



Tasmanian Red Meat Industry

Strategic Plan | 2025 - 2030



TasFarmers
A UNITED VOICE FOR TASMANIAN FARMERS

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Executive Summary

The Tasmanian Red Meat Industry Strategic Plan 2025–2030 (the Plan), has been developed by industry, for industry. Twenty supply chain participants were consulted with, and a third-party peer review ensured the Plan provides a comprehensive roadmap to support the growth, resilience, and sustainability of Tasmania’s red meat sector. With a farmgate value of over \$670 million¹ in 2022, the sector is recognised for its high-quality, sustainable, and ethically produced products. Aligned with the AgriVision 2050² benchmarks of growing the state’s agricultural value to \$10 billion by 2050, the Plan focuses on addressing critical challenges in farm management, processing constraints, climate impacts, and marketing. By leveraging Tasmania’s unique strengths and the rising demand for sustainably produced red meat, the Plan outlines actionable strategies to enhance productivity, profitability, and market competitiveness.

Scope

The scope of the Tasmanian Red Meat Industry Strategic Plan 2025-2030 is focused on beef and sheep meat, encompassing strategies to enhance sustainability, profitability, and market competitiveness across the entire red meat supply chain in Tasmania.

Vision Statement

A thriving and resilient Tasmanian red meat industry, globally recognised for its excellence in sustainability, climate resilience, and superior animal health and wellbeing.

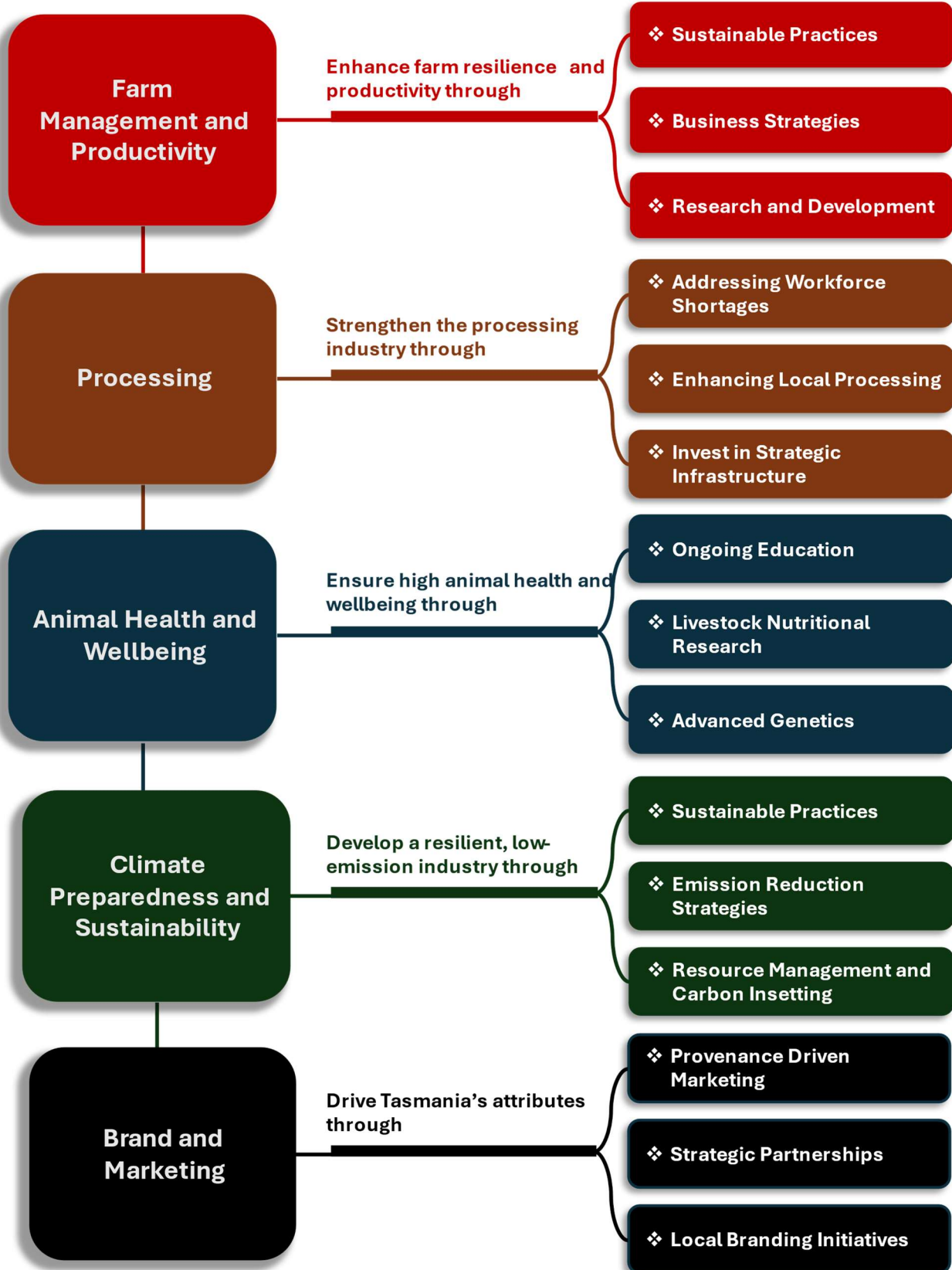
Mission Statement

To drive growth and profitability in Tasmania’s red meat industry by providing a platform that the supply chain can depend upon, leveraging the states core values of sustainable production, leading quality standards, and innovation.

