

The Australian goatmeat industry

Goatmeat: the hidden gem

1. Overview
2. What we know
3. The future

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Manager, March 2017

1. OVERVIEW

1.1 Export focused

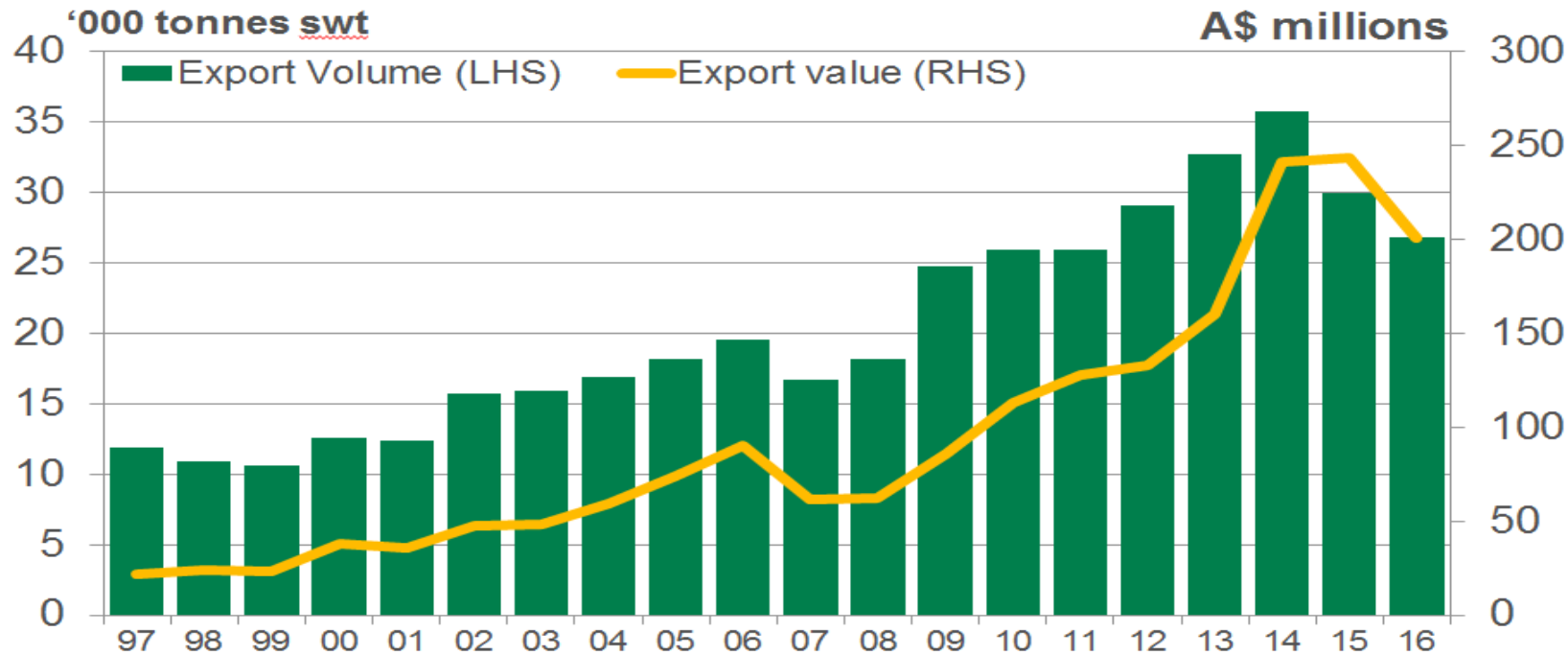
1.2 Why this industry is so important

1.3 On farm trends and projects



1. OVERVIEW– 1.1 Export focused

Australian goatmeat exports and values

