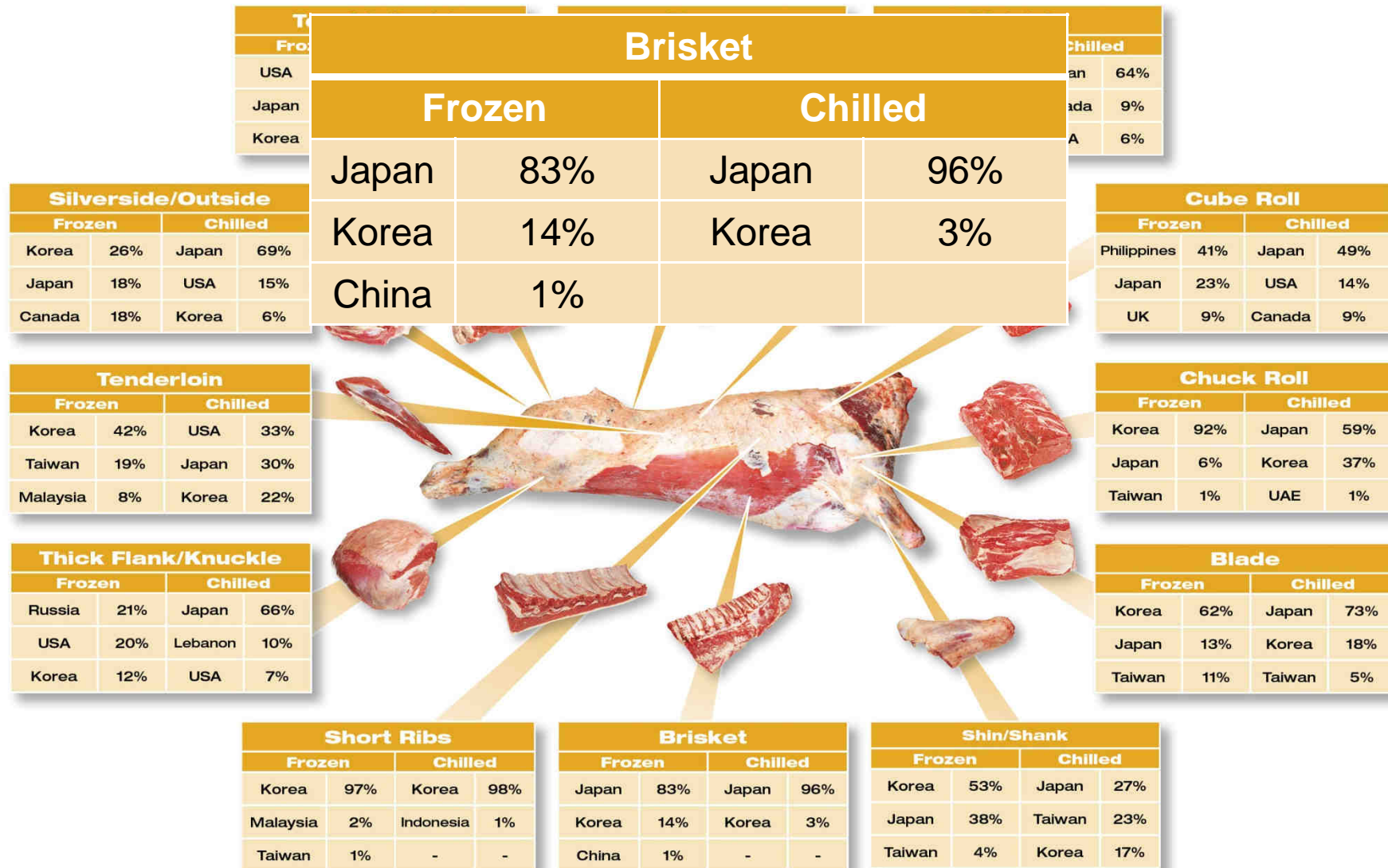
Australian grassfed 'S' beef exports by cut



