



Red meat, Solving the climate challenge

Jason Strong
Managing Director



Today

- Methane Pledge / COP27
- The red meat climate journey
- Our progress
- Plans for the future and looking forward

Global Methane Pledge

COP27



Two key components:

1. Target – for the Australian red meat industry to achieve net zero greenhouse gas (GHG) emissions by 2030
2. Coordinated RD&A effort

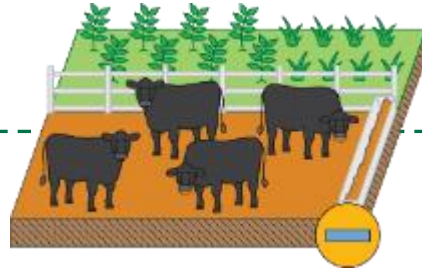


GHG emissions — Emissions captured and/or offset = 0 CO_{2e} emissions p.a.

CN30 roadmap

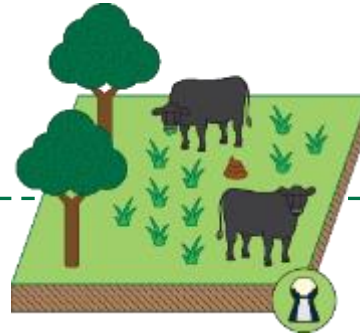


Industry leadership



GHG emissions avoidance

Grazing properties
Feedlots
Processing facilities



Carbon storage

Grazing properties



Integrated management systems

Rapid adoption
Carbon accounting
Measurement and reporting

Emissions reduction

Greenhouse gas emissions from the Australian red meat industry have



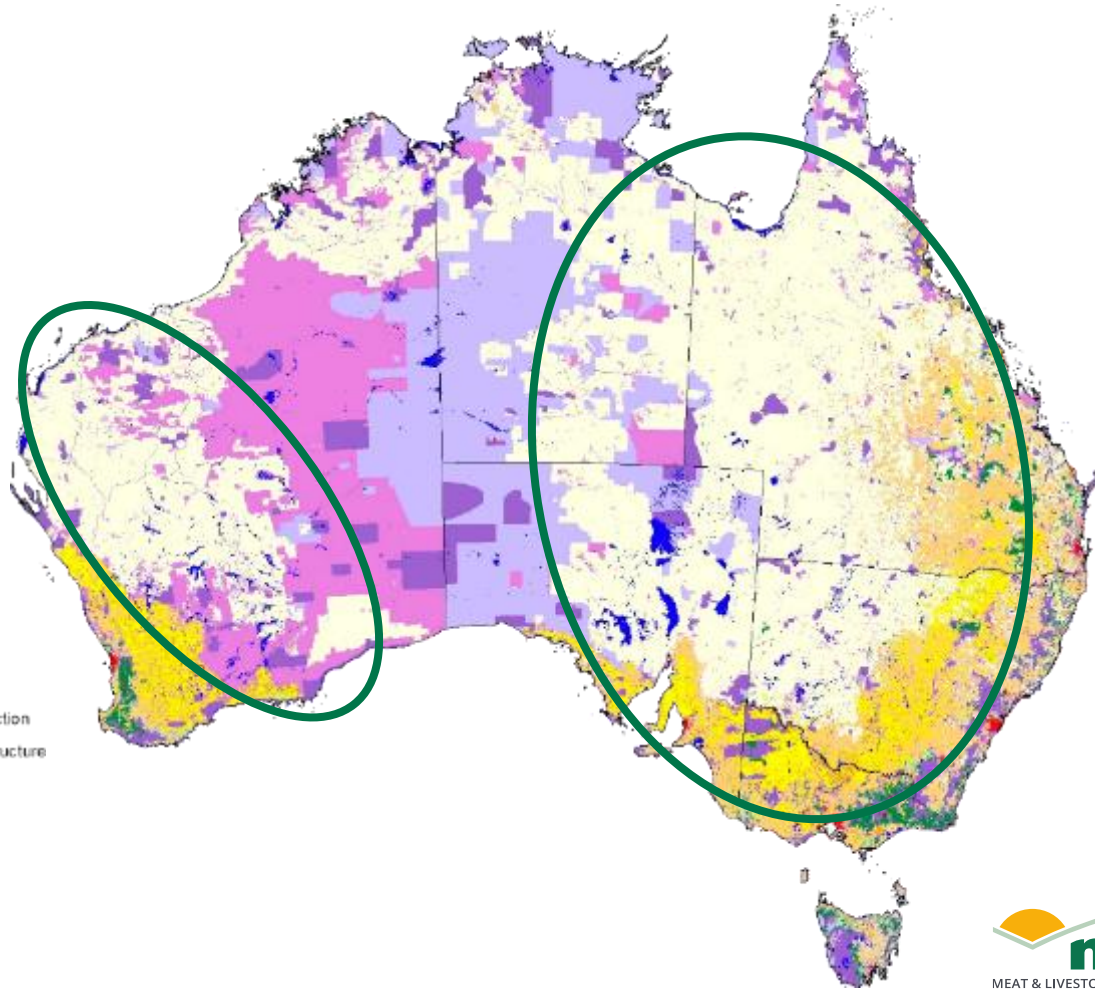
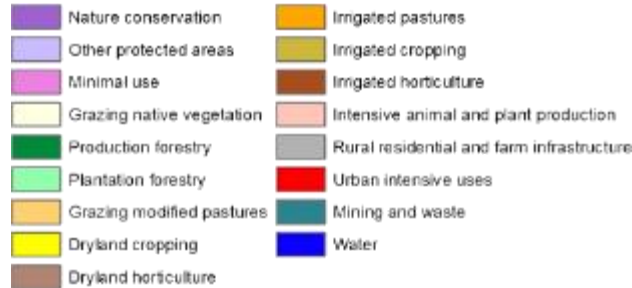
FALLEN
>57%

