

Strategies to grow demand

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per capita Beef consumption

USA 43kgs

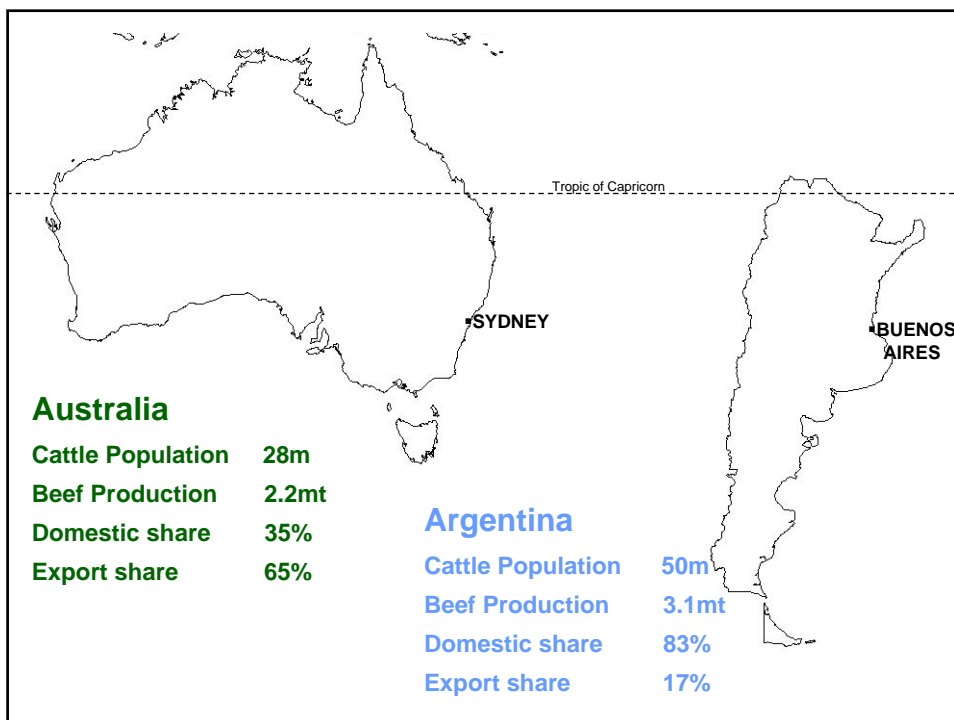
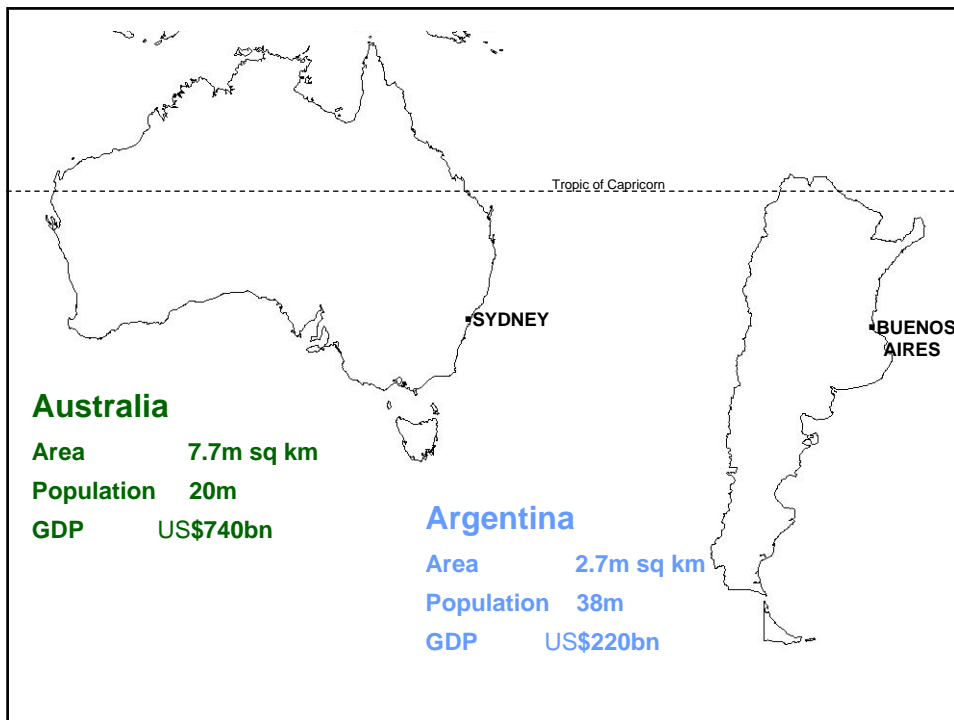



