



Red Meat Advisory Council

**An exceptional Australian
red meat & livestock
industry**

Our Story

RMAC is an industry organisation that represents the Australian red meat and livestock supply chain from paddock to plate.

Our Roles

RMAC creates value for our members & the sector through:

- Advocating government on key solutions to improve businesses for the Australian red meat and livestock industry
- Advising the Federal Agriculture Minister on key industry opportunities
- Coordinating the Meat Industry Strategic Plan 2020 – worth 7 billion dollars to the sector
- Managing the Red Meat Industry Fund

Our People

Our diverse member base represents beef, sheepmeat and goat meat production, export, feedlotting, retailing, wholesaling and livestock and boxed product exporting.

We are proud of our diverse membership and the incredible contribution it represents to the Australian families and the economy.

- 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) (Associate Member)

Our Industry

- The red meat and livestock industry contributes approximately \$7 billion to Australia's gross domestic product
- 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
- 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 destined for international customers

Our Company

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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