

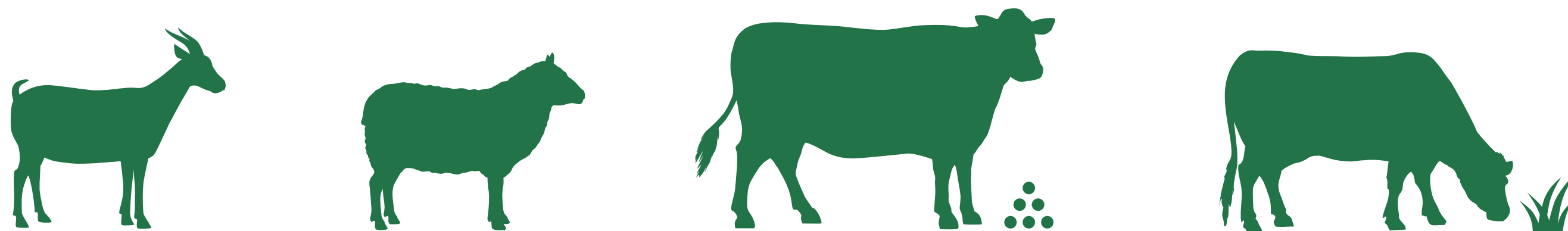
Date labeling, consumer education and food waste reduction

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About MLA

Working in collaboration with the Australian Government and the wider red meat industry, MLA invests in initiatives that contribute to **producer profitability, sustainability and global competitiveness.**