Australia 36kgs



Argentina 62kgs



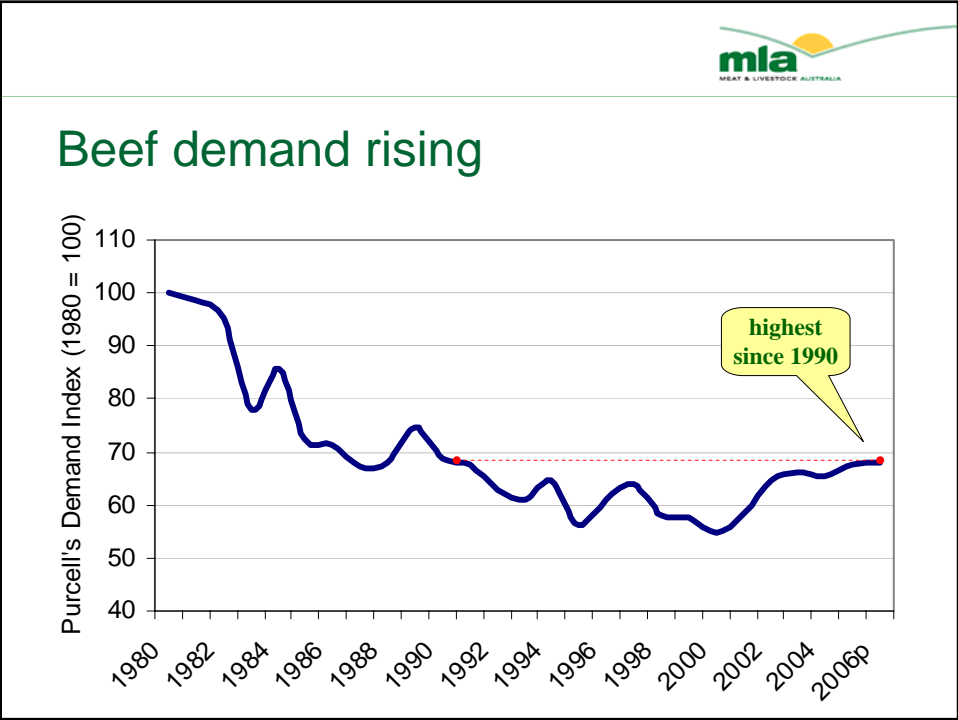
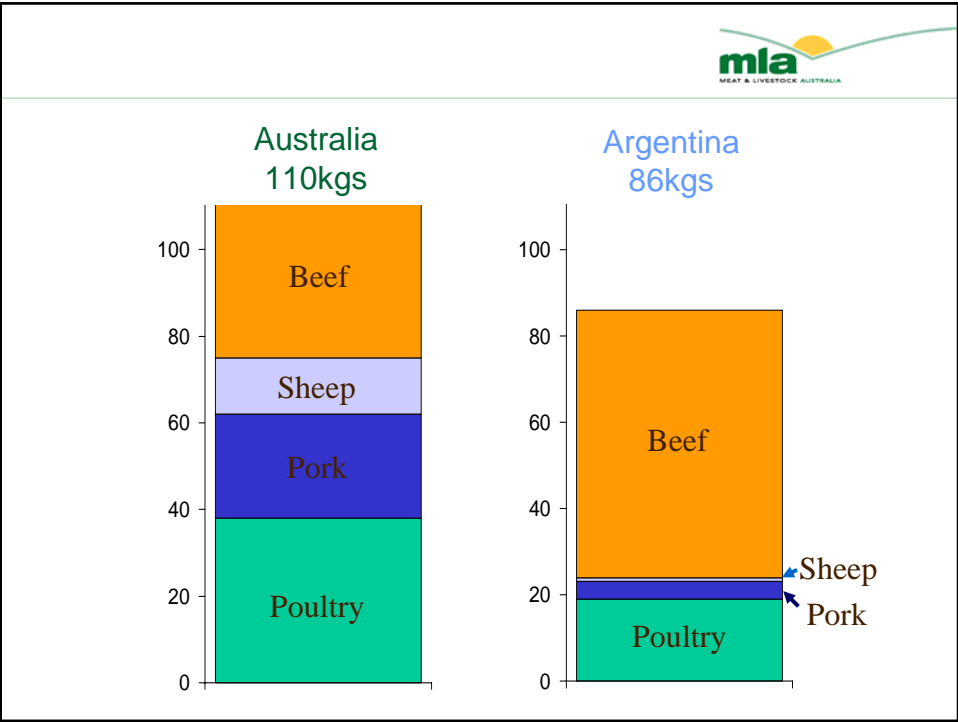