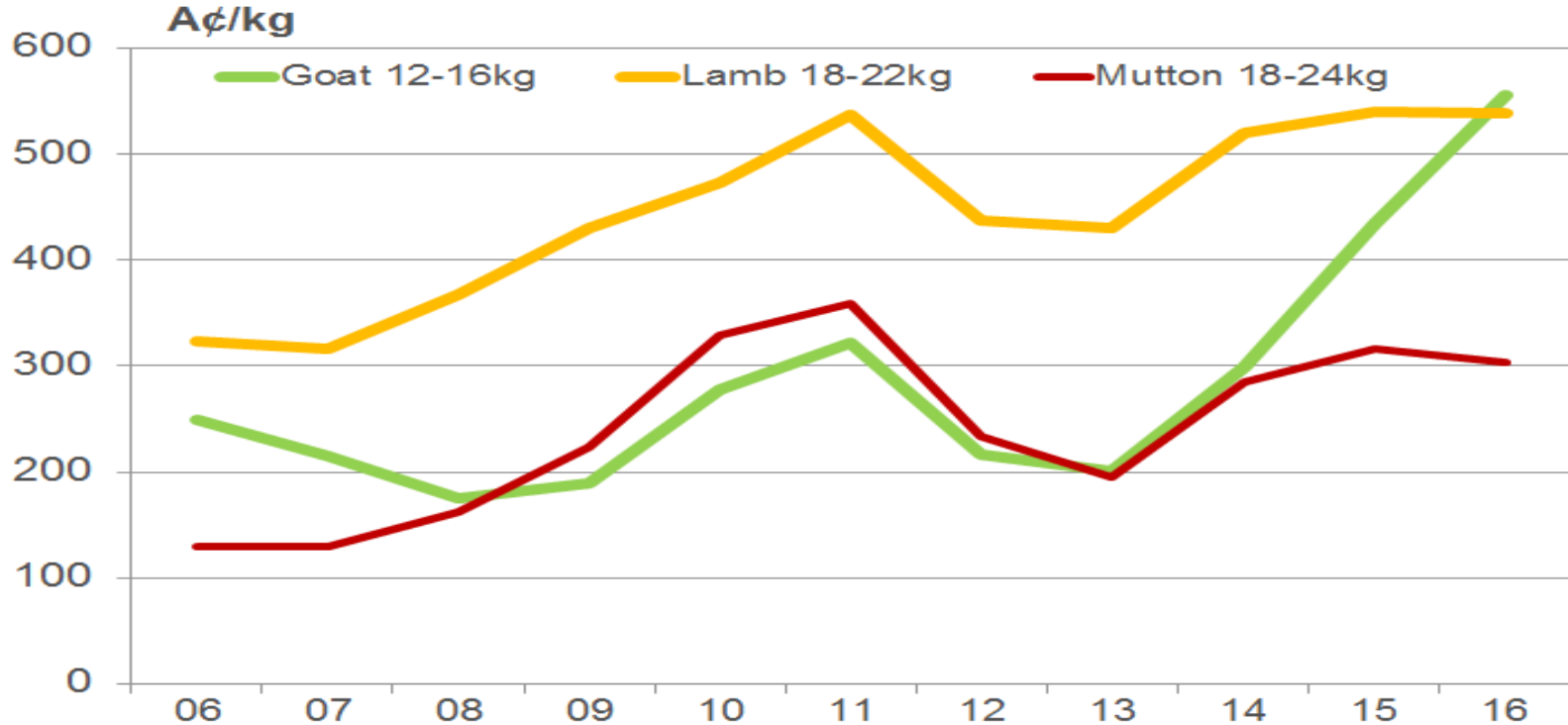


Largest goatmeat exporter in the world

Source: DAFF, GTA

1. OVERVIEW – 1.2 Why this industry is so important

OTH Indicator Comparison



Supply tightening and strong demand driving prices

1. OVERVIEW– 1.3 On farm trends and projects



DAIRY | MEAT | FIBRE | RANGELAND

Working to grow the industry

1. OVERVIEW

An EXCITING industry to be in!