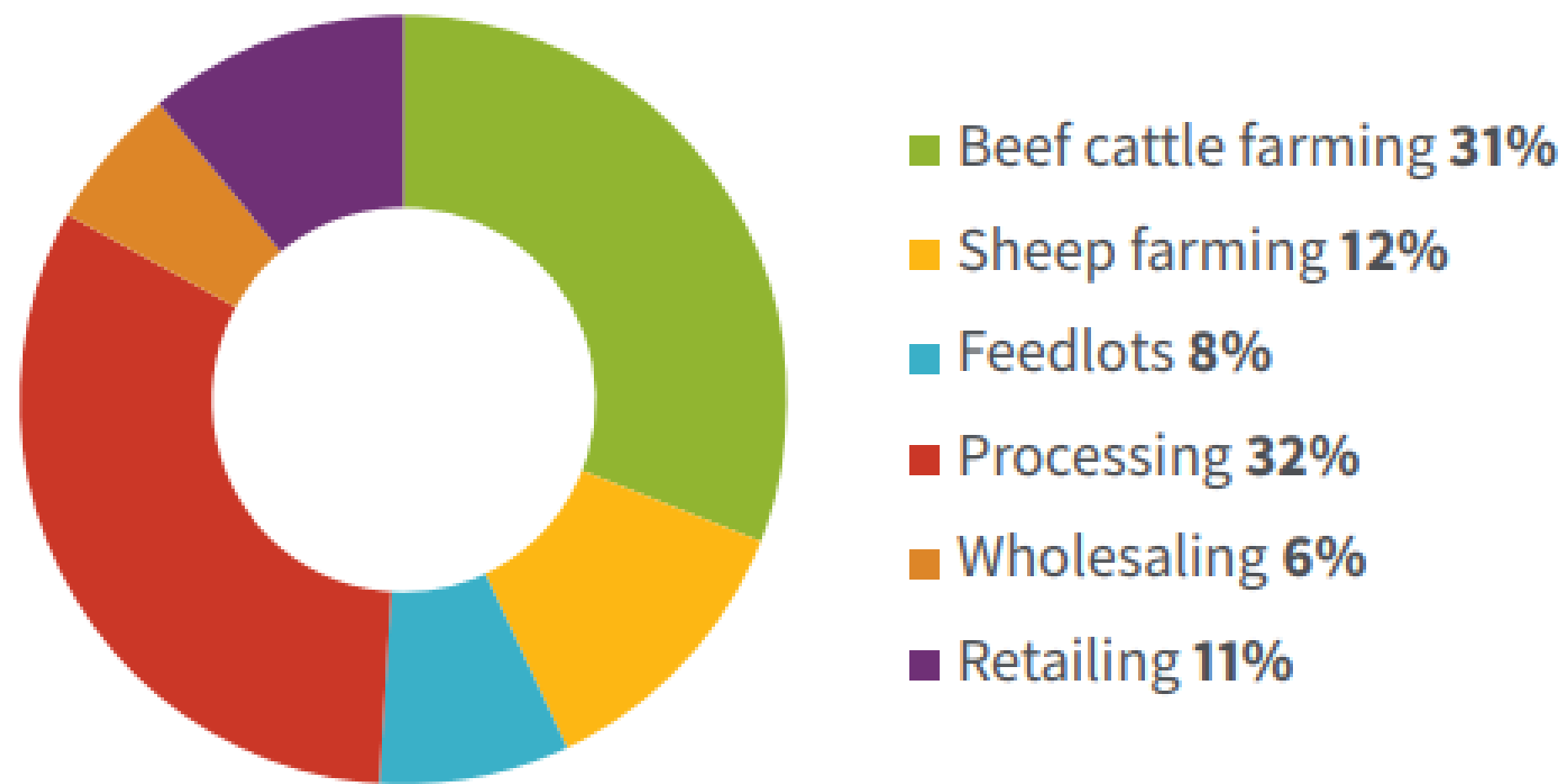


The red meat & livestock industry plays a key role in Australia's

A\$81.7 billion
red meat & livestock industry
turnover in 2022-23

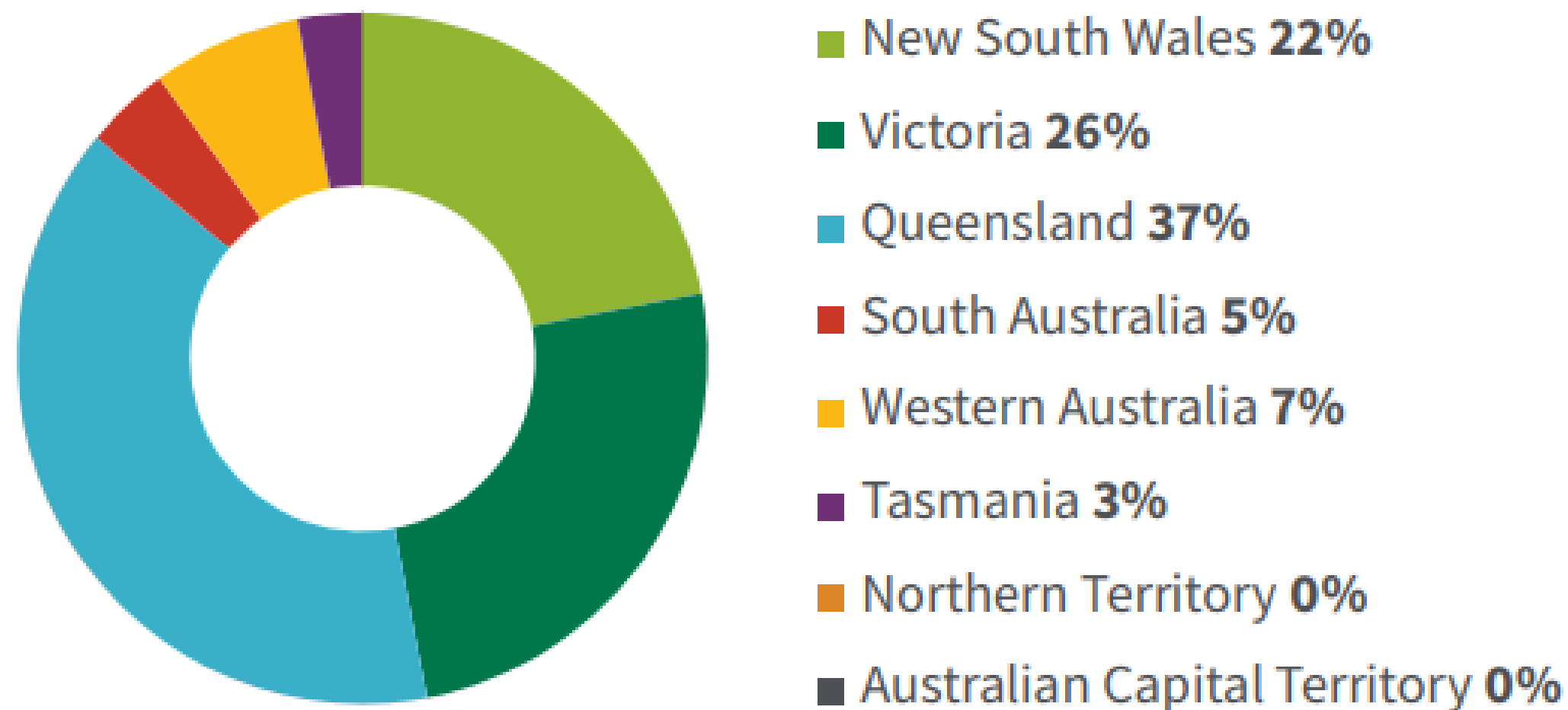
418,921 people
employed in the red meat &
livestock industry in 2022-23

Industry turnover by sub-sector (2022-23)



Source: EY, IBISWorld, ABS

Red meat export volume by state of production (2022-23)



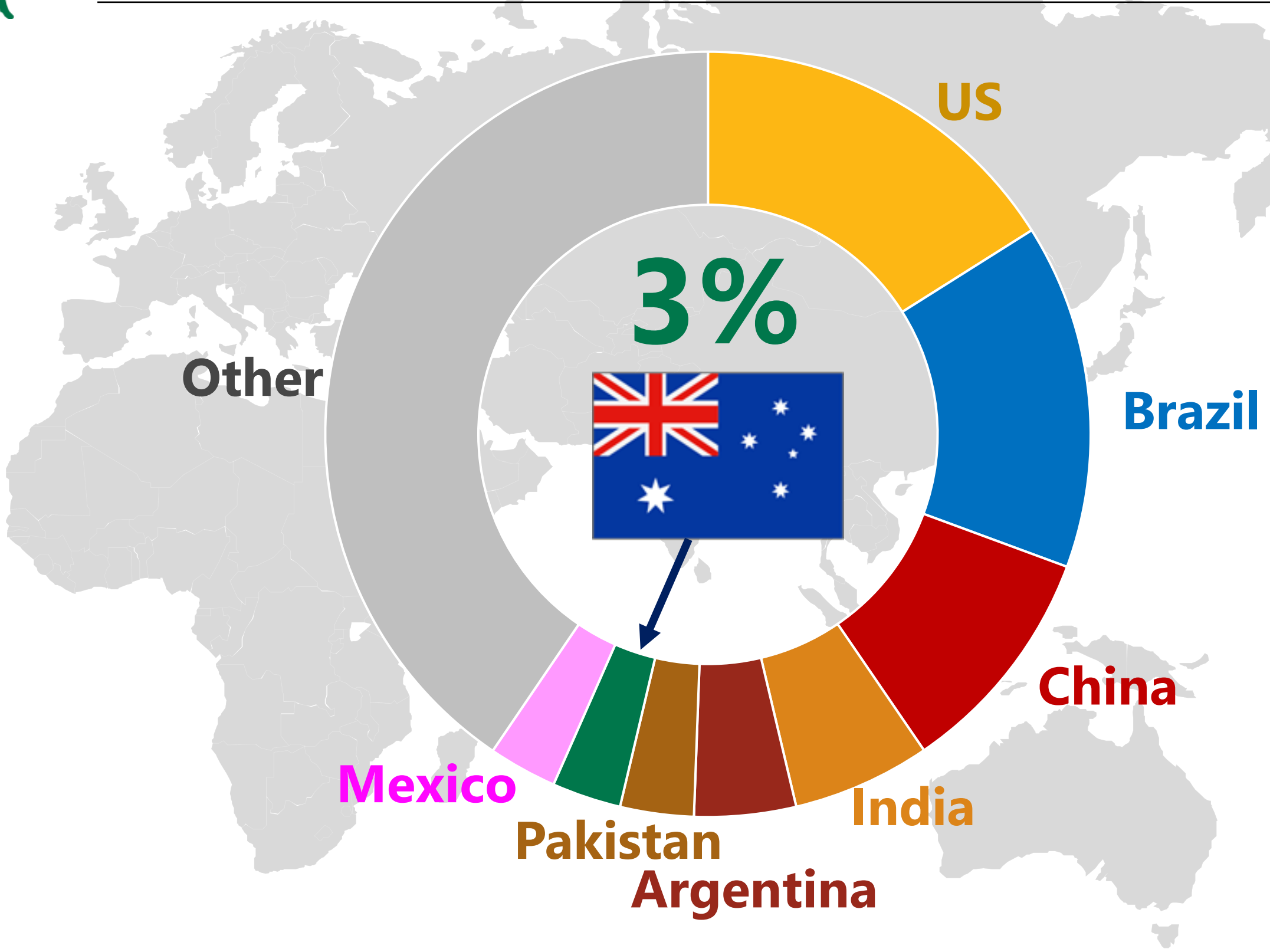
Source: EY, IBISWorld, ABS

Source: State of the Industry Report, 2024. 2022-23 was the latest data available for the report.