Action Statement

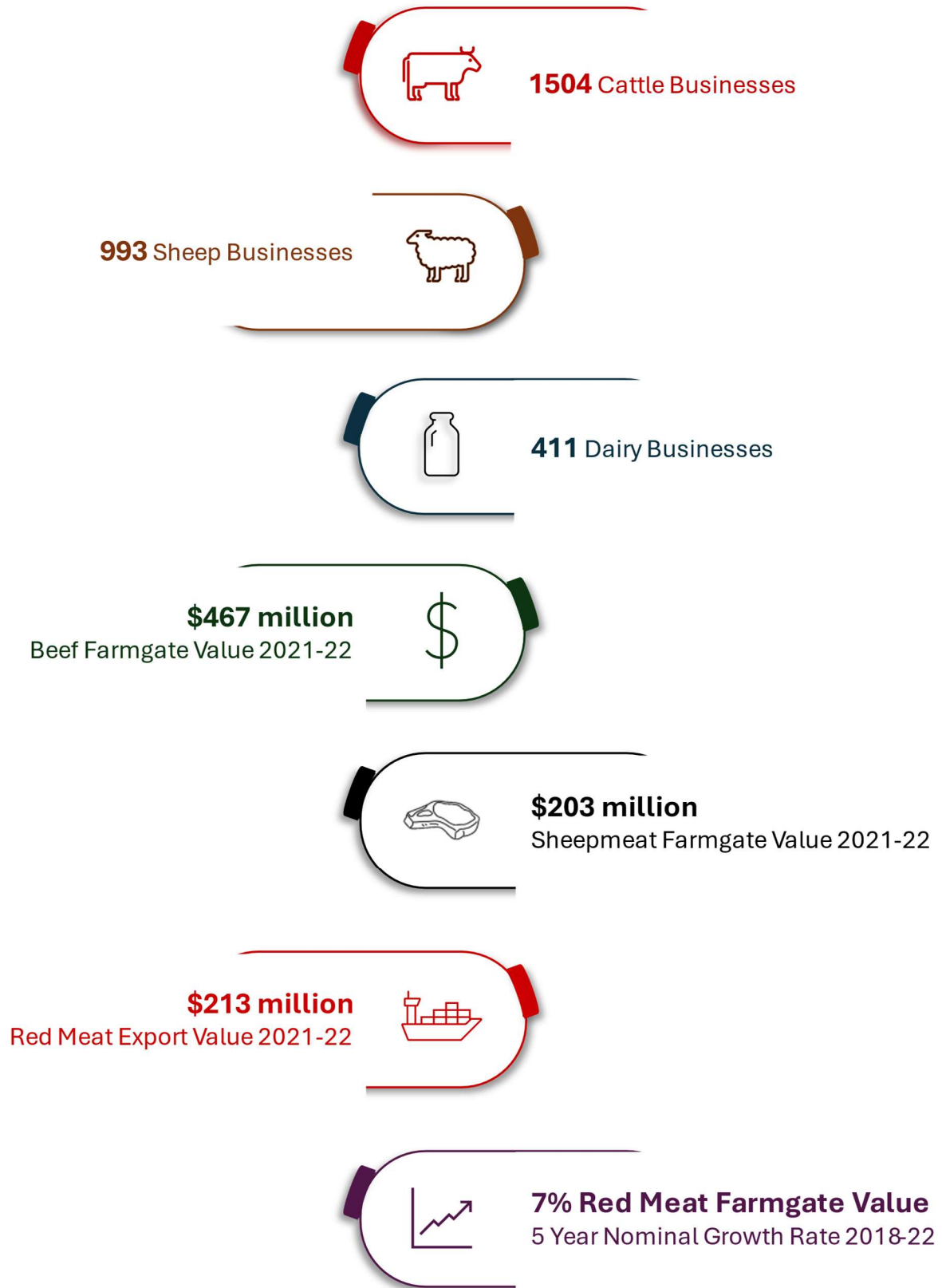
TasFarmers will lead the implementation of the Plan, working collaboratively with producers, the NRE, the Tasmanian Institute of Agriculture (TIA), Meat and Livestock Australia (MLA), Dairy Australia (DA), and other key industry bodies to ensure its success.

