

Strategic Priorities 1 July 2020 - 30 June 2021

Through policy development and advocacy Cattle Council of Australia identifies and leads the strategic direction of the grass-fed cattle sector. Cattle Council will focus these strategic imperatives to deliver its vision of a secure, profitable and sustainable future for Australian beef producers.

Environment	Marketing	Live Export	Integrity Systems	Biosecurity	Animal Health and Welfare	Research Development & Adoption	Communications
Increasing the value proposition and participation in the Australian Beef Sustainability Framework	Free Trade Agreements lead to substantial improvements in market access and non-tariff barriers	LGAP/AniMark operating in multiple countries	All red meat species meet the National Livestock Traceability Performance Standards	Risks of biosecurity incursions are reduced and better managed	CCA continues to develop and maintain cattle disease management programs	Increase capacity, capability and leadership across industry	CCA is recognised as a reliable source of information and advice
Market-based instruments deliver environmental stewardship	Global R&D collaboration to harmonise consumer sensory data capture and sharing improves the MSA model. Drive an international system for measuring eating quality	Development of breeder program policy and guidelines	The national traceability system meets all market access requirements	Producers acknowledge and manage farm biosecurity leading to better preparedness	The sector remains committed to comprehensive disease surveillance and preparedness, maximising access to all international markets	Increase adoption outcomes at the grassfed producer level	CCA provides a valued conduit for industry input to policy and programs that impact the beef and broader red meat industries
Market based instruments operate for carbon sequestration on grazing land	Value based marketing provides confidence that prices reflect the value of the product. Systems allow product value information to flow seamlessly along the value chain	Feeder cattle protocols in international markets are developed and implemented	All producers have access to technological capability to enable improved traceability, including in real time where appropriate	Productivity and animal welfare improved through farm biosecurity and better management of diseases	Uptake of pain relief increases significantly across industry, while replacements for surgical procedures are pursued simultaneously.	Collaborate with other industries on cross-sectoral issues	Implementation of suitable climate and sustainability metrics, and related policies and programs
A Best Management Practice system facilitates continuous improvements in management, productivity and sustainability	OCM for eating quality & yield is operational delivering confidence that investing in compliance requirements will improve returns for producers	The value of the live export trade is understood and supported by government and the community	ISC operates with a sustainable funding model			Aim to diversify funding streams for research, development and adoption and increase investment in RD&A	Delivery of CRIMAC procedure for members to enable better industry coordination and response

RM2030 - Our People

RM2030 - Our Customers, Consumers and Communities

RM2030 - Our Livestock

RM2030 - Our Environment

RM2030 - Our Markets

RM2030 - Our Systems