The basics of growing demand

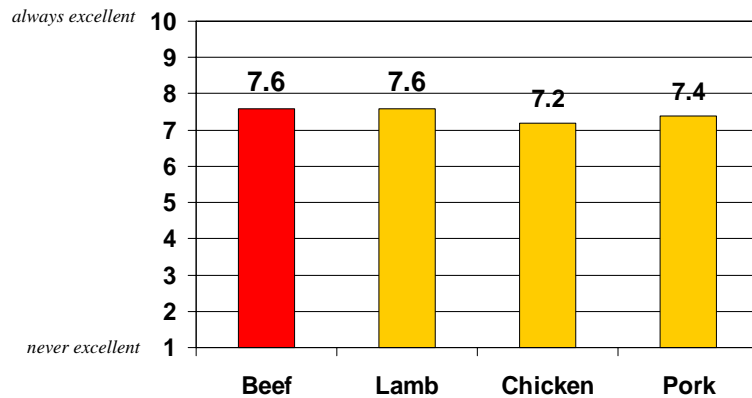
1. Ensuring market access
2. Understanding the customer,
3. Understanding the consumer, and
4. Successfully positioning our products and our brands

➔ **DIFFERENTIATION**



Consumers more confident of quality

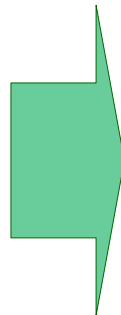
“How do you rate the quality of _____ you buy today?”



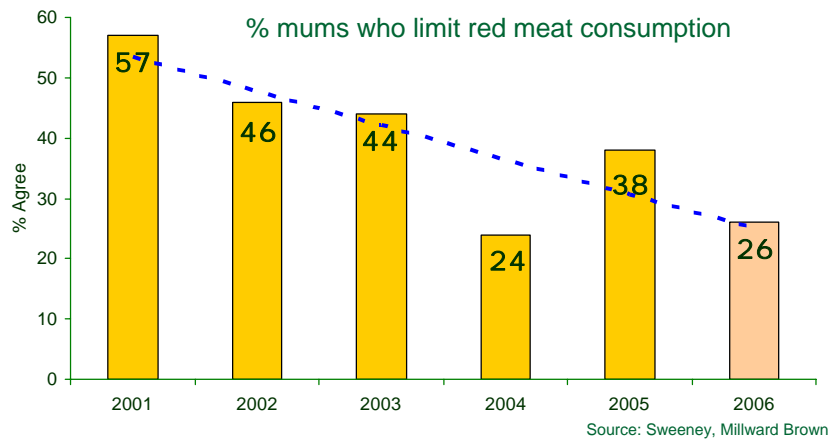
Source: Stancombe 2005

Meat Standards Australia

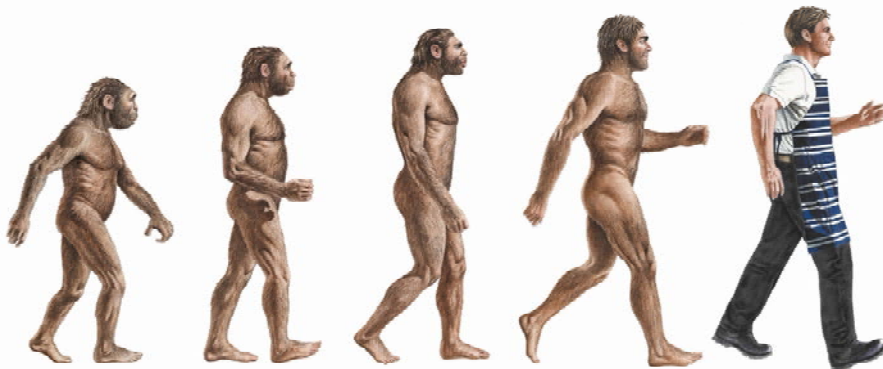
- Cut
- Cooking method
- Breed
- Sex
- Growth rate
- Marbling
- pH
- Hanging method
- HGP's
- Ageing
- Lairage
- Carcase chilling





Impact on constraint?