Tasmania's Plan on a Page



Tasmania's Red Meat Industry

*All data sourced from AgriFood Scorecard¹ and ABS³



Tasmanian Red Meat Analysis

Industry Analysis

Tasmania's red meat industry is a crucial part of the state's agricultural sector, recognised for its premium, sustainable, and ethically produced products. With consumers demanding high-quality and responsibly produced food, the industry has, and must continue to, address challenges and seize opportunities in farm management, processing, transport, climate resilience, and marketing.

Farm management and productivity are foundational to this. Effective practices, including proactive destocking (both when conditions require it and in general), feed availability, and pasture management, are essential for consistent productivity and livestock health. Research has been conducted, looking into pasture species suited to local conditions, seed germination technologies, and feed storage optimisation, enhancing farm management practices. Workforce on farm has seen advancements but continues to be a major obstacle to growth in the industry, with elongated and costly processes influencing decisions on farms.

Tasmania's processing capacity and its seasonal supply fluctuations present challenges, including bottlenecks during peak periods and underutilisation in the off-season. While interstate livestock movements remain a critical component of the supply chain, optimising local processing efficiency can help reduce reliance on external markets and retain value within Tasmania.

Secondary processing of by-products, particularly for pet food and cosmetic products, represents a substantial value-adding opportunity, generating new revenue streams and promoting a circular economy. Smaller abattoirs are currently facing a business environment, which, along with evolving practices, limit their ability to operate a profitable business. This presents a threat to sectors of the industry, as service kill provisions are an important part of Tasmania's red meat supply chain. Sprout Tasmania's 'Livestock Processing Project – Service Kill in Tasmania' is a critical initiative addressing these challenges. Accessible business management tools and strategic support stemming from this, and other projects will be essential for growth, ensuring this section of the supply chain can continue serving niche and regional markets effectively.

Transport costs, especially across Bass Strait, are a challenge for Tasmanian producers. The current Tasmanian Freight Equalisation Scheme (TFES) rebate is insufficient, but by periodically reviewing the rebate, the industry will remain on par with the mainland cost of doing business. The industry must continue to advocate for a fair TFES rebate, with suggestions that forming a new Bass Strait Shipping Committee, under industry leadership will address transport challenges.

The Tasmanian Trade Strategy⁴ highlights the need to improve market access and logistics, focusing on key regions like Asia, the Middle East, and Europe. The strategy stresses expanding Tasmanian exports and enhancing infrastructure to reduce trade barriers and

improve efficiency. By streamlining trade logistics, Tasmania can better compete in global markets, particularly in growing regions. This approach will increase market access, reduce costs, and better position Tasmania to meet demand in international markets.

Animal health and wellbeing are central to Tasmania's red meat reputation. Maintaining and investing in fit-to-load protocols, low-stress handling, and welfare-focused infrastructure ensures these high welfare standards are upheld. Technology and innovation are driving these standards, with Tasmania, led by the Tasmanian Institute of Agriculture, at the forefront of Australian initiatives such as virtual fencing. This leadership aims to enhance efficiencies and boost profitability for the state's agricultural sector. To lead the way, the industry must remain steadfast in progress and innovation. Training programs focused on compliance and regulatory requirements will help maintain high operational and welfare standards, particularly for smaller processors and their workforce, reducing compliance risks.

As Tasmania faces increasing climate variability, climate preparedness and sustainability remain vital. Shifting weather patterns have highlighted the importance of adaptive management strategies that ensure resilience, such as improving pasture quality, feed availability, and water resource management. These efforts are essential to securing the long-term productivity and profitability of the state's agricultural industry. Pasture management, soil health, and a drought-resistant feed base have helped maintain productivity under changing conditions. Tasmania's focus on pasture-

based production aligns with consumer expectations for sustainable agriculture, attracting environmentally conscious consumers. The potential for a carbon circular economy, where carbon insetting offers additional opportunities for revenue streams and strengthens Tasmania's commitment to sustainable practices, is highlighted as a significant opportunity. The Renewables, Climate and Future Industries Tasmania (ReCFIT)⁵ initiative plays a crucial role in this and creates opportunities for promoting carbon offset programs that integrate seamlessly into Tasmania's agricultural sector, offering both environmental and economic benefits.

Brand and marketing play a critical role in positioning Tasmanian red meat in global markets. Tasmania's 'clean and green' image has been effective in conveying what core values are at the heart of production in Tasmania. However, beyond responding to consumer demands, Tasmania must lead the conversation about what 'good' environmental stewardship and animal health and wellbeing look like in the sector. With an increasing gap between urban and rural communities, the industry must play an active role in educating consumers on the realities of sustainable and ethical production. By demonstrating Tasmania's sustainable practices and showcasing its commitment to high welfare and environmental standards, the industry needs to counter misconceptions and highlight the benefits of producing premium, sustainably sourced red meat.