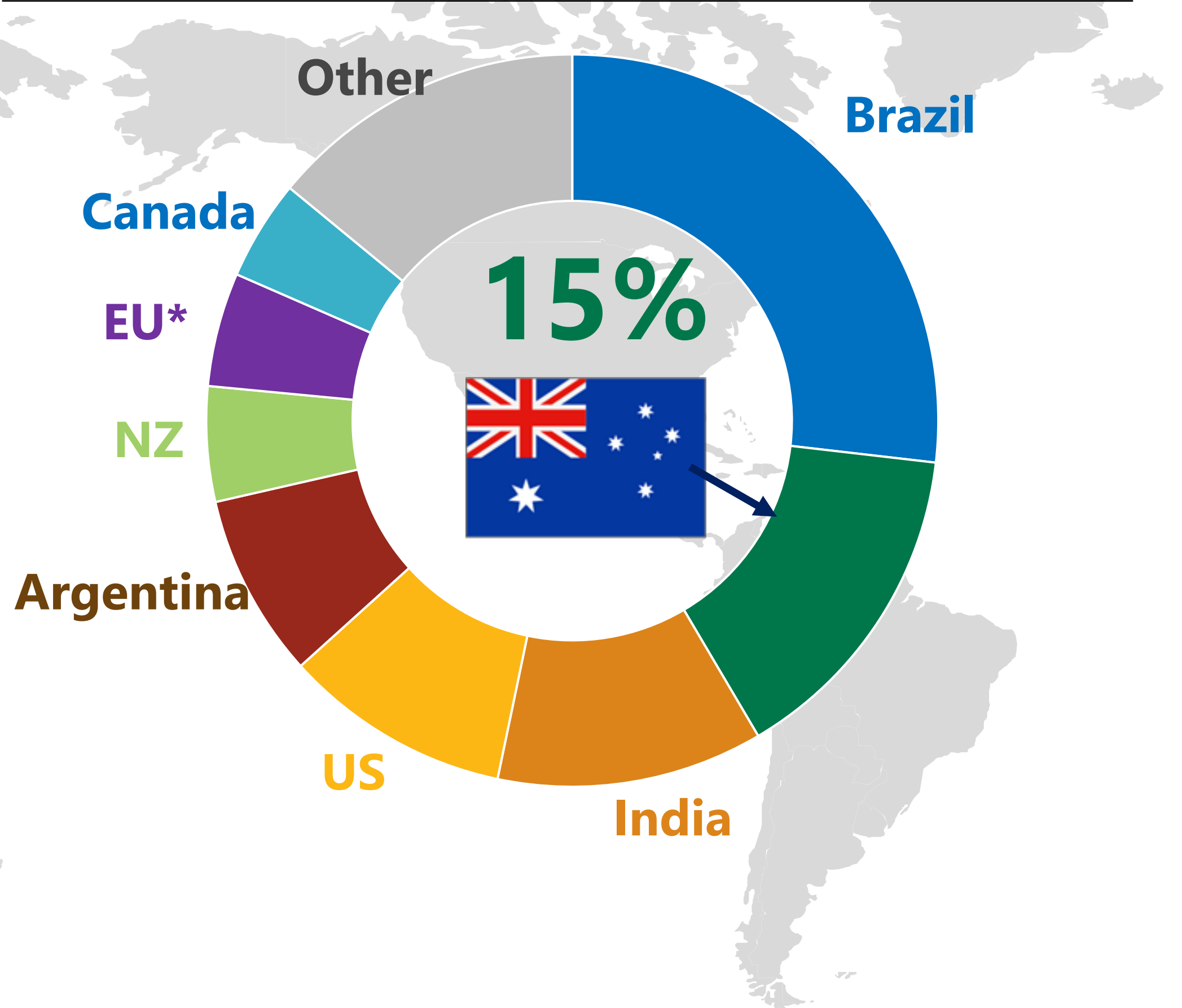
Australia is a small beef producer but plays a big role in global exports



