

Australian Beef Language Draft White Paper

Conception to Consumption





Background

- ▶ The Australian industry commissioned a White Paper to assess the current Australian beef language in relation to current and anticipated needs over a 30 year period
- ▶ The WP was developed to provide an independent evidence based assessment of the current beef language
- ▶ Recommendations focus on progressive modifications and additions to the language to reflect structural change within the industry
- ▶ Critically the recommendations **do not preclude the ability to continue to trade under the current descriptions**, but allow new opportunities to be embraced by those who wish to use them.



Key Principles

- ▶ The consumer is a critical point in the supply chain and central to the purpose of any beef language
- ▶ A fully collaborative supply chain linked to the latest technology can reward efforts to increase the value of the product at each stage of the chain. Language should support supply chain initiatives and encourage the building of brands and brand equity
- ▶ Progressive modifications and additions to the existing language that accommodate new opportunities for beef should not preclude trading under current descriptions
- ▶ Recommendations can be implemented over the short, medium, and long term time frames.



Key Principles

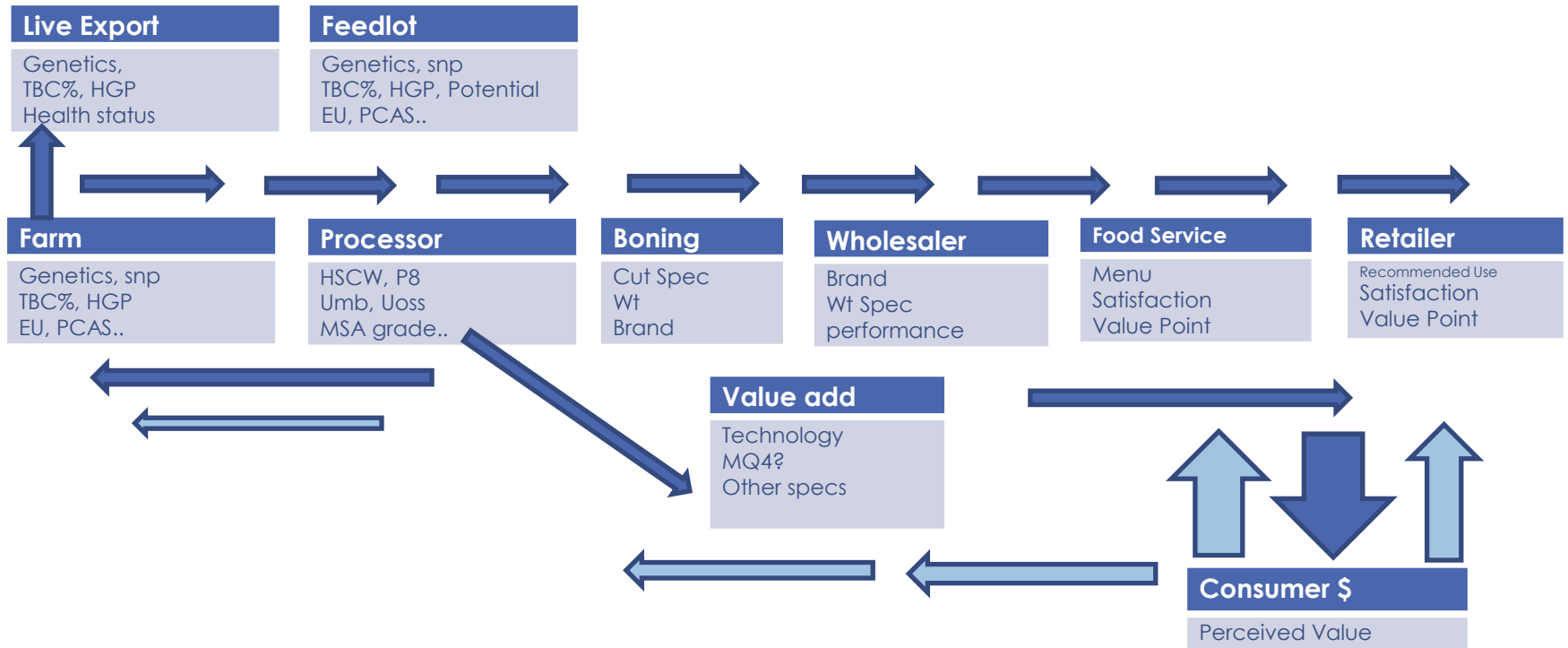
- ▶ Improved technology will deliver increased accuracy, automation and objective measurements for many beef language traits
- ▶ Wherever possible the language should become far more integrated (from paddock to consumer and back again) and simplified to facilitate flow of information
- ▶ The language needs to facilitate trade and add value along the pipeline, and underpin a fair and equitable trading platform.
- ▶ The language structure should aim for equivalence with global standards and be made available for utilisation within a global beef language.
- ▶ Additional regulation should be avoided except where absolutely necessary.