Differentiating products through provenance-based branding and marketing is a strategic opportunity for Tasmania's red meat industry. For example, branding efforts that emphasise

pasture-based systems and commitment to high welfare standards align with growing consumer preferences. By educating consumers thoughtfully about these values, the industry can strengthen trust and loyalty. This proactive approach positions Tasmanian red meat as a premium choice in both domestic and international markets, but particularly in Asia, Europe, and the Middle East, where demand for sustainable food solutions is rapidly increasing.

Situational Analysis

Market Demand

Tasmania's red meat industry is experiencing increasing global demand for traceable, sustainably produced, and ethically sourced meat products. High-value markets, particularly in Asia, Europe, and the Middle East, favour pasture-raised, welfare-certified goods. Tasmania's reputation for producing high-quality and natural red meat aligns with these preferences, enhanced by stringent biosecurity measures that appeal to modern-day consumers. The Meat and Livestock Australia Strategic Plan 2025⁶ emphasises the growing importance of certifications to meet these market demands, while the Competitiveness of Tasmanian Agriculture for 2050 White Paper⁷ highlights traceability as a key component of market access and consumer trust.

With consumer focus on environmental stewardship and animal welfare, Tasmania is well-placed to guide global conversations on sustainable livestock production. Proactively educating consumers about the realities of ethical farming practices ensures alignment between industry strengths and consumer expectations. This is especially

In summary, Tasmania's red meat industry is built on a solid base of strong environmental and welfare credentials, aligning with both domestic, and international market demands. However, challenges remain with farm management, processing, transport costs, and climate preparedness. By focusing on these strategic areas, the industry can optimise resources, enhance profitability, and meet evolving market expectations

relevant as increasingly conscious consumers demand transparency and sustainable agricultural methods, such as low-emission production and water-efficient practices. The Australian Beef Sustainability Framework⁸ and the Competitiveness of Tasmanian Agriculture for 2050 White Paper underscore the significance of climate-aligned practices and proactive consumer engagement to maintain competitiveness.

Premium export markets offer significant growth opportunities. Growing middle classes in Asia, including China, Japan, and South Korea, seek hormone-free, sustainably produced red meat. By meeting export requirements and promoting Tasmania's sustainability, biosecurity, and welfare standards, the state can expand its market share while building trust and transparency in its practices. The MLA Strategic Plan 2025 identifies market diversification as a strategic priority, while the Australian Meat Processor Corporation (AMPC) Strategic Plan 2020-2025⁹ stresses the role of supply chain improvements to unlock export potential in premium markets. Engaging with the Department of State Growth's (DSG) Trade sector will be critical in

facilitating market access discussions and ensuring Tasmanian red meat producers are well-positioned to capitalise on emerging opportunities in these export markets.

Competitive Landscape

Tasmania's red meat sector competes with mainland Australian producers and international players such as New Zealand and South America. While Tasmania's commitment to high standards in welfare, biosecurity, and sustainability create a strong value proposition, competitors benefit from economies of scale and lower operational costs. The MLA Strategic Plan 2025 highlights the importance of leveraging sustainability and traceability to differentiate Australian products in global markets, a strategy particularly relevant for Tasmania's high-value offerings. Additionally, the Competitiveness of Tasmanian Agriculture for 2050 White Paper emphasises adopting innovation and streamlining production to address cost disparities with larger competitors.

To maintain competitiveness, Tasmania must focus on value-based markets where environmental and provenance credentials are prioritised over price. Tasmania's well-managed pasture-based systems are continually improving in sustainability and emissions efficiency, aligning with consumer preferences for environmentally responsible production. Collaborating with TIA and MLA will enable the industry to leverage these strengths effectively. By incorporating the ReCFIT Agriculture Emissions Reduction and Resilience Plan 2024-2029¹⁰ into marketing efforts, Tasmania can further differentiate its products and secure premium markets. The Australian Beef Sustainability Framework

supports this approach, noting that promoting low-emission agriculture and ethical production practices is increasingly critical to attracting highly conscious consumers. Meanwhile, the AMPC Strategic Plan 2020-2025 underlines the need for advanced processing technologies and workforce resilience to improve efficiency and competitiveness.

Processing and Seasonal Constraints

Seasonal fluctuations in Tasmania's livestock supply challenge the State's processing sector, leading to bottlenecks during peak periods and underutilisation in the off-season. Strategic goals to optimise capacity include encouraging off-season livestock supply and investing in secondary processing of by-products (e.g., hides, bones, offal) to create new revenue streams. The Meridian Agriculture Report¹¹ emphasises the importance of leveraging secondary processing to maximise returns and reduce waste, aligning with circular economy principles outlined in the Competitiveness of Tasmanian Agriculture for 2050 White Paper.

Rather than building new facilities, improving the efficiency of existing infrastructure is paramount. These measures aim to reduce reliance on interstate processing and retain more value locally, benefiting producers and the broader supply chain. The AMPC Strategic Plan 2020-2025 highlights the need for operational improvements and advanced processing technologies to address bottlenecks, while also emphasising workforce development to ensure year-round capacity. Similarly, the MLA Strategic Plan 2025 stresses optimising logistics and fostering industry partnerships to enhance

processing efficiency and support sustainable growth.