Global beef production



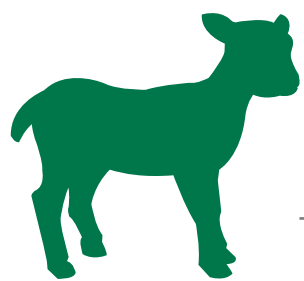
Global beef **exports**



Source: FAOSTAT, 2023 – latest data, India's statistics include buffalo meat

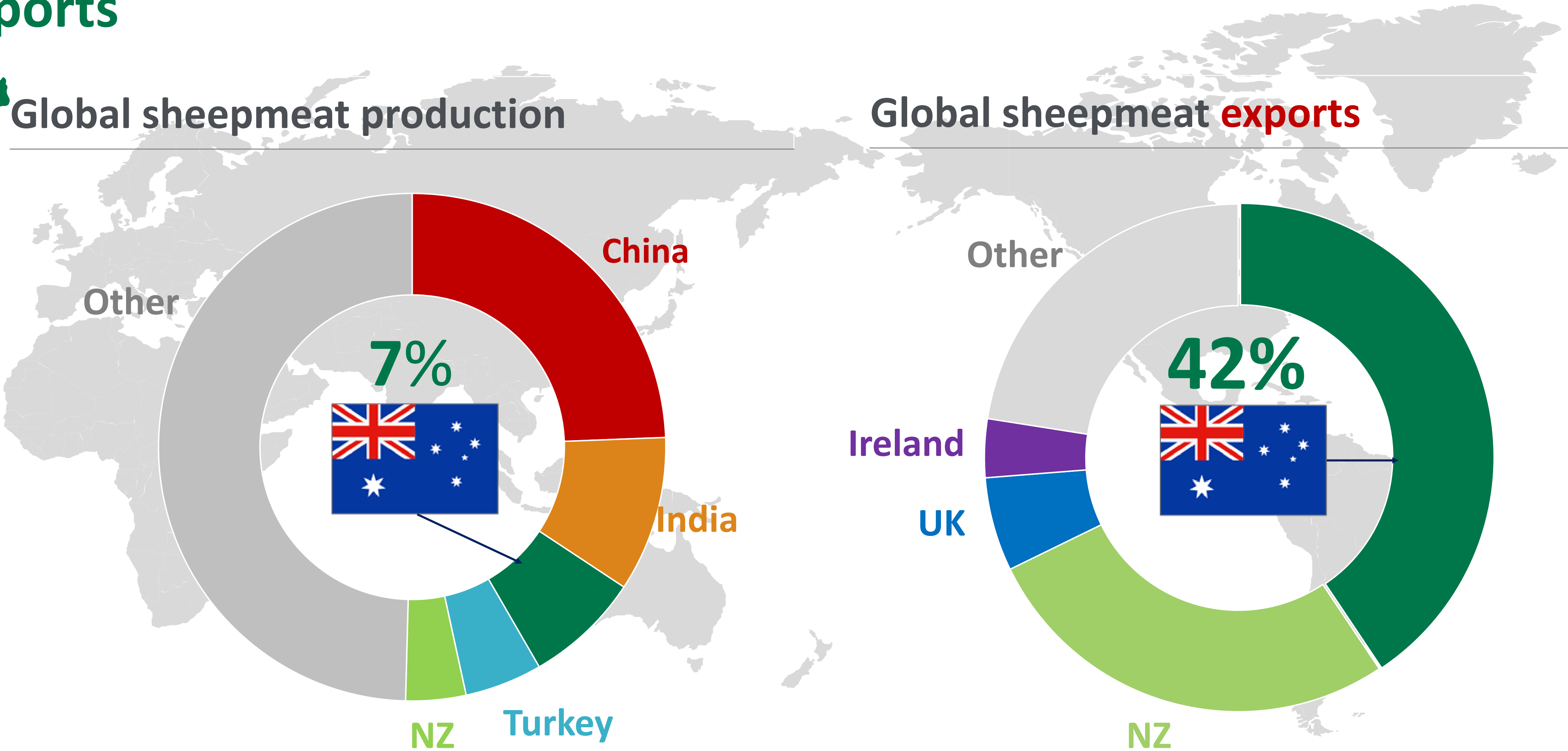
Source: Trade Data Monitor (TDM, MAT November 2024, India's statistics include buffalo meat

