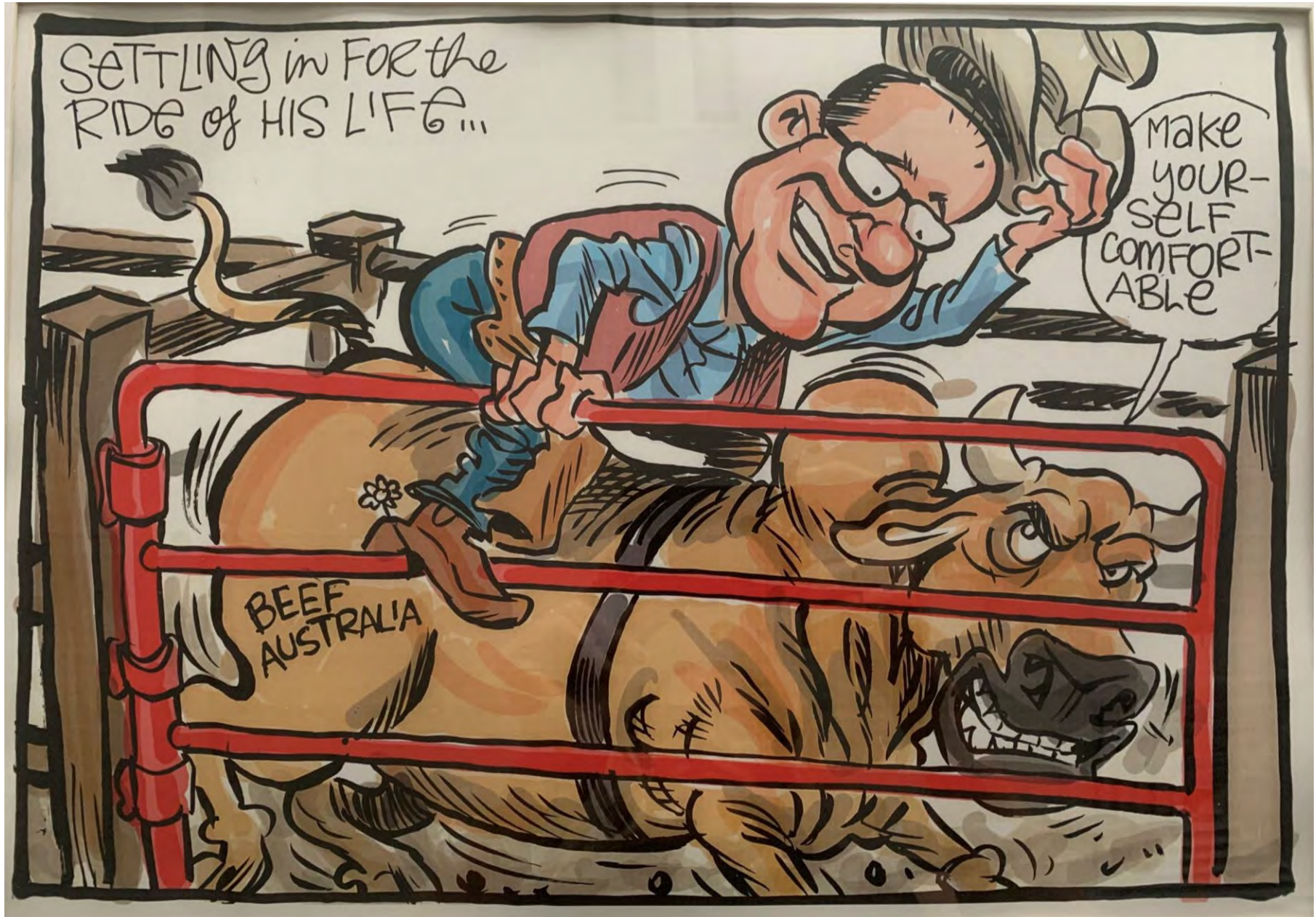


# Ian Mill – CEO Beef Australia









# Beef Australia's Event Committees & Chairs -

- **Stud Cattle** – Russell Hughes
- **Commercial Cattle** – Mark Howard
- **Carcase** – David Hill
- **Property Tours** – Scott McCartney
- **International** – Geoff Maynard
- **Symposium and Seminars** – Sarah Becker
- **Next Generation** – Shannon Landmark
- **Beef Promotions** – Shane Bailey
- **Community Activation** – Pat O'Driscoll
- **Graeme Acton, Beef Connection** – Barb Bishop
- **The Ken Coombe, Tech Yards** – Bridget Kirkwood