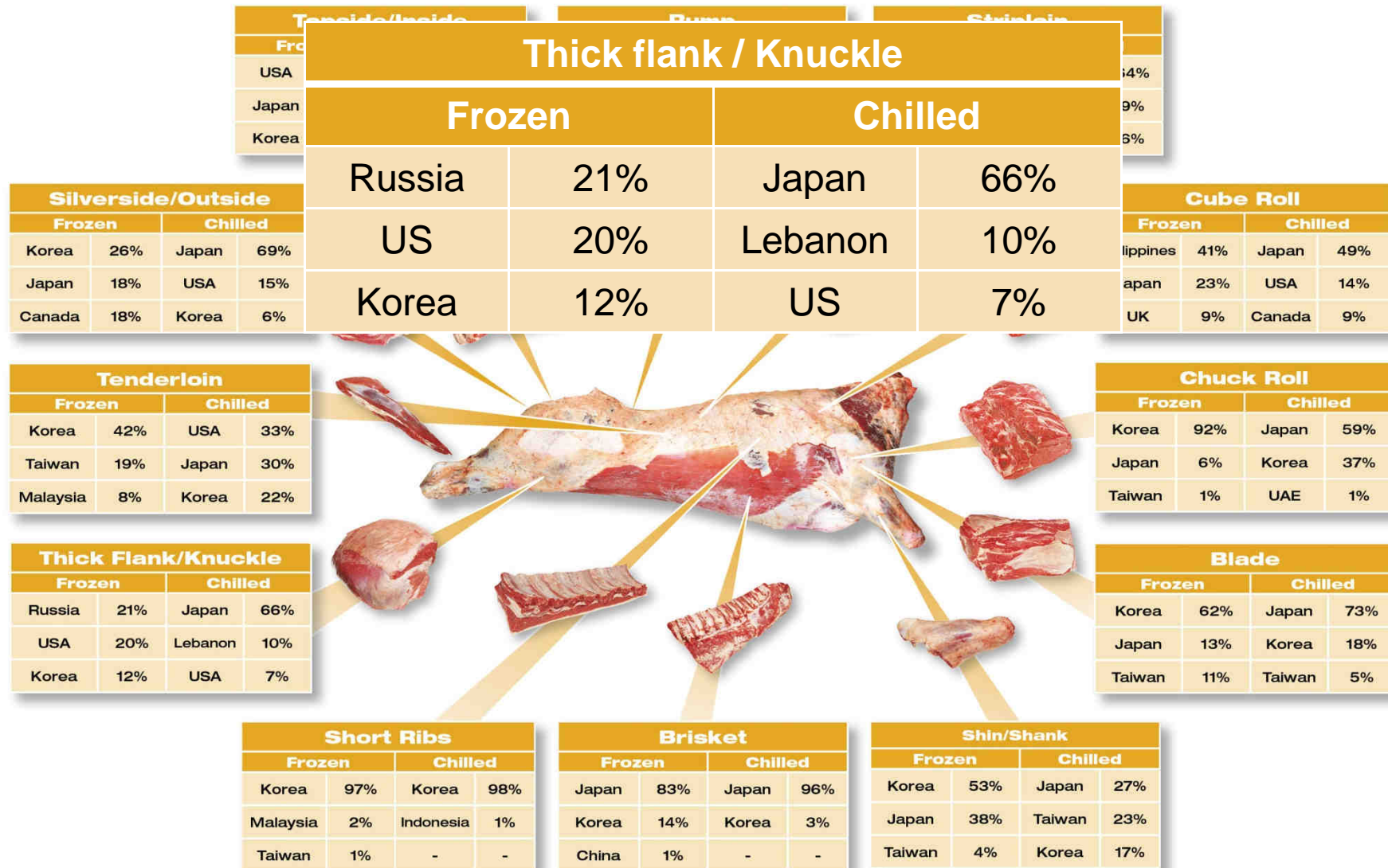
Australian grassfed 'S' beef exports by cut