Australia is a small sheepmeat producer but represents 42% of all exports



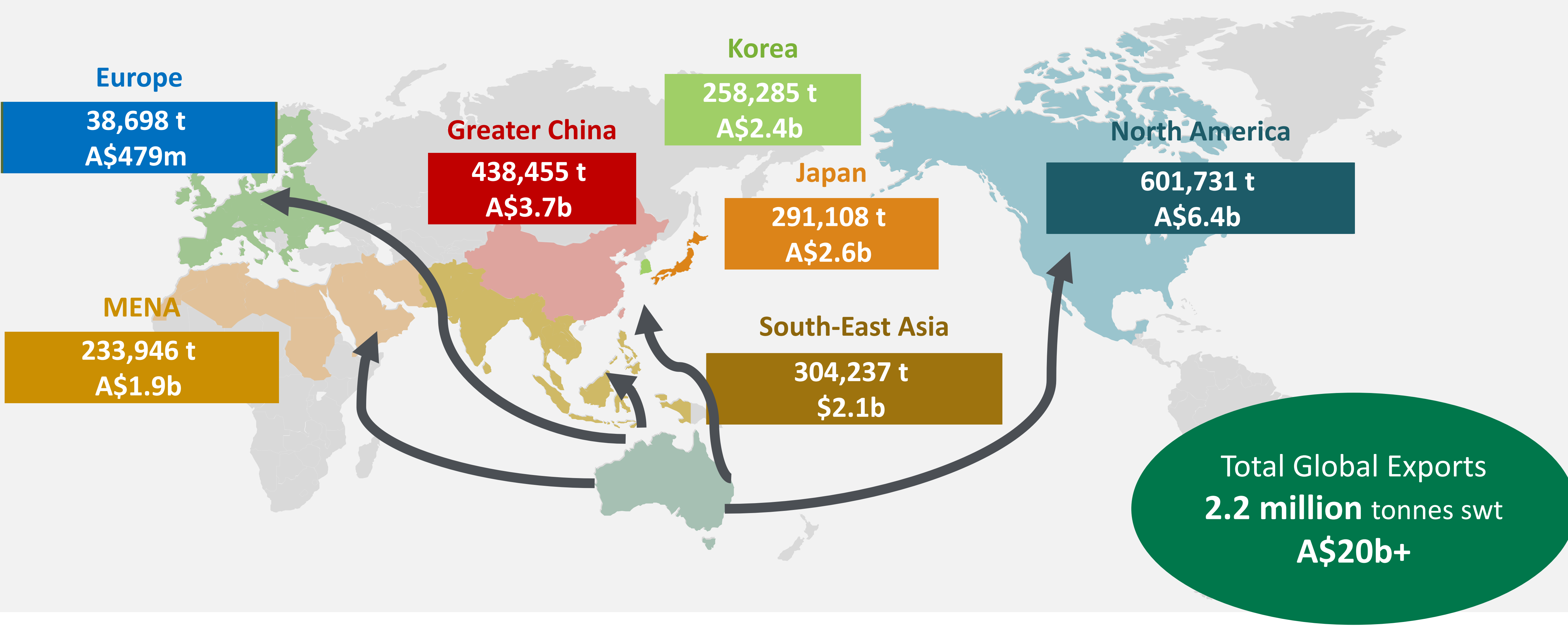
Global sheepmeat production

Global sheepmeat **exports**



Source: FAOSTAT, 2023 latest data

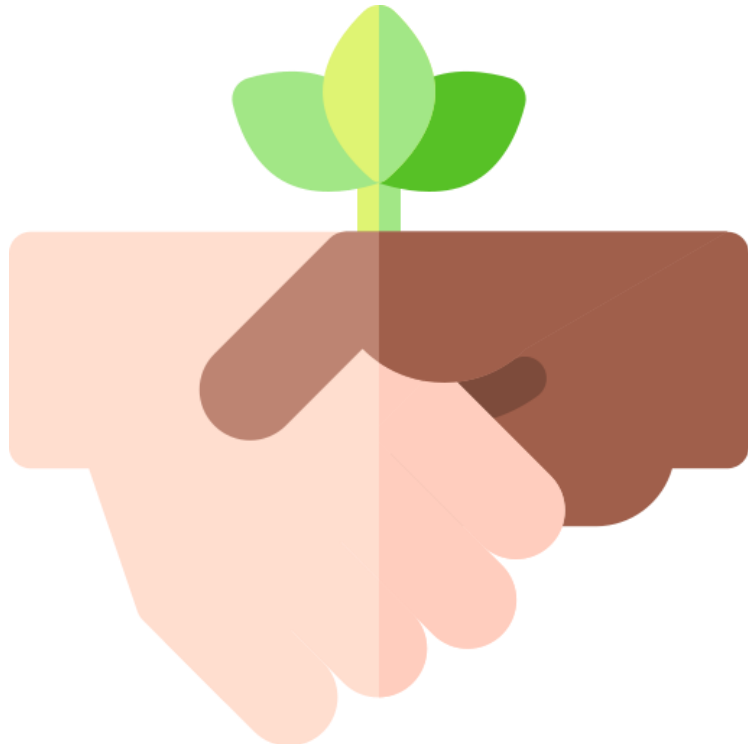
Australia's combined red meat global exports in 2024



Source: DAFF, TDM, 2024. T = tonnes swt. Red meat here includes beef, sheepmeat, goatmeat and offal.

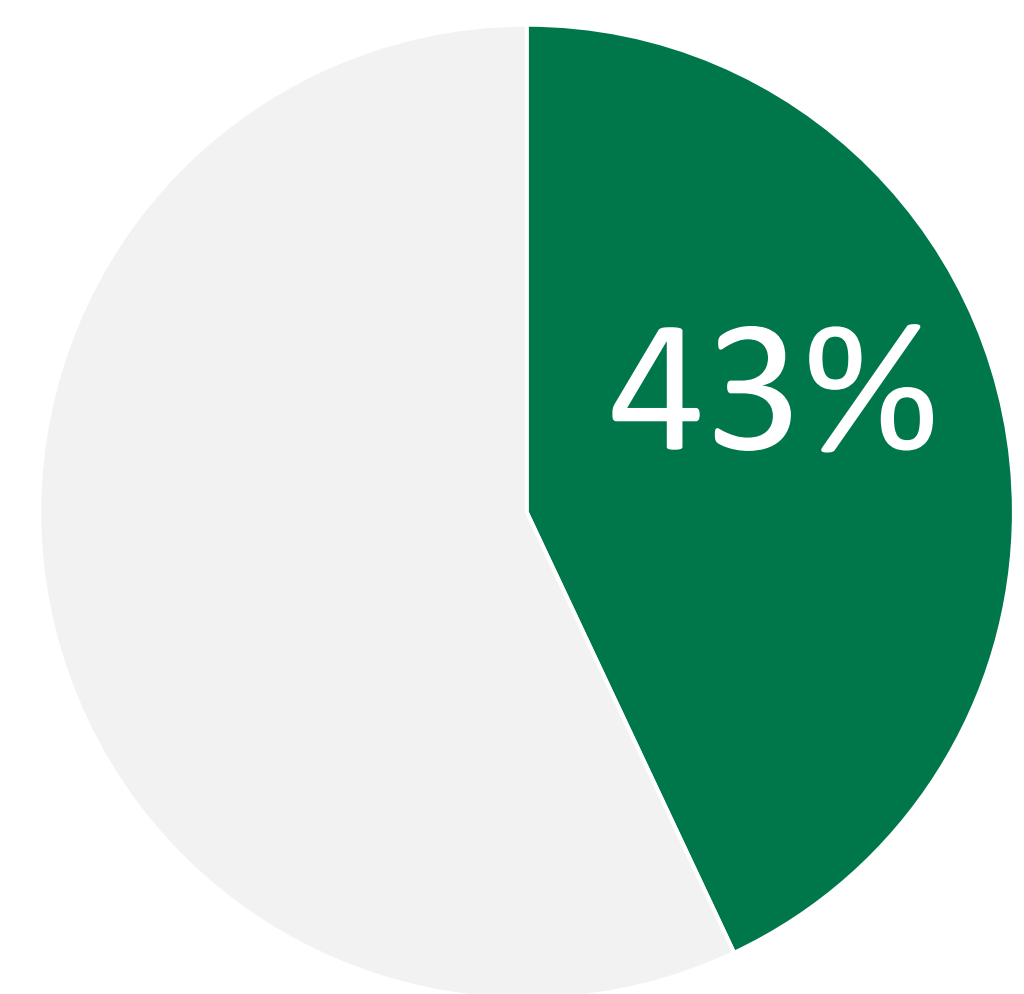
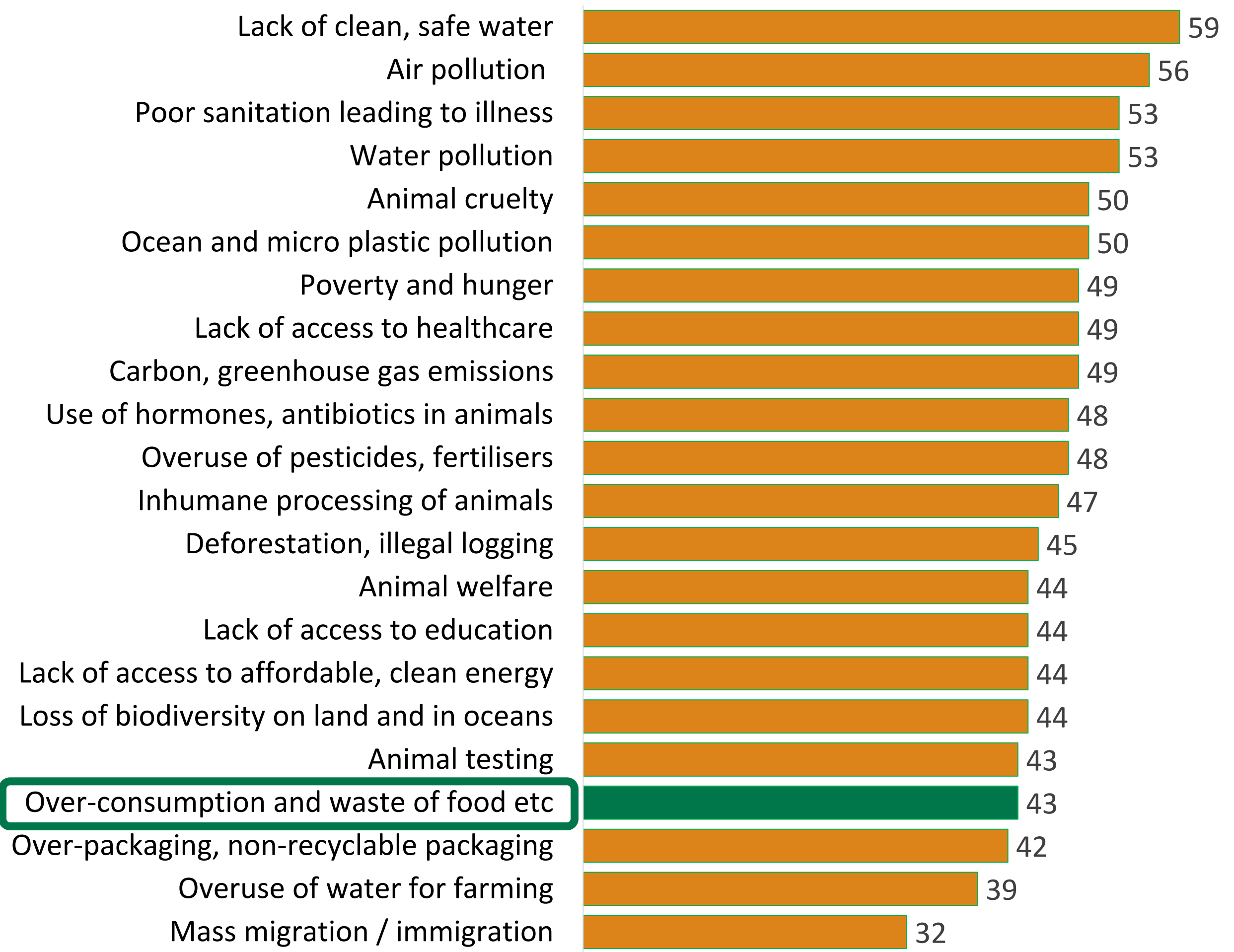
Consumer understanding of "sustainability" in the food category has evolved significantly over time and varied by region, with food waste reduction now a significant element globally