2. WHAT WE KNOW

2.1 The opportunity

2.2 Start with the basics

2.3 Pilot program

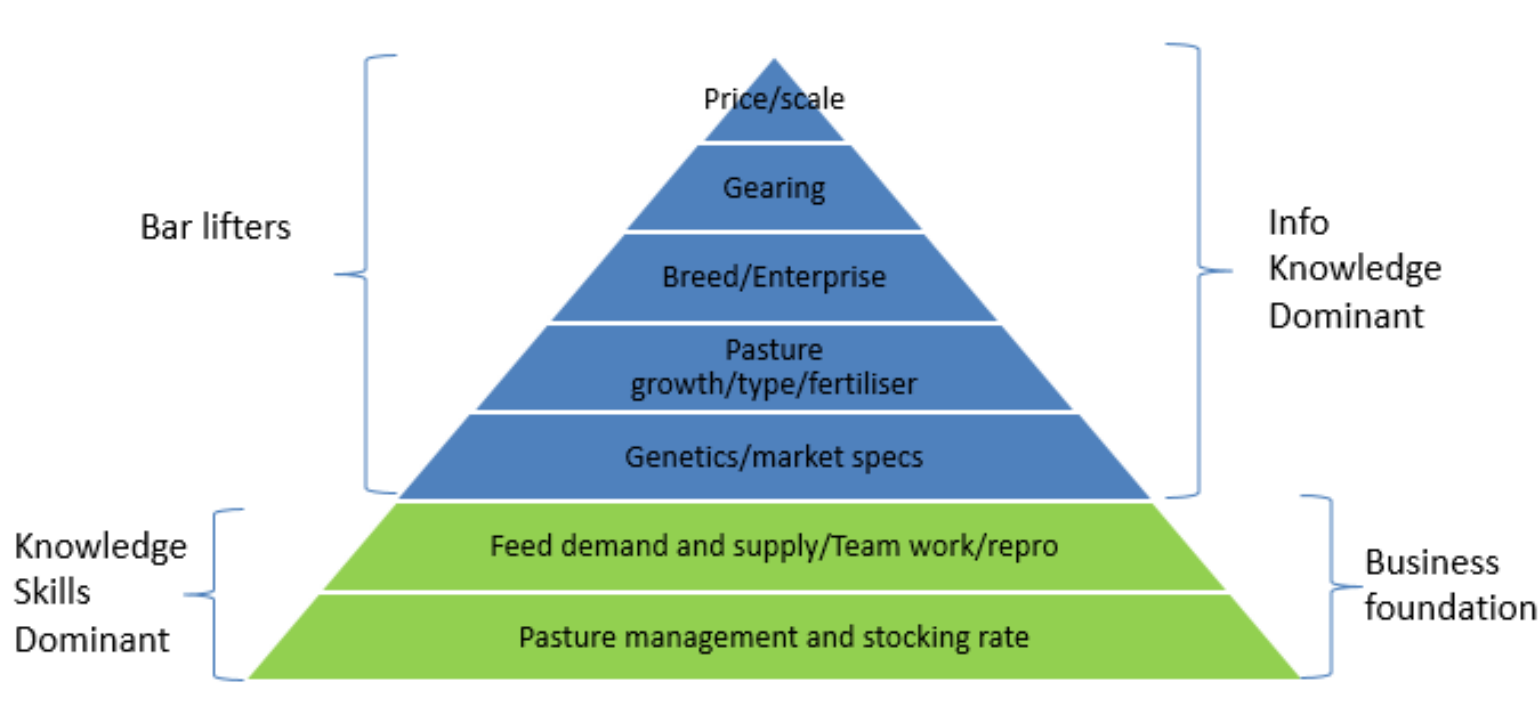
2. WHAT WE KNOW – 2.1 The opportunity

“Agricultural extension is the application of scientific research and knowledge to agricultural practices through farmer education / adoption programs”