Structural changes



- ▶ The decline in beef sold within the trade in carcass form.
- ▶ The development and widespread adoption of MSA.
- ▶ The increasing use and sophistication of company brands.
- ▶ Exponential change in information technology and data interchange.

Aust. Beef language – Information flow



Problems with the existing language structure



Poor linkage to source animal information

Essentially only the “meat” section is consistently used

Central basis only describes carcass attributes

Describes technical cut fabrication detail

No linkage to meal outcomes



A Language for all sectors

Conception to Consumption



1. relating to the live animal
2. relating to carcasses and cuts through the processing and distribution chain
3. describing product to the ultimate consumer via retail or food service product.



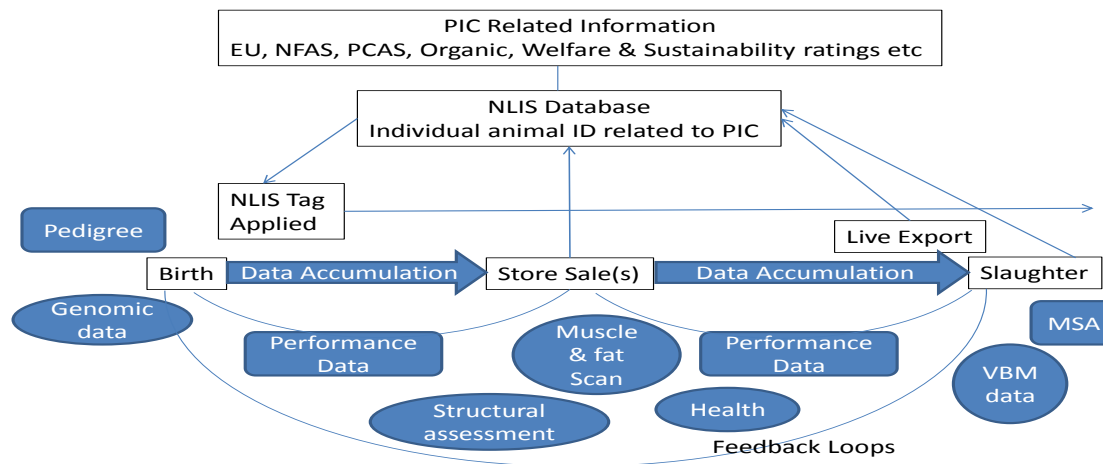
Recommendations

- 1) Transition to an outcomes based language
- 2) Ongoing development of Industry Standards
- 3) Alignment of Live Animal and Carcass Languages
- 4) Objective Measurement and system integrity
- 5) Data Capture for seamless information flow
- 6) Global beef descriptions

5. Data Capture for seamless information flow



- ▶ Attention be directed to facilitating electronic data interchange between multiple industry databases with linkage via the NLIS ID as a common key.
- ▶ This will require setting guidelines for access and ownership of data to databases together with data protocols.



6. Global beef descriptions



- ▶ The Australian beef language adopt UNECE Bovine Language coding where possible to facilitate commercial use and integration with GS1 standard systems.
- ▶ The Australian beef language be made freely available for use within the development of the UNECE international bovine language.
- ▶ Efforts to rationalise auditing, and in particular on farm audits, be aggressively pursued including collaboration with international agencies such as GS1.