Pre-2000s	2000s–2010s	Late 2010s–Present
Early Stages: Focus on Organic and Natural Foods	Rise of Ethical Consumption and Environmental Awareness	Holistic Understanding and Climate Impact
Developed markets: organic, natural and whole foods	Europe: carbon footprints, deforestation and biodiversity, fair trade	Europe: carbon footprint of food, food miles , plant-based diets, reducing plastic waste and circular economies
Emerging markets: less prevalent as a concept	North America: sustainable agriculture, humane treatment of animals , reducing waste	North America: regenerative agriculture, carbon-neutral food products, reducing food waste and alternative proteins.
	Emerging markets: food safety and food security, localism in food systems, biodiversity and pollution	Emerging markets: public health, food security, and reducing food waste , sustainable fishing, aquaculture and responsible water usage

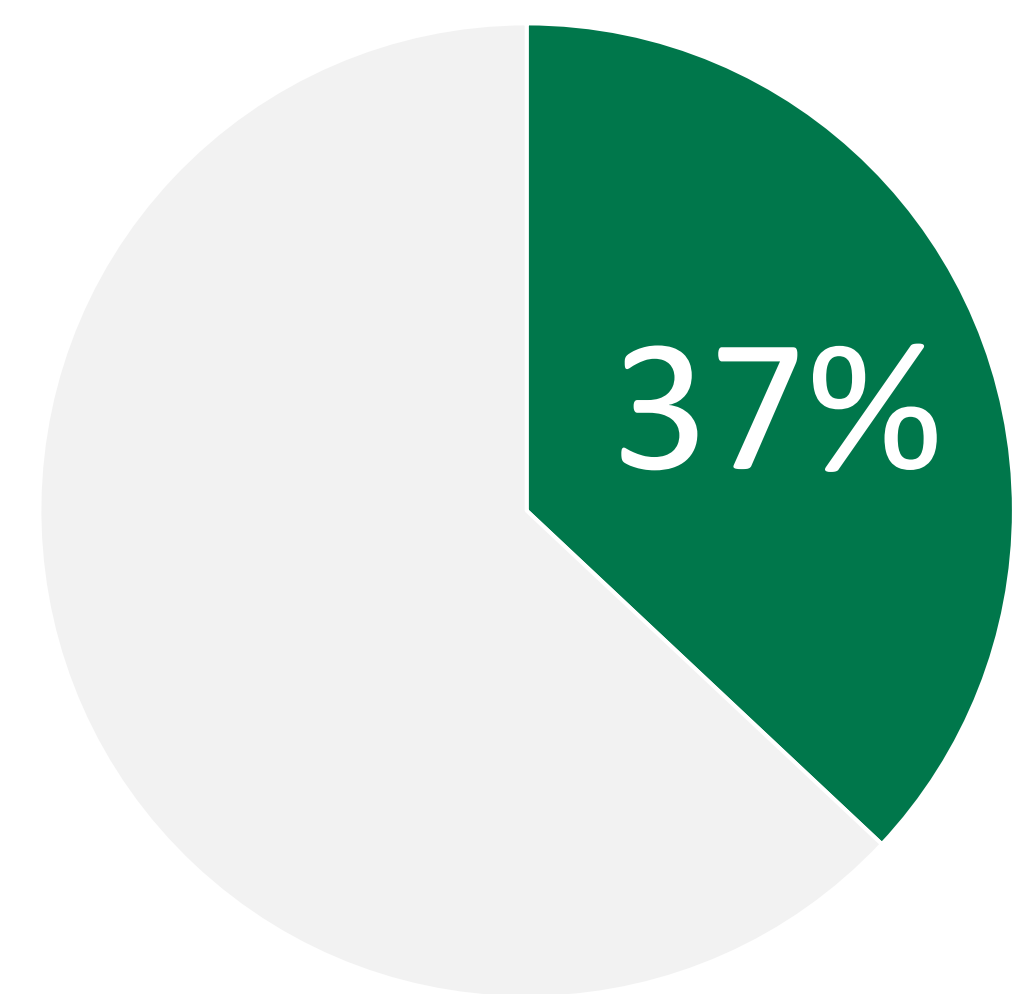


While reducing food waste is not among THE top urgent sustainability issues for consumers, but is still significant and one the red meat industry is expected to address

