Beef is an “essential industry”

How the Australian Grass-fed beef sector stayed open for business during COVID-19

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The Australian Grass-fed Beef industry – Open for Business!

Extensive grazing industry, occupies about 80% of the agricultural land across multiple jurisdictions, about 70% of our beef is exported. Our producers can survive anything….droughts, floods, fires, bad internet and mobile coverage…….COVID-19???

Red meat industry worked together to obtain an “essential industry” declaration.

This enabled all links in the supply chain to keep moving, and for services that support agriculture to seek exemptions from state border restrictions.

This meant the impact on all four sustainability domains was significantly minimized.
Some challenges had to be overcome:

- State boarder closures
- Keeping workforce healthy
- Communications
- Panic buying at retail
- Dispelling food safety myths

Managing these things relied on:

- Good communication with industry, consumers and government, and across the supply chain.
- Supply chain and wide agricultural sector collaborating broadly, putting competitive issues aside.
- People listening to and following advice.
Impact on sustainability domains effectively minimized...

- **Food and nutrition security** – minimum disruption to markets domestic and international.
- **Livelihoods and economic growth** – slight boost in demand for meat and in moral.
- **Animal health and welfare** – supply chains kept moving.
- **Climate and natural resource use** – improved seasonal conditions helped.

- **What if things had been different????**
Thank you