**Red meat is the foundation
food of our evolution.**



dr many noakes with dr peter clifton

the CSIRO total wellbeing diet

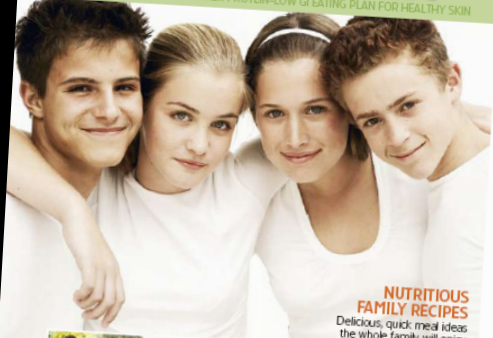
- the weight-loss program that can actually work
- a healthy eating plan for life

the new scientifically proven diet for Australians


Presented by **Women's Weekly**

The Teenage Anti-acne Diet

SCIENTIFICALLY PROVEN HIGHER PROTEIN-LOW GI EATING PLAN FOR HEALTHY SKIN



NUTRITIOUS FAMILY RECIPES
Delicious, quick meal ideas the whole family will enjoy



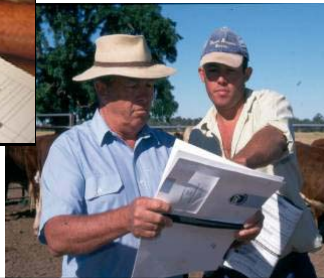
- Exercise tips to keep teens active
- The diet at a glance
- Kids in the kitchen
- Simple steps to clear, healthy skin





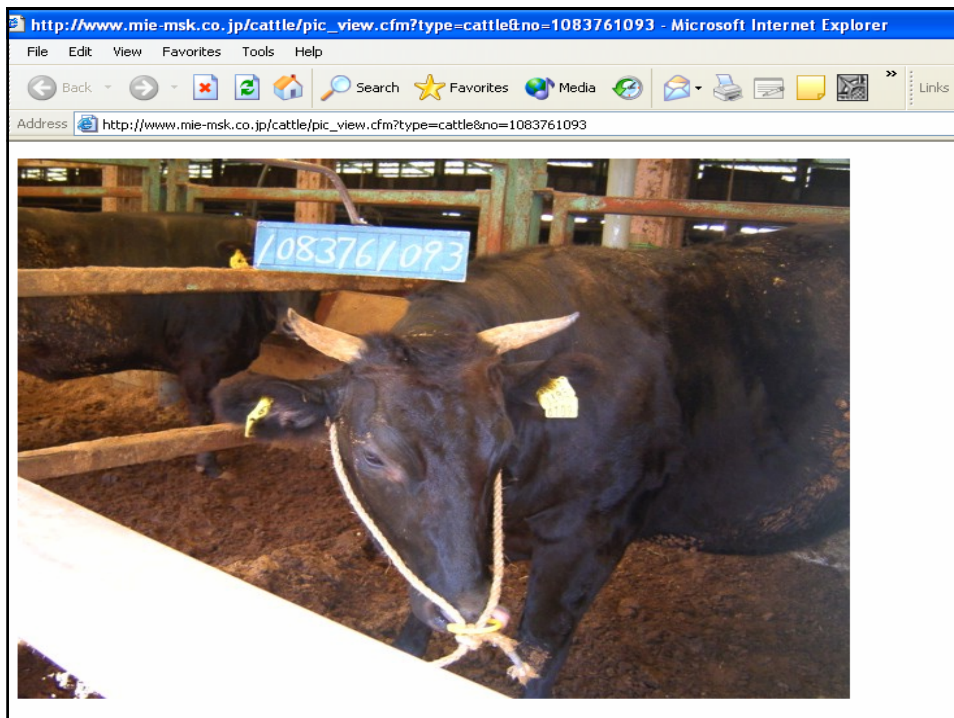
**Our domestic
market
is our most
important!**

Livestock Production Assurance
on farm food safety and QA standards





- 1 Date of birth
- 2 Sex
- 3 Name of the production process manager
Address of the above
Date of the management commenced
- 4 Address of the feedlot
Date the cattle entered the feedlot
- 5 Date of slaughter
- 6 Breed
- 7 Phone number of the feedlot
- 8 Name of the person or company that organized slaughter
Phone number of the above
Name of the abattoir
Address of the above
- 9 List of feed the animal has been raised on
- 10 List of veterinary treatments by therapeutic category



National Livestock Identification System