since 2005¹.

¹ MLA *State of the Industry Report*

Where red meat is produced

Land use



Australian lamb is climate neutral

This means eating lamb is not contributing to further climate change.

Did you know...

Lamb is one of only two food products grown in Australia that is climate neutral.



Climate neutral beef is next

Australian Red Meat Industry can be productive while not contributing to additional global temperature rise on its path to CN30.



The future



Questions, comments, discussion

Overall perceptions of the industry are quite positive

Total metro Australians
% of those who agree with the statement



Australian cattle producers make a positive **contribution to society**



I feel **good about the production** of beef in Australia



Australian cattle are **farmed and raised in a humane manner**



Australian cattle producers are **ethical and trustworthy**



Australian cattle producers **care about the environment**



29%

(almost 1 in 3) people think they have **knowledge of the industry**



48%

(or 1 in 2) **want to learn more**
about our industry

Those with higher levels of knowledge have better perceptions



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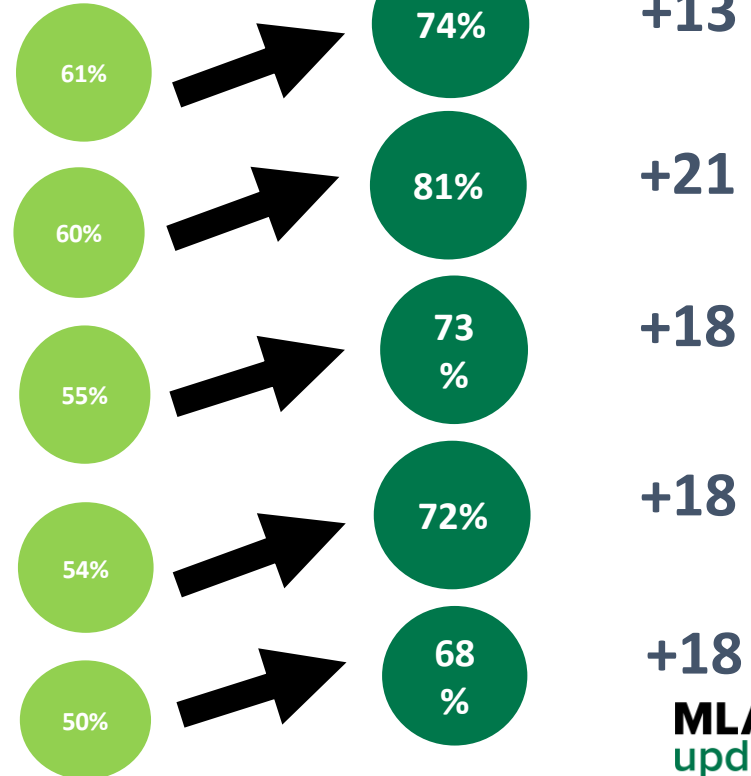