Optimising Transport and Mainland Connectivity

High transport costs, particularly across Bass Strait, can disadvantage Tasmanian producers, relative to mainland markets. The current Tasmanian Freight Equalisation Scheme (TFES) rebate needs to meet the true cost of interstate transport. Advocating for fairer and indexed rebates, alongside the potential formation of a new Bass Strait Shipping Committee, or an equivalent group, is critical to addressing these barriers. The Competitiveness of Tasmanian Agriculture for 2050 White Paper highlights the impact of logistical inefficiencies on producer profitability, emphasising the need for improved transport solutions to maintain competitiveness.

By streamlining logistics and reducing transport costs, Tasmania can strengthen its supply chain and improve profitability in both domestic and export markets. The MLA Strategic Plan 2025 and AMPC Strategic Plan 2020-2025 both advocate for industry collaboration to address logistical challenges, including transport cost-sharing mechanisms and improved freight infrastructure. These strategies align with the Meridian Agriculture Report, which underscores the need for sustainable transport solutions to support Tasmania's agricultural growth.

Climate and Environmental Trends

As climate variability affects pasture productivity levels, water resources, and livestock health, Tasmania must adopt resilient farming practices. Investments in pasture management, soil health, and

drought-resilient feed systems are vital to maintaining productivity, and meeting consumer expectations for environmentally sustainable red meat production. Collaborating with stakeholders such as TIA, DA, and MLA ensure that research, innovation, and adaptive strategies, such as improved soil health initiatives and climate-resilient pasture management, are effectively developed and implemented to support the industry.

Tasmania's focus on low-emission agriculture aligns with global market trends. Initiatives such as methane-reducing feed supplements, energy efficient infrastructure, and emission reducing strategies bolster its position as a leader in sustainable farming. The Australian Beef Sustainability Framework and MLA Strategic Plan 2025 underscore the importance of emission reducing technologies, and climate-smart innovations in ensuring long-term industry viability. Further, the AMPC Strategic Plan 2020-2025 highlights the role of energy efficiency and renewable energy integration in minimising environmental impact across the supply chain.

Market Positioning and Branding

Tasmania's 'clean and green' image has been effective but requires a more targeted approach to stand out in both domestic and international markets. Rather than increasing regulations for market access, the focus must shift to working closely with processors to enhance and refine their branding efforts. Highlighting Tasmania's hormone-free, red meat production, alongside its emphasis on sustainability, traceability, and commitment to high animal welfare standards, will appeal to premium markets seeking ethically produced

products. Collaborative marketing campaigns will strengthen consumer trust and loyalty. Examples like JBS' Great Southern brand, TQM's premium lamb products, and Greenham's Cape Grim Beef demonstrate how processors can showcase Tasmania's red meat products effectively. Supporting processors in these efforts will reinforce Tasmania's alignment with consumer preferences for ethical and sustainable production.

The MLA Strategic Plan 2025 emphasises transparency and ethical practices in branding to meet evolving consumer expectations, while the Competitiveness of Tasmanian Agriculture for 2050 White Paper stresses the importance of data-driven consumer insights to refine marketing strategies for markets in Asia, Europe, and

the Middle East. Provenance branding, as outlined in the Australian Beef Sustainability Framework, can further differentiate Tasmania by leveraging its unique environmental and welfare credentials.

Strategic partnerships with premium retailers and foodservice providers will boost Tasmania's reputation as a producer of high-quality, ethically sourced red meat. The AMPC Strategic Plan 2020-2025 highlights supply chain collaboration to ensure consistent messaging, supported by targeted marketing campaigns to build credibility with discerning consumers.

By building on current initiatives and adopting targeted strategies, Tasmania's red meat industry can secure its position in high-value global markets.

SWOT Analysis

Strengths

Premium Quality and Provenance: Tasmania's red meat products are known for their high quality, pasture-based production, and commitment to animal health and wellbeing, aligning well with consumer demand for premium, sustainably produced meat.

Commitment to High Animal Welfare Standards: Tasmania's commitment to improving animal welfare, including low-stress handling and fit-to-load protocols, strengthens its reputation as a leader in ethical meat production and enhances its appeal in high-value markets.

Strong Biosecurity and Sustainability Practices: Tasmania's traceability standards and commitment to biosecurity protect livestock health and enhance its environmental stewardship credentials, which resonate with highly conscious consumers.

Foundations for Circular Economy Practices: By focusing on secondary processing of by-products like hides, bones, and offal, the industry can maximise resource use, generate additional revenue streams, and reduce waste, supporting profitability and sustainability. The state can also integrate a carbon insetting, circular economy.