Australia's premier beef industry event





**Our mission is to stage Australia's premier beef exposition and provide a platform for the advancement of the beef industry.**

**Our vision is to be a world class organisation that promotes, advances and celebrates a sustainable beef industry.**



Beef 2021 provides a platform for all aspects of the beef supply chain to be acknowledged, represented and celebrated through a relevant, engaging and innovative educational and social program that benefits the Australian beef industry.

We achieve our vision by focusing on **four key pillars**.

**Showcasing the Beef Industry**

Benchmarking national standards through the stud, carcase and commercial cattle competitions and industry trade sites.

**Consumer & Community Awareness**

Engaging the public and building consumer trust in beef as a product and the importance of the industry to the Australian economy.

**Facilitating Trade**

Working closely with key stakeholders to target increased international delegates and enhanced trade outcomes.

**Advancement, Education & Innovation**

Advancing knowledge through education, training, innovation and research programs supporting the success and sustainability of the beef industry.



Since the event's commencement in Australia's Bicentennial year of 1988 to celebrate the beef industry's achievements and contribution to the development of our great nation Beef Australia has developed into an internationally recognised event with major industry, trade and regional community outcomes.





# Beef Australia 2018 event snapshot



**100,368**  
visitors through the gates



**1,200** registered international delegates



from **43**  
countries



**12** Internationally renowned chefs

Over **5000** cattle



**1662**

stud cattle



**2004**

commercial cattle



**1035**

carcase entries

**530** trade fair exhibitors



**280** attended the Symposium

43 industry-based seminars attended by **4,257**

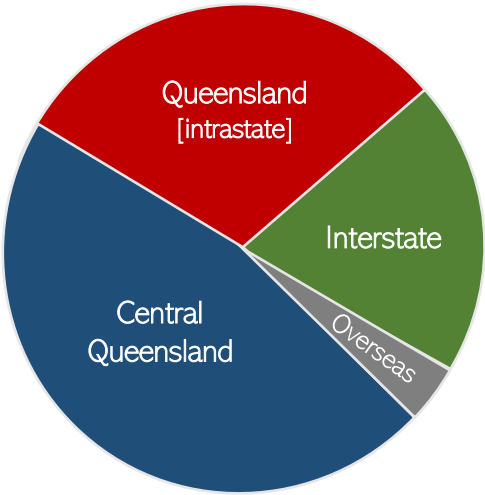
**11** property tours  
**811** visitors



**3740** school children attended Beef Australia



# Beef Australia 2018 event snapshot



## Attendee location breakdown

- 46% of visitors were from Central Queensland
- 34% were from other parts of Queensland
- 16% were from Interstate
- 4% were from Overseas

## International attendee breakdown

**1200+** registered international visitors attended from over **43 countries**.

The largest visitor group was from **China**, followed by **New Caledonia, Indonesia, South American countries and New Zealand**. Sizable delegations also visited from Canada, United States and countries in Asia and the Pacific





# Fast Facts

# 2019



## Australia's beef industry

The off-farm meat value (domestic expenditure plus export value) of the Australian beef industry was approximately **\$19.6 billion** in 2018-19 – up **10% on the 2017-18 period** (MLA estimate).

At the time of publication, figures included in this document were the most up to date available but may be subject to revision.

