Red Meat and Wool Industries
Growing our Economy and Regions

Red meat and wool is SA’s largest manufacturing employer supporting 30,000 jobs – up to 30% of regional employment in some areas and is 10% of SA’s total merchandise exports.

The global demand for high quality red meat and wool products continues to grow - increasing our quality and supply will allow South Australia to meet this demand.

Challenges
On Farm – lack of year round consistent supply and quality
Stock numbers have declined due to drought, disease and wild dogs.
Need to rebuild – sheep flock (+7%) cattle herd (+15%).

Processors – high costs and unreliable throughput
Processors face high costs of production (double that of international competitors) and require a consistent supply of product.

Markets - customer expectations
More stringent market access standards due to changing customer demands and scrutiny for traceability and transparency.

Program Pillars

Improve productivity
Adoption of research and technology to increase the number and quality of sheep and cattle produced.
Support to build skills in business and farm management.

Install infrastructure
Stimulate installation of technology in key saleyards, manufacturing facilities and on-farm.
Readers and systems will capture data to inform decisions through the supply chain.

Enhance market access
The One Biosecurity program will be enhanced to build market confidence and competitiveness.

Outcomes

Business and workforce growth
Informed decision-making by a skilled workforce creating stronger farming businesses.
Greater use of financial and other on-farm and off-farm resources, to increase productivity.

Regional investment
Increased cattle and sheep numbers leading to improved business viability and further regional investment.
Opportunities for skills and jobs along the value chain.

Market access opportunities
Enhanced traceability systems and transparency for biosecurity, animal welfare and product safety increase demand.

The State Government is investing to accelerate these industries:

$7.5 million over 3 years starting July 2019 in partnership with industry

The program will:
• Increase our ability to export more product through enhanced biosecurity and productivity
• Grow prosperous regions

Low numbers of SA stock available for processing is putting the processing sector viability at risk, threatening regional jobs and development and restricting our ability to meet export demand.

Beef processing in SA
Average 2010-2017
Low numbers of SA stock available for processing is putting the processing sector viability at risk, threatening regional jobs and development and restricting our ability to meet export demand.

Processing Capacity (6,700 head)
Capacity to process 80,000+ additional cattle per year

Weekly SA Processing (Average 5,100 head)

Production and processing revenue worth $2.4 billion
Exports to 100+ countries worth $1.5 billion

68% of red meat & 98% of wool product being sold into international markets

This sector is growing at 8% per annum

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Government support for the red meat and wool industries

More efficient stock transport
The ‘Improving Road Transport for Primary Production’ project has cut red tape in transport regulations, reduced compliance costs and resulted in a number of infrastructure upgrades, with benefits to industry estimated at $80 million.

Mobile black spots
$10 million allocated for fixing mobile phone black spots in regional areas. Better connectivity will assist businesses adopt digital technology and improve information flow along industry supply chains.

On Farm Water Rebate Scheme
Helping drought-affected farmers purchase and install new water infrastructure for livestock, with funding of up to $25,000 in rebates. Funded by federal government and delivered by state government through PIRSA.

Reducing impacts of wild dogs
$1.4 million invested in trapping programs and training for land managers and staff, to reduce the impact of dogs on our $1.6 billion sheep industry.

$25 million government commitment to upgrade South Australia’s Dog Fence – $10 million from state government, $10 million from federal government and $5 million from industry. Improving the security of the fence will save sheep producers between $2 million - $5 million per year.

Workforce skills training
A Designated Area Migration Agreement will tackle labour shortfall through exemptions for migrant sponsorship, ensuring investment in employees can be long term, unaffected by visa limitations.

Six new industry skills councils are addressing worker supply, and food producers are offering training and positions to long-term unemployed.

Research to increase stock numbers and quality
SARDI research is focusing on increasing stock numbers through advanced reproductive technologies which accelerate reproductive cycles and improve the rate of genetic gain. Market competitiveness will also be enhanced with more accurate technology to measure meat quality.

Sheep and Beef Industry Blueprints
These Blueprints set strategies and targets to increase the value and growth of South Australia’s sheep and beef meat industries.

Pastoral Act Review
Updating the current Pastoral Land Management and Conservation Act to a contemporary management framework that will realise the greatest value from South Australian pastoral rangelands while maintaining land condition.

North West Indigenous Pastoral Project (NWIPP)
Supporting groups in property management, funding equipment and infrastructure for land to be reactivated, increasing capability to raise more stock to meet demand in the meat and wool industries.

One Biosecurity
Helping producers implement and promote strong on-farm management practices, developed with the support of Livestock SA and in collaboration with the livestock industry.

Research to increase stock numbers and quality

Biosecurity Act Review
Developing a modern and cohesive Biosecurity Act that unites existing biosecurity legislation into one, to reduce biosecurity threats and help secure markets.

Capacity building support

- Family and Business Support Program – Supporting the health and wellbeing of drought-impacted farmers and families, working with local health networks and Rural Business Support, which delivers the Rural Financial Counselling service.
- Rural Business Support – Farm Business Strategic Review – Helping farming families improve financial literacy, fostering business resilience and productivity.
- Next Generation Agricultural Shows Group – Engaging young farmers, building sustainable industries and increasing awareness of agriculture. Sponsored by PIRSA.
- National Merino Challenge – Supporting young people in the Merino industry and developing their knowledge, skills and networks. An Australian Wool Innovation initiative, sponsored by PIRSA.
- Inter-Collegiate Meat Judging – Building a pool of enthusiastic representatives and developing quality standards expertise in our meat industry. An initiative of The Australian Intercollegiate Meat Judging Association, sponsored by PIRSA.
- Ag Ex Award – Fostering leadership in industry livestock groups acting as a network, influencing farm sustainability and leading change across agriculture. An initiative of Ag Ex Alliance, sponsored by PIRSA.
- SA Sheep Expo – supporting students to engage in and better understand the sheep industry at a grassroots level through an interactive program.
- SA Junior Heifer Expo – supporting students to learn and build skills in the cattle industry through a range of engaging activities.