Weaknesses

Seasonal Processing Constraints: Tasmania's processing landscape has seasonal peaks and troughs in livestock supply. This leads to both bottlenecks and underutilisation, creating a dependence on interstate market access, and creating challenges in processor workforce retention.

High Transport Costs Across Bass Strait: The current TFES rebate does not adequately account for the rising costs of transporting goods across Bass Strait. This creates an uneven playing field for Tasmanian producers compared to mainland counterparts, limiting their competitiveness, and placing additional financial pressure on the local industry.

Workforce Constraints: The Tasmanian agricultural sector struggles with workforce shortages and retaining skilled workers. The Industry Skills Compact – Agriculture¹² highlights the need for government-industry collaboration to address these challenges, including complexities in attracting migrant workers.

Opportunities

Secondary Processing Capabilities: Collaborate with MLA, TIA or other research and development bodies to investigate the expansion of secondary by-product utilisation for high value items (keratin, collagen) and lower value items (pet food).

Sustainable Pasture Management: Support R&D organisations to drive investment and adoption of improved pasture productivity and grazing practices tailored for Tasmanian conditions. Focus on pasture composition, soil health practices, and grazing strategies to mitigate climate impacts, support livestock health, and enhance resilience.

Targeted Welfare Training Programs: Opportunity for MLA, TIA, and industry bodies to deliver comprehensive animal welfare training on fit-to-load, low-stress handling, and nutrition management across the supply chain. Strengthening Tasmania's reputation for its commitment to high welfare standards.

Provenance-Driven Branding and Market Differentiation: Partner with MLA, TIA, DSG of Trade, and marketing experts to shift the focus toward highlighting Tasmania's pasture-based systems, sustainability, biosecurity, and traceability. This approach will differentiate Tasmanian products, reinforcing the unique qualities of Tasmania.

Advancing Beef from Dairy: Beef from dairy presents a unique opportunity to enhance the Tasmanian red meat industry by improving scope 3 emissions outcomes, diversifying production systems, and capitalising on growing market/processing opportunities.

Threats

Rising Transport Costs and Inadequate Rebates: The continued rise in freight costs and logistical challenges continue to impact competitiveness and profitability, placing Tasmanian producers at a disadvantage.

Climate Variability and Extreme Weather Events: Climate variability presents risks through increased extreme weather events, affecting pastures, feed, and water resources, which are essential for consistent, high-quality livestock production.

Threat of Disrupted Bass Strait Movement: Any disruption in moving animals across Bass Strait would have far-reaching consequences for the red meat industry. It could result in limited market access and heightened pressure on both producers and processors.

Processor Cessation: The cessation of processing at any level in Tasmania would have severe consequences for the local industry. It would create a backlog of livestock, leading to significant financial losses for producers and related businesses. Such disruption could threaten the long-term sustainability and viability of the entire sector.

Strategic Pillars

Pillar 1: Farm Management and Productivity

Objective: Empower Tasmanian farms to engage in sustainable practices, farm business tools and resources, and enhanced productivity to ensure consistent supply, sustainable communities, and long-term profitability in the red meat sector.

Pillar 2: Processing

Objective: Optimise Tasmania's processing sector to prevent interstate reliance during peak seasons, increase local value through secondary processing, and support year-round capacity for both large and small-scale processors.

Pillar 3: Animal Health and Wellbeing

Objective: Position Tasmania as a leader in animal welfare by promoting fit-to-load practices, low-stress stock handling, stress reducing infrastructure design, and comprehensive health training across the supply chain.

Pillar 4: Climate Preparedness and Sustainability

Objective: Build a climate-resilient red meat industry by promoting sustainable grazing, water management, and emissions-reducing practices, ensuring productivity and adaptability in the face of environmental challenges.

Pillar 5: Brand and Marketing

Objective: Establish Tasmania's red meat as a premium brand focused on sustainability, biosecurity, animal welfare, and traceability, targeting high-value markets with provenance-driven marketing strategies.

Strategic Priorities

Pillar 1: Farm Management and Productivity

Pillar 1 enhances farm resilience and productivity through sustainable practices, including positive grazing, improved pasture management, diversified species, and soil health initiatives. Supported by industry bodies like TIA and MLA, farmers can adopt climate-resilient practices such as drought-tolerant pastures and efficient water/feed management strategies to mitigate climate variability and ensure long-term viability. Research, development & extension advancements in genetics and sustainable farming technologies further improve farm performance. Technology integration and resource optimisation enhance operational efficiency, reducing costs and boosting productivity. These initiatives empower farmers to stay competitive, resilient, and sustainable, driving both economic and environmental success in Tasmania's red meat industry.

1. Enhance Productivity through Sustainable Pasture Management

- Invest in initiatives that improve grazing practices, pasture composition, and soil health to boost productivity and increase farm resilience to climate variability.

2. Improve Operational Efficiency and Profitability

- Promote the adoption of best practices in farm management, technology integration, and efficient resource use to enhance productivity, and improving profitability.