Global consumers: sustainability issues very important* to me



global consumers agree “over-consumption and **waste of food**” is a very important sustainability issue



say it’s very important for the **red meat industry to take action** on “over-consumption and waste of food”

Source: MLA Global Consumer Tracker, 2023. **Very important” = T2B % agree score = 1-2 on a 7-point scale, List of 22 PTOMPTED attributes.
Target consumers in 11 countries: US, UAE, Saudi Arabia, China Mainland, Hong Kong, Korea, Japan, Indonesia, Malaysia, Thailand, Indonesia (not Australia).

MLA leads a Sustainable Approach to Food Waste & Packaging

- supply chain food loss waste mapping & interventions
- develops tools and calculators to support industry to manage shelf life
- validates performance of novel sustainable packaging formats
- explores value adding opportunities to gain greater utilisation of the carcass
- collaborates with End Food Waste CRC to review consumer behaviour on food waste
- remains informed on global legislative packaging changes
- Meat Standards Australia program –the eating quality of MSA beef and lamb requires standards to be maintained from paddock-to-plate



Meat Standards Australia

Key points:

- MSA removes the need for consumers to have specialist beef knowledge
- MSA retail labels advise the correct cooking method for every piece of beef to assure the eating quality result
- MSA product must meet consumer set standards at one of three quality levels
- MSA involves all sectors of the beef production chain, from paddock to plate
- MSA provides detailed feedback on eating quality to the processor, feedlot and the producer



Consumer Behaviour Studies

Collaborative research with Food Waste CRCs :

- to understand householder practices related to red meat purchasing, cold storage, consumption, and wastage to determine how meat waste occurs and could be reduced within the home

Practices of meat consumption and cold storage in Australian households

Consumer fridge behaviour and waste reduction of red meat

Final Project Report

Project code VMFS.0456
FFW CRC Document
FFW CRC Publication 2023_40

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Putting a freeze on food waste

Meat is one of the main household food items wasted in Australia, with one-third of total food waste attributed to consumer practices and refrigerator performance – presenting an opportunity for industry to understand how to reduce it.



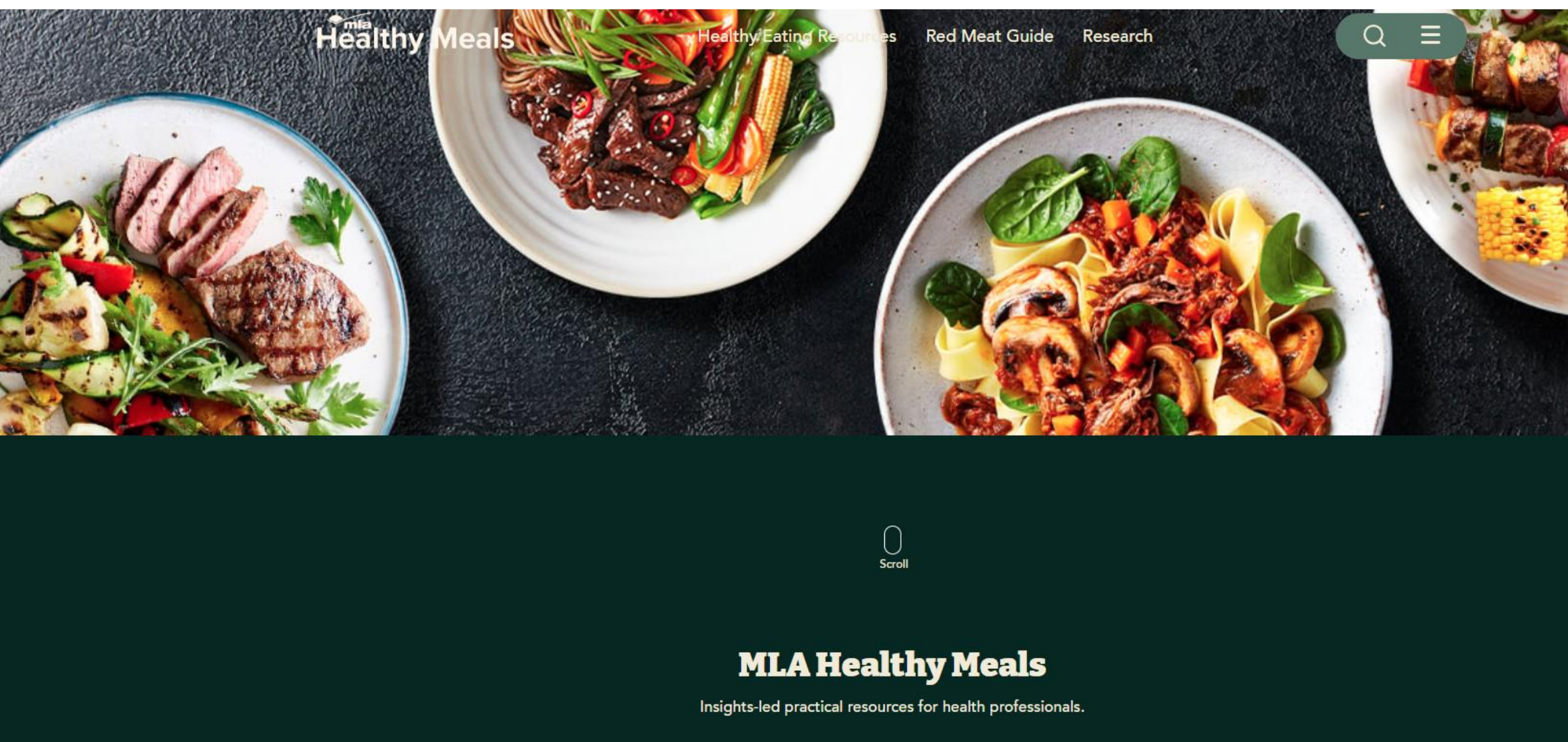
Consumer Awareness of Food Waste



The food service industry is moving towards **smaller servings with higher quality.**

"we know that the eight per cent of the carcass is going to sell – sirloin, scotch fillet, tenderloin, and rump. It's how we work with the other 92 per cent to promote balanced meals, variety, and interest for the customer."

