



Hitachi Social Innovation Forum

A smarter red meat industry

Nick Sangster - Program Manager Grassfed Beef



# MLA's roles and aims in innovation

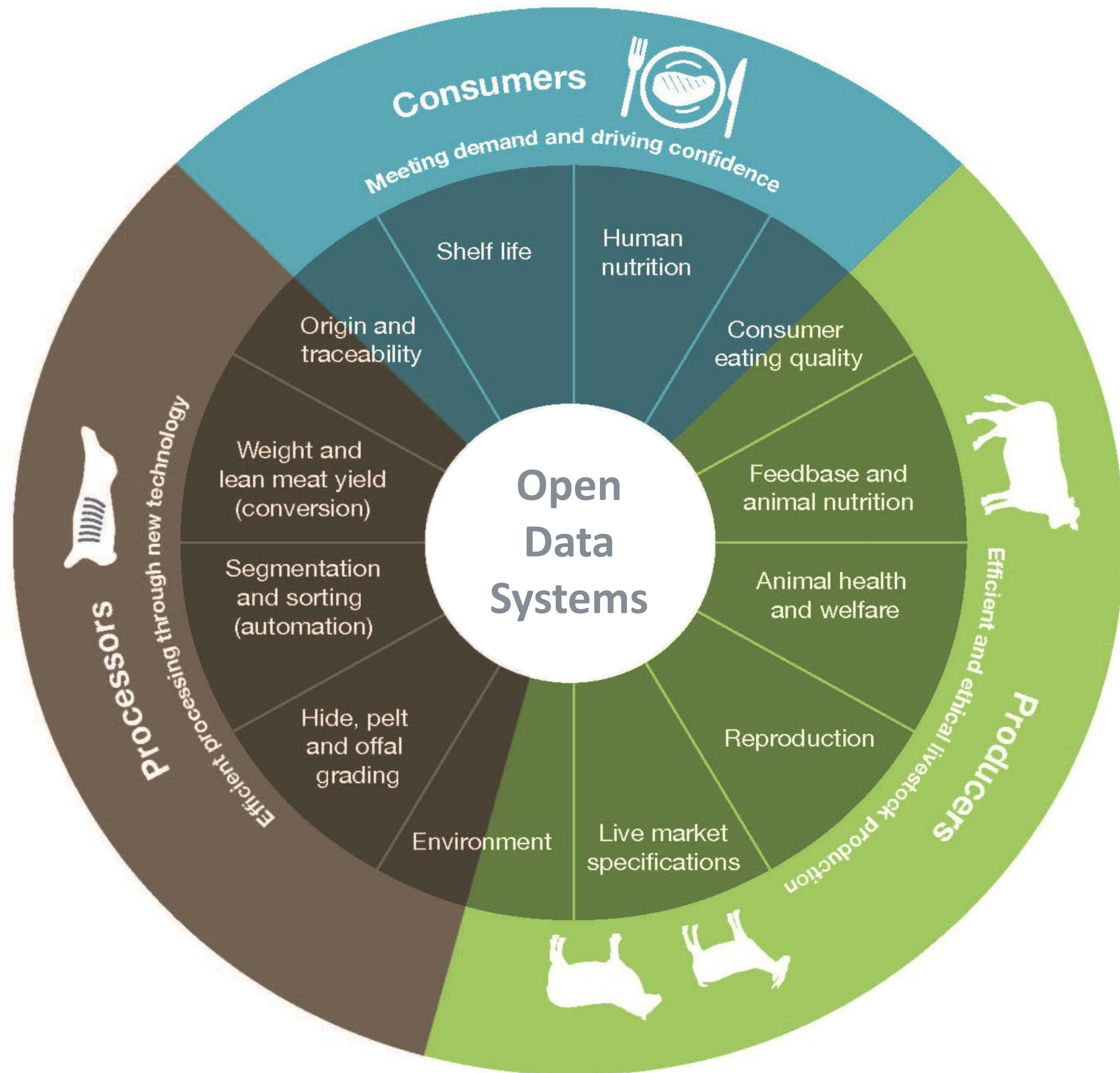
- Service provider, thought leader, investor, producer focus
- Digital strategy for whole industry supply chain
- Integrity and traceability systems
- Enhance
  - Profitability
  - Product quality and safety
  - Market security and growth
  - Social licence to operate