3. Advocate for Farmer Training and Knowledge Sharing

- Invest in initiatives that foster farmer collaboration through online platforms, producer groups, and learning programs, enabling knowledge sharing. Access to the latest information will help farmers implement sustainable practices and improve productivity and profitability.

4. Address Workforce and People Management Challenges

- Identify gaps in business management and provide targeted training and tools to help farmers develop skills in hiring, retaining, and managing staff, while improving workplace appeal, regulatory compliance, efficiency, and safety.

5. Beef from Dairy Initiatives

- Prioritise the advancement of beef from dairy initiatives, researching potential solutions accommodating surplus calves, entering them into a value market chain. Prioritise investment into market research, identifying gaps and opportunities for the commodity.

6. Investment into Research on Farm Productivity

- Invest in accessing and utilising high-quality data to improve on-farm productivity for red meat commodities. Leveraging data-driven insights can enhance livestock resilience, optimise productivity, and support better disease management.

Pillar 2: Processing

Pillar 2 aims to strengthen Tasmania's red meat industry by addressing workforce shortages and ensuring year-round production. Initiatives to attract and retain skilled workers, coupled with secondary processing of by-products like keratin, collagen, tallow, fat, fertiliser production, and other waste products, create new revenue streams and promotes operational efficiency throughout the year. Supporting small-scale processors with business education and strategic direction helps maintain competitiveness. Forming a new Bass Strait Shipping Committee will address logistical challenges, while off-season throughput incentives will stabilise workforce demand and enhance profitability, ensuring the industry remains resilient during peak and off-peak seasons.

1. Address Workforce Shortages in the Processing Sector

- Attract and retain skilled workers in the processing sector through training, incentives, and international partnerships, including leveraging programs like the Pacific Australia Labour Mobility Scheme, to build a sustainable, compliant, and productive workforce for the industry.

2. Encourage Secondary Processing and Value-Added Products

- Support initiatives and incentives for the secondary processing of by-products (e.g., pet food, keratin, collagen, and other by products), creating new revenue streams and improving overall industry profitability.

3. Support Small-Scale Processing Expansion*

- Invest in pathways and extension programs that focus on business education and strategic direction for small-scale processors to help maintain competitiveness and scale their businesses efficiently.

4. Formation of an Industry Led Bass Strait Shipping Committee

- Form a new Bass Strait Shipping Committee, led by industry stakeholders, to collaboratively address cross-strait logistical challenges and opportunities. Ensure the committee's management remains within industry control, enabling effective, collective action for sustainable solutions.

5. Develop Programs and Initiatives that Incentivise Off-Season Throughput

- Invest and introduce different programs and initiatives that will drive producers to supply processors with livestock during the off-peak season. Ultimately maintaining workforce within processors, reducing peak throughput concerns, and taking advantage of potentially higher red meat prices.

**Sprout Tasmania's Livestock Processing Project, looking at the current and potential demand as well as the risks for livestock processing by way of service kills across Tasmania. This Plan recommends revisiting and updating Pillar 2, priority 3, after the completion of Sprout's project.*

Pillar 3: Animal Health and Wellbeing

Pillar 3 focuses on ensuring the highest standards of animal welfare throughout the supply chain while enhancing livestock productivity and resilience. By promoting best practices such as fit-to-load handling, low-stress stock management, and welfare-focused infrastructure, the industry ensures ethical treatment at all stages. Investing in ongoing education equips stakeholders with the knowledge needed to maintain high welfare and operational standards. Supporting research into livestock nutrition and advanced genetics empowers producers to improve productivity, reduce environmental impacts, and strengthen resilience. Developing these initiatives reinforces Tasmania's reputation as a leader in ethical and sustainable livestock production while meeting evolving consumer and regulatory expectations.

1. Maintain High Animal Welfare Standards Throughout the Supply Chain

- Promote best practice through training and workshops directed at producers that delve into fit-to-load requirements, low-stress stock handling, and welfare-focused infrastructure.

2. Build Capacity for Ongoing Animal Health Education

- Invest in training programs and workshops to ensure all stakeholders in the red meat supply chain are equipped with the latest knowledge on animal health and wellbeing.

3. Livestock Nutrition Education and Investment

- Advocate for research to be conducted on livestock nutritional requirements that will optimise productivity, leading to faster turn off rates and a lower emission livestock environment.

4. Foster the Use of Improved Genetics and Breeding Management

- Promote research and adoption of advanced breeding technologies and genetic selection practices to enhance livestock productivity, health, and resilience.