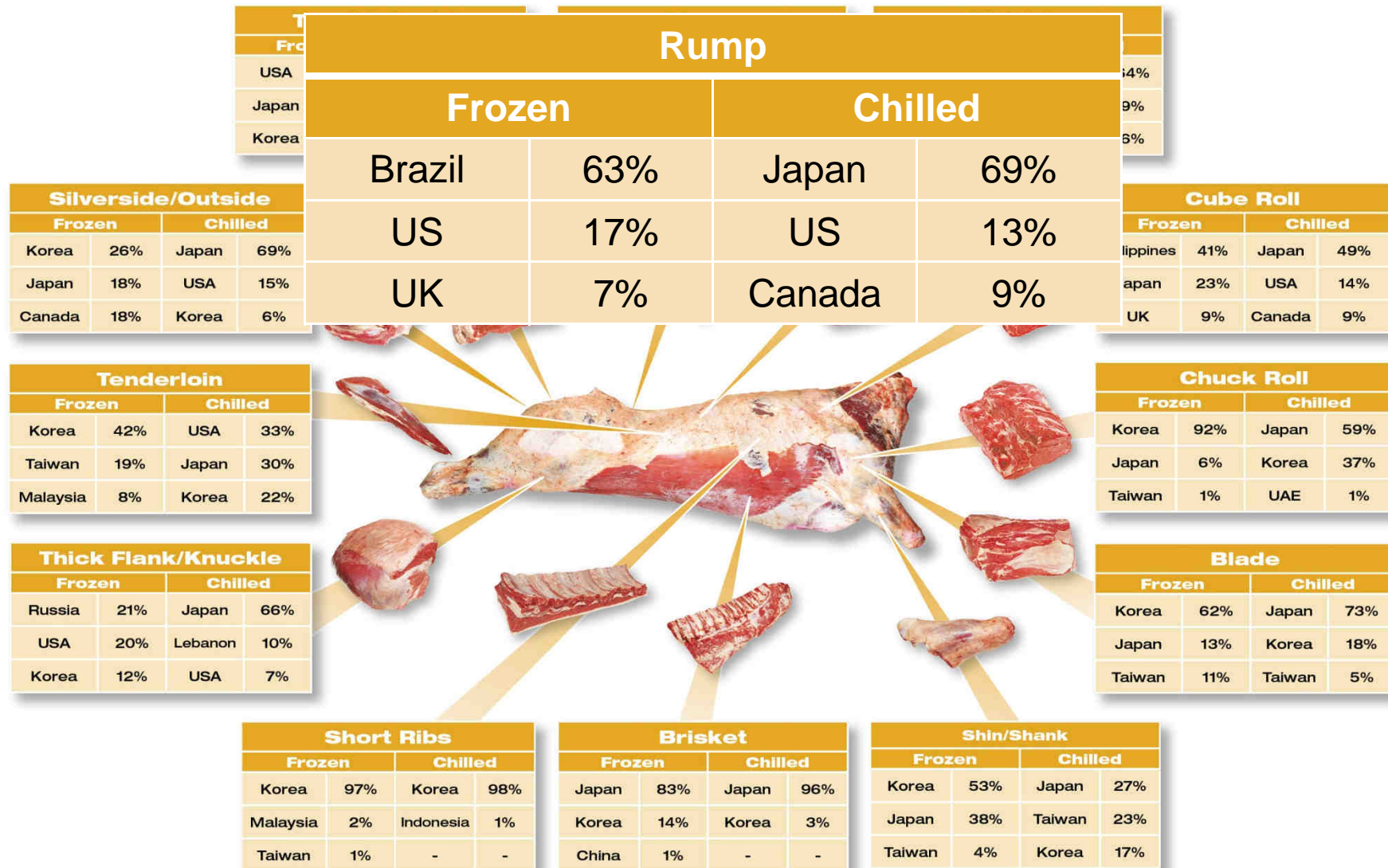
Australian grassfed 'S' beef exports by cut



Australian grassfed 'S' beef exports by cut



Australian grassfed 'S' beef exports by cut



Putting the right market access & marketing programs in place

Promoting the positive generic attributes of buying meat from Australia

Public Relations Exposure



SELAMAT untuk "Australian Beef Healthy Family"

"Selamat dan saya mengucapkan selamat kepada keluarga yang sangat hebat ini. Mereka adalah keluarga yang sangat hebat yang telah memilih daging sapi Australia sebagai sumber protein yang sehat dan lezat. Selamat kepada keluarga yang sangat hebat ini. Mereka adalah keluarga yang sangat hebat yang telah memilih daging sapi Australia sebagai sumber protein yang sehat dan lezat."

Keluarga Ibu Francisca

Ambassador* terpilih dan 5 keluarga favorit lainnya

Keluarga Ibu Riana

Keluarga Ibu Lenny

Keluarga Ibu Rika

Keluarga Ibu Nina

Keluarga Ibu Helen

"Selamat dan saya mengucapkan selamat kepada keluarga yang sangat hebat ini. Mereka adalah keluarga yang sangat hebat yang telah memilih daging sapi Australia sebagai sumber protein yang sehat dan lezat. Selamat kepada keluarga yang sangat hebat ini. Mereka adalah keluarga yang sangat hebat yang telah memilih daging sapi Australia sebagai sumber protein yang sehat dan lezat."

"Sejak kecil 14-2 anak saya telah daging sapi Australia dan memang menyukai nya karena itu mengandung gizi yang tinggi seperti protein & lemak. Selain itu mereka sangat suka karena daging sapi Australia itu sangat lezat dan enak. Mereka adalah keluarga yang sangat hebat yang telah memilih daging sapi Australia sebagai sumber protein yang sehat dan lezat."

Safety and integrity of Australian meat



Thank you!