# Vast and varied industry

- \$23b value p.a.
- >70% exported
- Vast - 50% of Australia's land surface
- 71,000 beef, 39,000 sheep producers
- Stratified:
  - corporates, family run, feedlot, wild captured, live export
- Low penetration of technologies
- What internet?
- Some northern cattle are seen once a year



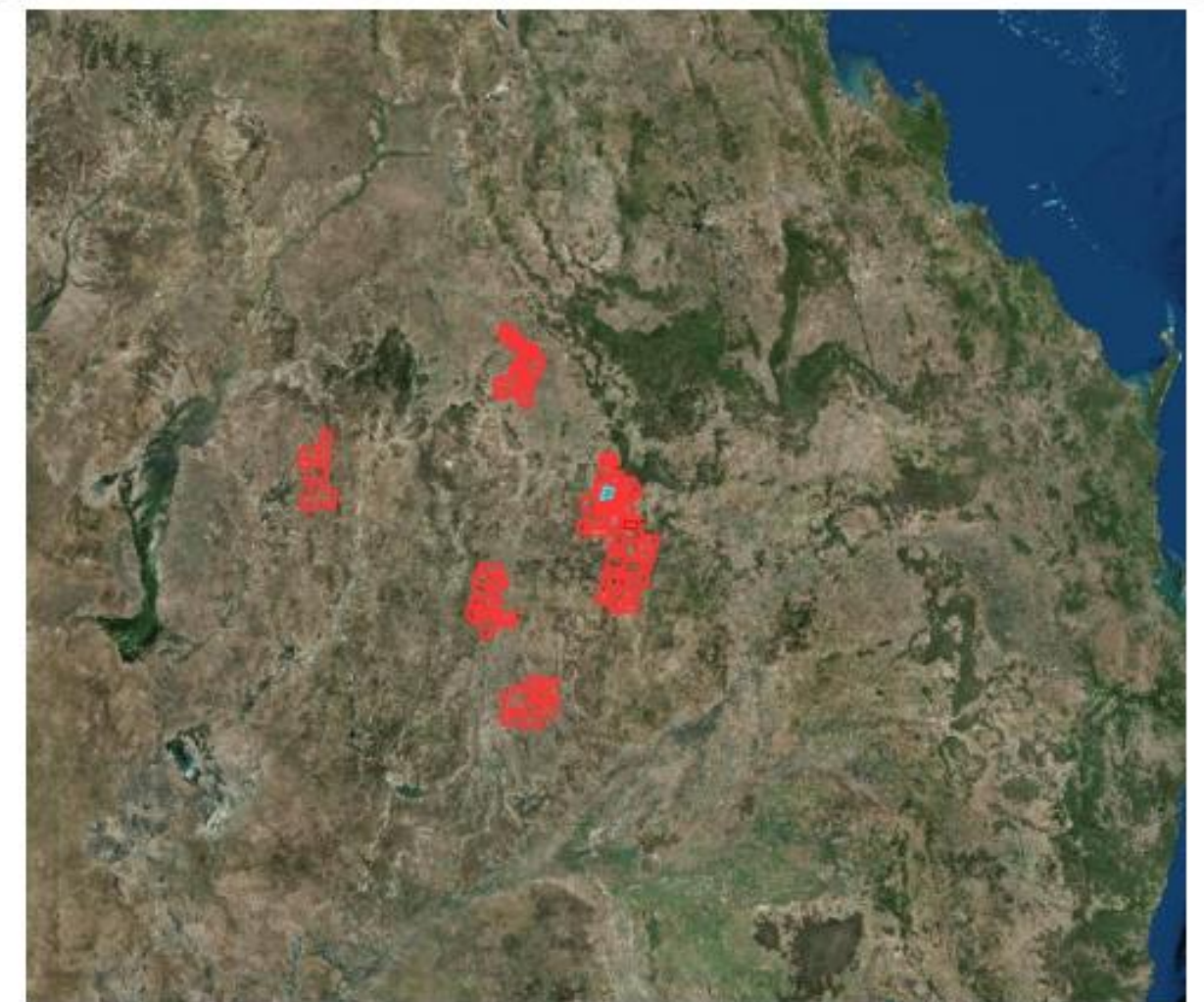


**Getting smarter-**

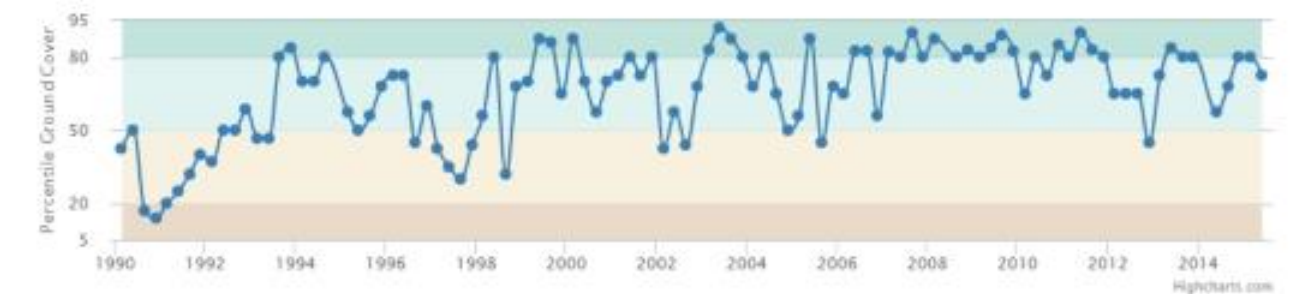
- Processing automation
- Value chain feedback
- Traceability
- Logistics
- Integrity systems
- eTrading
- Value-based pricing
- Local data to ...
- ...industry data analytics
- Partnership driven