Pillar 4: Climate Preparedness and Sustainability

Pillar 4 focuses on building a climate-resilient, low-emission red meat industry through sustainable livestock and resource management. MLA, through their Carbon Neutral 2030 initiative, can invest in reducing emissions, improving feed efficiency, and adopting methane-reducing practices. ReCFIT can be leveraged to invest in enhancing carbon sequestration and optimising grazing systems for better carbon balance. Additionally, TIA and other research bodies can invest in resource management practices, including water use efficiency and drought preparedness, to ensure resilience. Investing in improved livestock genetics will further enhance climate resilience by promoting more efficient feed conversion, reducing emissions, and boosting overall productivity. By incorporating carbon insetting, these investments empower farmers to adapt to climate challenges, securing long-term sustainability and profitability.

1. Reduce Net Emissions Through Livestock Management

- Promote strategies to directly reduce greenhouse gas emissions from livestock operations. Initiatives include improving feed efficiency, adopting methane-reducing feed supplements, and enhancing livestock health and productivity to lower emissions intensity per unit of production.

2. Support Carbon Sequestration Initiatives

- Focus on projects aimed at improving carbon sequestration through sustainable land management practices that capture carbon while maintaining productivity. The Tree Alliance and initiatives like Trees on Farms offer opportunities to enhance on-farm carbon storage through tree planting and integrated land management strategies.

3. Enhance Resource Management and Drought Preparedness

- Promote water-efficient systems, including rainwater capture and efficient irrigation, alongside feed security initiatives to prepare for drought conditions and safeguard livestock health. Invest in education that seeks to build farmers knowledge on stocking rates, feed requirements, and farm business practices that build climate preparedness and resilience.

4. Carbon Insetting for Local Benefit

- Advocate for and invest in research to align Tasmania's carbon initiatives with insetting principles, focusing on producer literacy and awareness of the risks associated with carbon practices. Support producers in integrating carbon insetting strategies, such as soil carbon sequestration and emissions reduction, while ensuring that the environmental benefits are reinvested into local businesses and the agricultural sector.

5. Increase Farm Resilience to Climate Variability:

- Support farmers through extension work in adopting climate-resilient practices, including drought-tolerant pasture composition, efficient water management, and feed security strategies.

Pillar 5: Brand and Marketing

Pillar 5 focuses on establishing Tasmania's red meat as a premium, sustainably sourced product in domestic, national, and international markets. A provenance-driven marketing campaign will highlight Tasmania's unique land stewardship, commitment to high animal welfare standards, and sustainable practices. By promoting Tasmania's leadership in these areas, the campaign aligns with global consumer trends and supports the Tasmanian Trade Strategy 2019-2025, reinforcing market access. Collaboration with the DSG Trade sector will be essential in identifying and capitalising on new market opportunities, ensuring the industry is well-positioned to meet evolving global demands. Rather than relying solely on certifications, the strategy will focus on building strategic partnerships with premium retailers and foodservice providers, positioning Tasmanian red meat as a top-tier choice.

1. Develop Provenance-Driven Marketing for Premium Markets

- Invest in and promote marketing initiatives that emphasise Tasmania's unique land stewardship, high animal welfare standards, and sustainable practices, targeting both high-value international markets, and domestic consumers. As part of this effort, Tasmania's red meat industry will lead the conversation on defining what 'good' looks like in sustainable agriculture and ethical production.

2. Foster Strategic Partnerships with Premium Retailers and Foodservice Providers

- Build and maintain relationships with retailers, restaurants, and foodservice providers in target markets to promote Tasmanian red meat as a premium, ethically sourced choice.

3. Promote Tasmania's Unique Red Meat Credentials

- Promote and market Tasmania's distinctive drawcards, such as its natural environment, sustainable land management, and commitment to high animal welfare standards, to differentiate Tasmanian red meat in all market. Emphasise the island's commitment to ethical practices, environmental responsibility, and premium product quality to appeal to consumers.

4. Develop Local Knowledge and Capacity for Provenance Branding

- Initiate, invest in, and promote campaigns and programs to build local producers' understanding of the importance of branding and marketing. This will establish Tasmania as a leader in producing goods that highlight the region's unique and highly valued qualities.

❖ This Plan was funded by the Tasmanian Government as part of the Strategic Industry Partnership Program (SIPP).

❖ This Plan was peer reviewed by RM Consultants Group

Appendices

Appendix A: TRMISP – Industry Participants and Stakeholders

1. Australian Meat Industry Council
2. Dairy Australia
3. Elders
4. Greenham
5. Independent Industry Participant (Felicity Richards)
6. Independent Industry Participant (Leanne Sherriff)
7. JBS Foods Australia
8. Meat and Livestock Australia
9. Page Transport
10. Southern Australian Livestock Research Council
11. Sprout Tasmania
12. TasFarmers Dairy Council
13. TasFarmers Red Meat Council
14. TasFarmers Wool Council
15. Tasmanian Department of State Growth (Migration)
16. Tasmanian Institute of Agriculture (Lesley Irvine)
17. Tasmanian Institute of Agriculture (Megan Verdon)
18. Tasmanian Institute of Agriculture (Rowan Smith)
19. Tasmanian Quality Meats
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