Sam Burke: Corporate Chef and Food Service Business Development Manager



www.mlahealthymeals.com.au

- ✓ access to free brochures and fact sheets to communicate practical information about healthy eating and reducing food waste in-line with Australian Dietary Guidelines.



Meat Food Loss Supply Chain Mapping

Collaborative research with End Food Waste CRC:

- most significant loss reductions come from collaborative supply chain solutions that target loss reduction in refrigerated transport and distribution.
- needs greater supply chain harmonisation, transparency, communication, and collaboration between supply chain stages and actors.

MAKING AUSTRALIAN COUNTRY CHOICE CIRCULAR



Current MLA Project: Meat Recovery for Food Relief

- aims to increase distribution of rescued red meat to the food relief sector.
- > 1/3 Australians are experiencing moderate to severe food insecurity and half of these report reducing protein intake - one of the least attainable food categories for relief sector
- Analysis will be conducted of potential to reduce meat waste and increase redirection for food relief
- Findings will provide research directions for scoping solutions that will increase supply to food relief programs of good quality, nutritious, culturally and life-stage appropriate red meat choices.



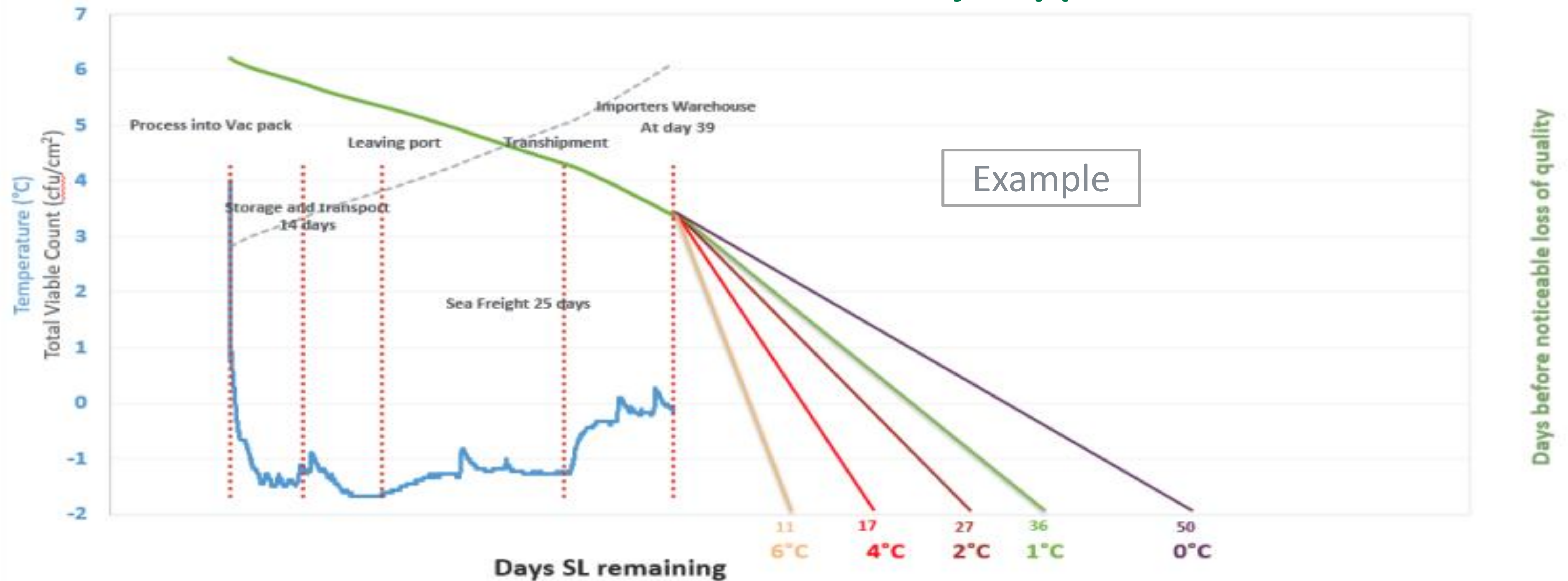
Shelf-Life Tools – Industry Support



- MLA's Shelf-Life calculator used to predict the remaining shelf life of Vacuum-Packed beef and lamb primals for export and various retail-ready products.
- MLA Shelf-Life predictive modelling based on
 - pack format
 - storage temperature
 - microbial load at time of packing
- providing data that can assist with decisions on product movement, quality assurance, and reducing waste.

MLA's shelf-life tool is accessed by our global network of partners.

Shelf-Life Tools – Industry Support



Understanding the significance of the cold chain and accessing data that illustrates temperature impact of a shipment assists with determining the remaining shelf life of beef and lamb.

➤ As a rule of thumb, every 1° Celsius increase will reduce the shelf life by 30%.

Shelf-Life Tools – Market Access Expansion

Analysis – Gulf Cooperation Council's shelf-life limit for chilled vacuum-packed red meat

Through the collection, dissemination of scientific data and advocacy on behalf of the industry, in some MENA economies, shelf-life restrictions were eased for **chilled, vacuum-packed** beef and sheep meat.

70 days to  **120** days for beef

70 days to  **90** days for sheepmeat



Longer shelf-life:

- = more time for product to be sold after entering the economy
- = more product sent by sea rather than air,
- = product on the shelf more regularly,
- = less product unsold at expiry date / food waste.

MLA Red Meat Packaging Stewardship Program



- Engage stakeholders along the value chain, from producers and manufacturers to brands and retailers
- Inform Australian producers, processors and value adders of changing domestic and international packaging regulatory requirements
- Maintenance of product integrity, shelf life and food safety along the value chain
- Foster innovation and circularity, for a more sustainable future for Australian red meat production

For further information:

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