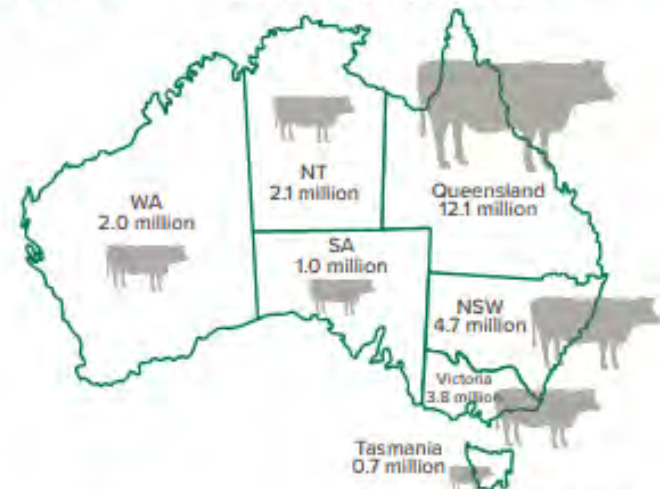
### Herd facts and figures:

- There are 41,800 agricultural businesses involved in the cattle industry (ABS Agricultural Commodities 2017-2018).
- There were 26.4 million head<sup>1</sup> of cattle in Australia as of 2017-18 (ABS Agricultural Commodities 2017-18).
- There were 12.2 million head of beef cows and heifers aged one year and over as of 2017-18 (ABS Agricultural Commodities 2017-18).

### People in the industry:

- Around 172,000 people are employed in the red meat industry, including on-farm production, processing and retail (State of the Industry 2019).

**National cattle numbers**  
as at June 2018: 26.4 million head



Source: ABS

# Fast Facts

## 2019



### Australia's beef industry

#### How much is produced?

- In 2018-19, Australia produced approximately 2.35 million tonnes carcass weight (cwt) of beef and veal (ABS).
- In 2018-19, 3.14 million grainfed cattle were marketed (feedlot turn-off) – 38% of all adult cattle slaughtered.

#### What is the value of production?

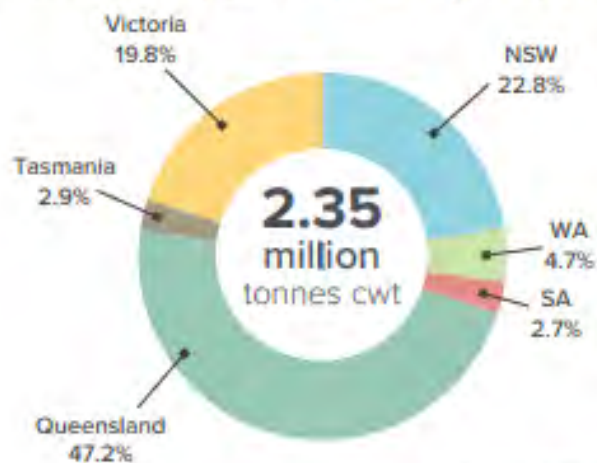
- The gross value of Australian cattle and calf production (including live cattle exports) in 2018-19 is estimated at A\$10.9 billion (ABARES Agricultural Commodities June 2019).
- Cattle contributed 18% of the total farm value of A\$61.4 billion in 2018-19 (ABARES Agricultural Commodities June 2019).

#### Domestic value and consumption:

- Domestic expenditure on beef was approximately A\$8.76 billion in 2018-19 (ABS, MLA estimate).
- Australians ate around 25kg of beef per person in 2018-19 (MLA estimate<sup>2</sup>).
- Beef had the highest share of retail sales of any fresh meat in 2018-19, with 35% share of fresh meat sales by value (Nielsen HomeScan).

Source: ABS

#### Australian beef and veal production



Source: ABS, 2018-19



## Some insights...

- No tidal wave of consumers turning to veganism.
- **93% of consumers saying producers are responsible custodians of the land** and more than **two-thirds saying the industry's animal welfare practices are good or very good.**
- 80% of media coverage was in **favour of red meat producers**
- For the past three years, the number of metropolitan people who identify as vegan or vegetarian has **remained stable at 7%** and, of those, 14% occasionally eat meat.
- 15% of meat eaters have been vegetarian in the past – so there's a **high return rate to eating meat.**

Welcoming the world  
to Rockhampton



**BEEF**  
**2021**

ROCKHAMPTON  
**AUSTRALIA**  
MAY 2-8

