

The Meat Industry Strategic Plan 2015–2020



2020: A STRATEGIC PLAN FOR THE AUSTRALIAN RED MEAT AND LIVESTOCK SECTOR

An exceptional
Australian red
meat & livestock
industry

THE MEAT INDUSTRY STRATEGIC PLAN (MISP) 2020

The Australian red meat and livestock industry is working together to add 7 billion dollars to our industry. We want our industry to be an acclaimed contributor to the Australian community and economy:

- Respected for its stewardship of livestock
- Rewarded for its quality products
- Recognised for its environmental credentials

OUR 'STEAKHOLDERS'

RMAC are proud to work with our key partners to deliver on the MISP 2020 –

Our Members

- Australian Livestock Exporters Association (ALEC)
- Australian Lot Feeders Association (ALFA)
- Australian Meat Industry Council (AMIC)
- Cattle Council of Australia (CCA)
- Sheepmeat Council of Australia (SCA)
- Goat Industry Council of Australia (GICA)

Our Service Providers

- LiveCorp
- Meat & Livestock Australia (MLA)
- Australian Meat Processors Corporation (AMPC)

Our partners incorporate the MISP 2020 into their planning cycle to ensure a coordinated and unified industry strategy.

Whilst government does not have a formal part in the delivery of the MISP2020, many aspects of delivering seven billion dollars in growth relies heavily on a close partnership with all levels of government.

OUR PILLARS

The MISP 2020 is based on four strategic pillars:



Consumer and Community Support



Market Growth and Diversification,



Supply Chain Efficiency & Productivity



Productivity & Profitability

WHY THE MISP2020 IS IMPORTANT TO US

We are proud of the incredible contribution the sector represents to the Australian economy and families and would like to improve on this history of achievement –

- The red meat and livestock industry contributes **approximately \$7 billion to Australia's gross domestic product** making it a significant contributor to the national economy
- The industry is **Australia's largest food manufacturer** and a **significant employer** in rural and regional areas, directly employing some **200,000 Australians** on farm, in meat processing and at wholesale / retail plus thousands more indirectly
- The Australian red meat production sector has custody over roughly **half of Australia's land mass**
- The Australian red meat processing sector has an annual turnover in excess of \$20 billion ranking it as the largest trade-exposed manufacturing industry in Australia
- We produce around 3% of the world's beef, 5% of the world's sheepmeat and 0.5% of global goatmeat production a small producer in global terms
- By value, we are **the world's largest exporter of beef, sheepmeat and goatmeat**
- By number, we are the world's **largest exporter of livestock**
- In 2015, approximately 70% of Australian beef production, 56% of lamb and 95% of mutton production, as well as 1.9 million live sheep and 1.3 million live cattle were

OUR COMPANY

RMAC Ltd is an industry organisation that represents the Australian red meat and livestock supply chain from paddock to plate. RMAC Ltd is a not-for-profit company limited by guarantee that is supported by the RMAC Scheme Rules, RMAC Articles of Association and the Red Meat Memorandum of Understanding (MOU).

Contact Us

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