Australian cattle producers **care about the environment**

Total metro
Australians

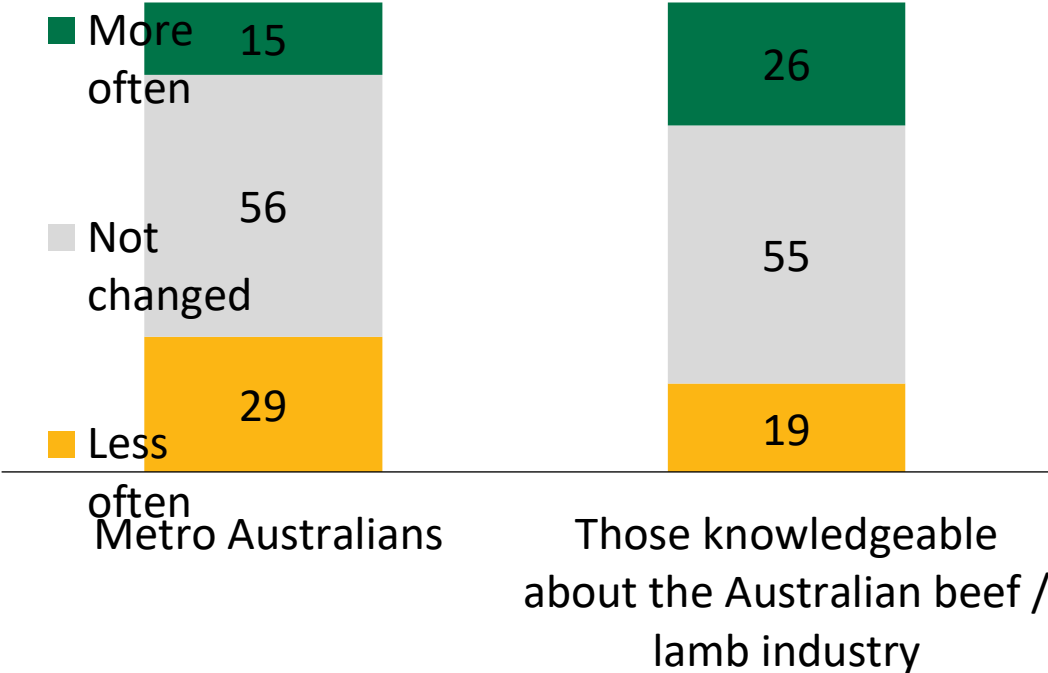
Of those feeling knowledgeable
about AU beef or lamb industry