Change is in the air

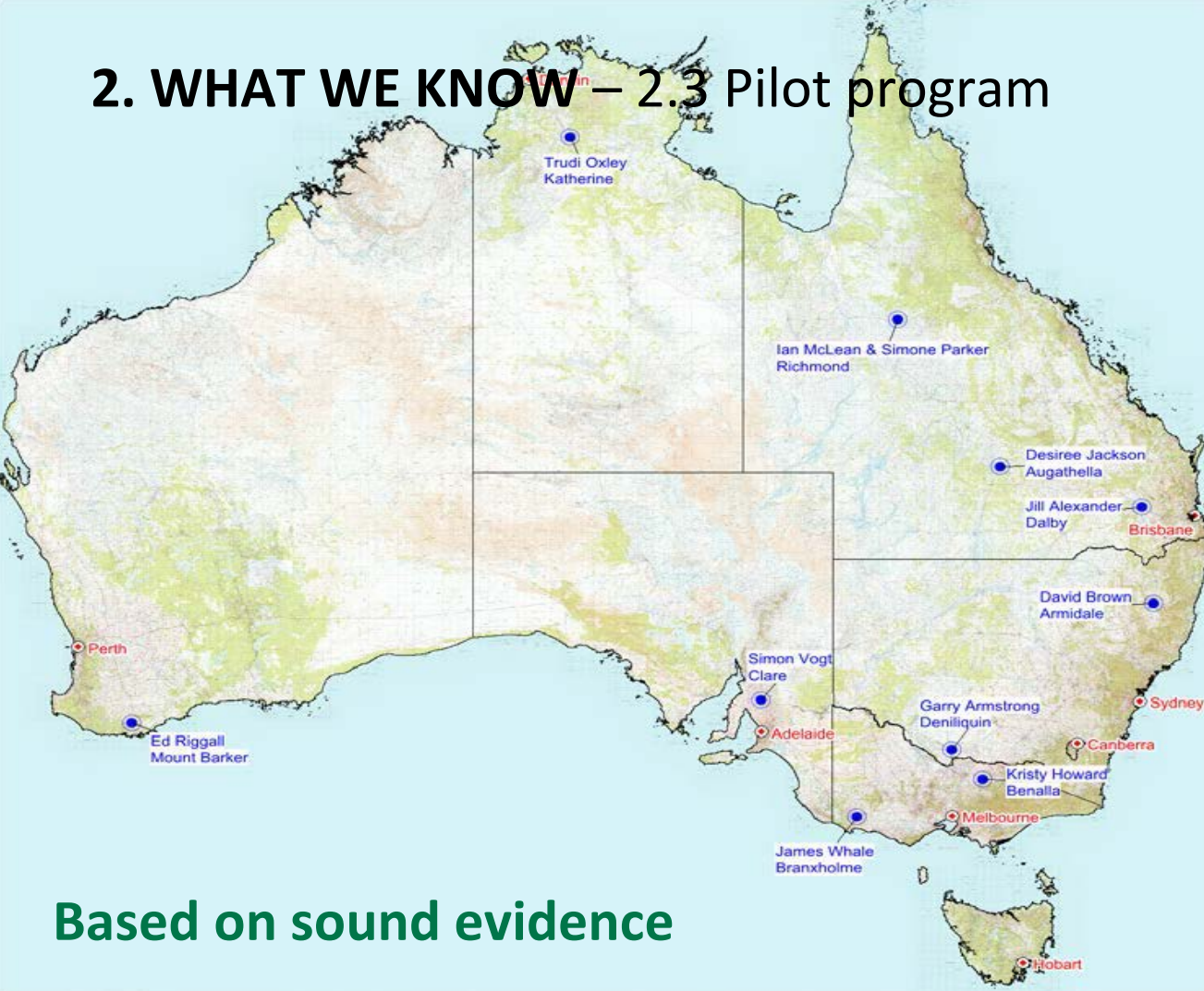
2. WHAT WE KNOW – 2.2 Start with the basics