# Regional

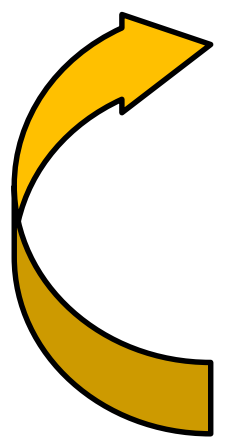
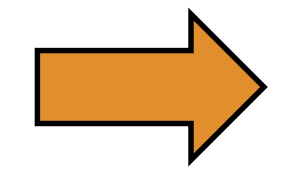
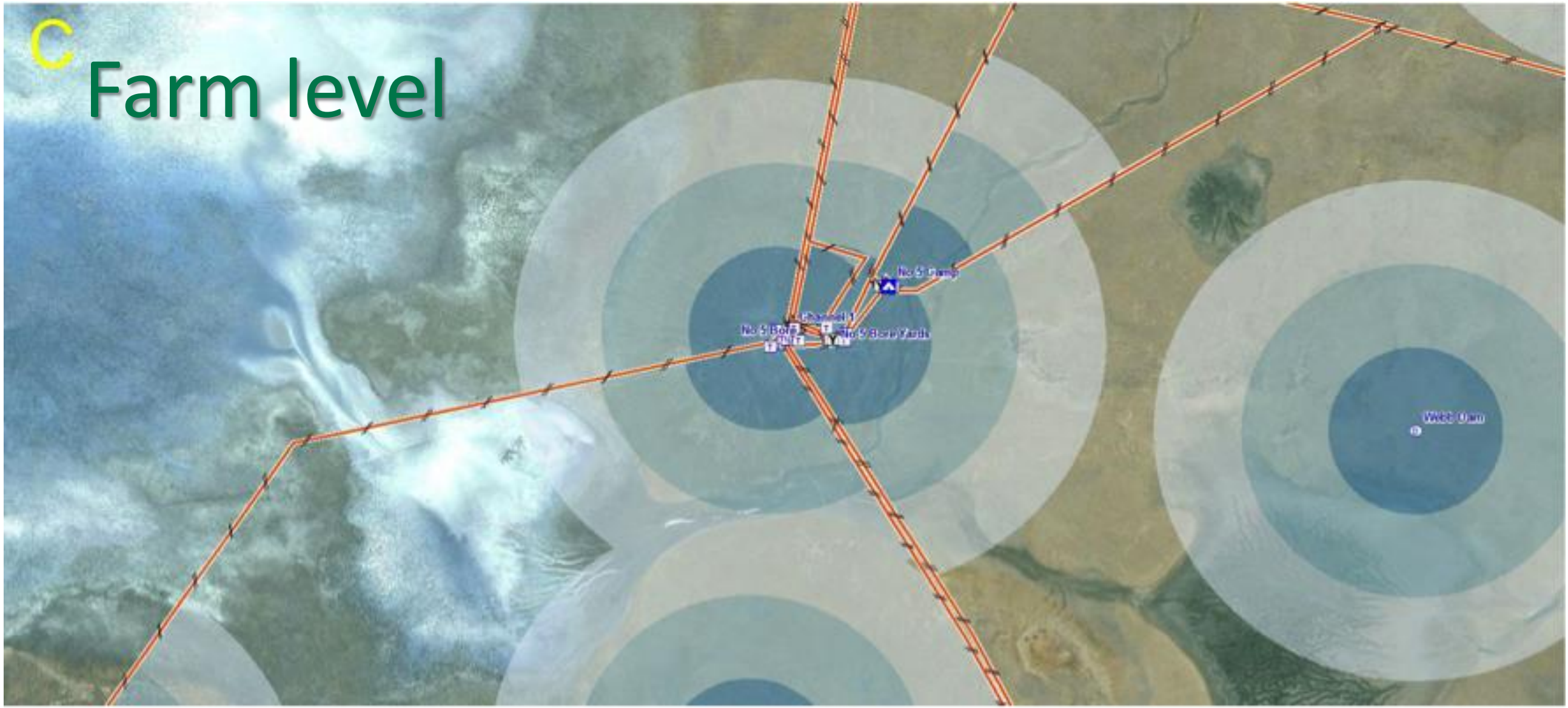
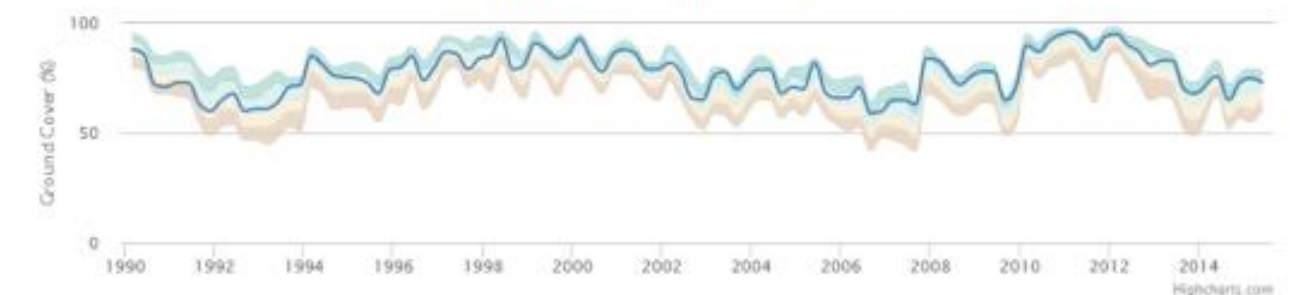
GROUND COVER - REGIONAL COMPARISON



Regional land type comparison - percent ground cover



Ground cover ranking against surrounding region over time



Animal telemetry

On farm data to decisions

# SMART ADOPTION



**Value propositions have long lead times**  
**Consider emotional and social drivers of change**  
**Recognition of risks to social licence**

- **Early adopters are key to success**
- **Connectivity is patchy**
- **Need technology 'solutions' that work out-of-the**



Understand and manage the 'pull'  
'Push' the right innovations and platforms  
Plan and deliver for impact  
The timing is right for change

It is an exciting future