% of those who agree with the statement



Higher levels of industry knowledge influences consumption

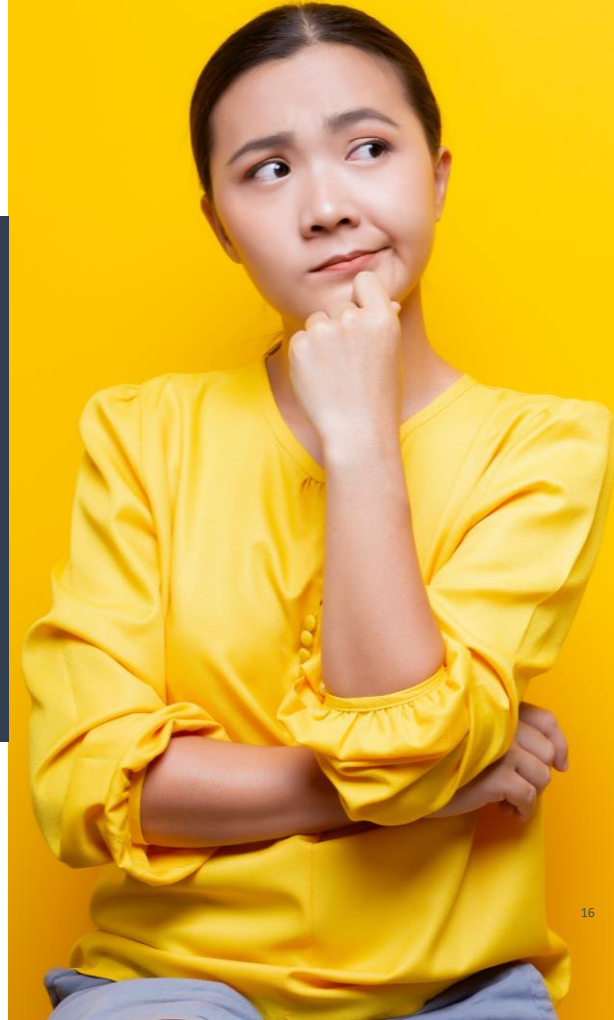
Relative red meat consumption, compared to 1 year ago (%) – Among meat eaters

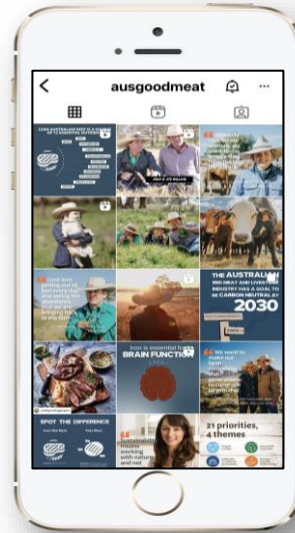


Source: Pollinate / MLA Community Sentiment Research 2022
A7 Which one of the following statements best describes how often you eat red meat now, compared to 12 months ago? Base n=1394/398

So the challenge is ..

How do we REACH and
build KNOWLEDGE amongst those
that have lower levels of trust:
the red meat reducers?





Greenhouse gas emissions in Australia

DID YOU KNOW?

Greenhouse gas emissions from only sheep and beef in Australia are equivalent to 100,000 cars.

Category	Value
100,000 cars	100,000
100,000 sheep and beef	100,000

www.ausgoodmeat.com.au

The Australian red meat industry aims to be carbon neutral by 2030

Increasing production
Increasing carbon storage
Reducing methane emissions
Renewing energy

www.ausgoodmeat.com.au

The Australian red meat industry has already reduced carbon emissions by 59.1% since 2005

DID YOU KNOW?

This reduction is larger than any other sector in Australia.

www.ausgoodmeat.com.au

Feed additives such as red seaweed can reduce livestock methane emissions by up to 80%

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Australian lamb is climate neutral

This means eating lamb is not contributing to further climate change.

DID YOU KNOW?

Lamb is one of only two food products grown in Australia that is climate neutral.

www.ausgoodmeat.com.au

Australian beef producers have reduced the water used in raising cattle by 68% since 1985

www.ausgoodmeat.com.au

JUST 3% of Australia's agricultural land is suitable for growing crops

Most of Australia's land area cannot support the production of any food other than red meat.

Ever think about the size of Australia?

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Driving a car emits almost 8 times as much CO₂e as eating beef 3-4 times per week

www.ausgoodmeat.com.au

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...with a combined following of over 8 million