Source: Macquarie Franklin

Feedbase and business key for goats

2. WHAT WE KNOW – 2.3 Pilot program



Small
group
coaching
programs

Based on sound evidence

2. WHAT WE KNOW

Building on the past and what we already know

3. THE FUTURE

3.1 Profitable Grazing Systems

3.2 How will it work?

3.3 Help needed to transition to a new system of user pays



3. THE FUTURE– 3.1 Profitable Grazing Systems

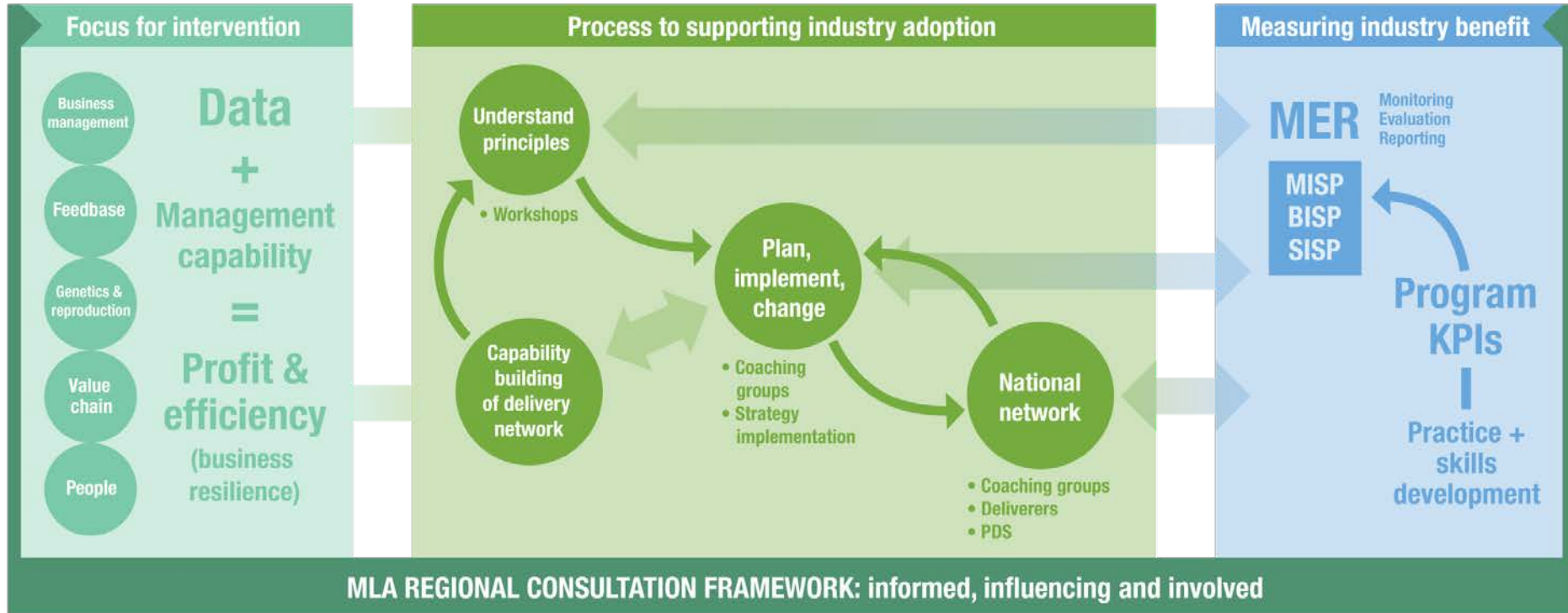
A financially sustainable adoption program aligned to the MLA 2020 targets that extends MLA R&D outputs and achieves increased producer skills and capability, practice change and whole farm business improvement through increasing producer understanding of:

***Business profit = management capability + data
+ value chain approach***



A focus on the whole business and profit drivers

3. THE FUTURE– 3.2 How will it work?



Quality assurance and MER key

3. THE FUTURE – 3.3 Help needed to transition to new system of user pays



Looking for transformational change

3. THE FUTURE

Transformational change

The Australian goatmeat industry

- 1. OVERVIEW An exciting industry to be in
- 2. WHAT WE KNOW Building on the past and what we already know
- 3. THE FUTURE Transformational change

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Want more information?

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