



Integrity Systems

red meat customer assurance

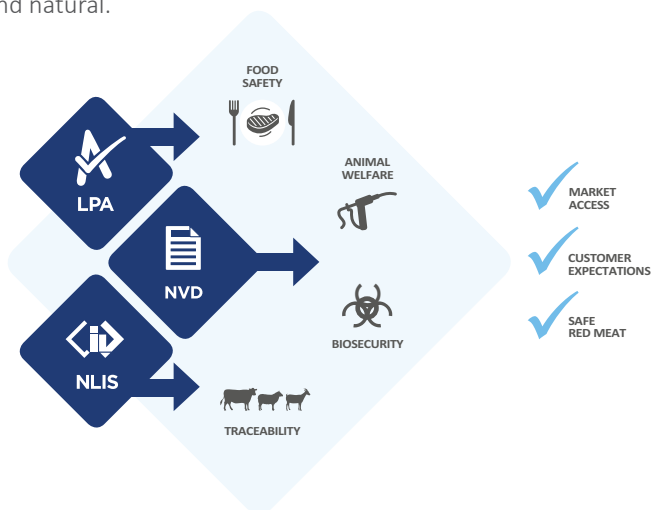


Red meat integrity — 2025 and beyond STRATEGIC PLAN

VISION: An integrity system trusted globally as underpinning a quality product, produced to rigorous standards, and embedded in the culture of Australian livestock management.

What is the red meat integrity system?

A system of food safety measures, quality assurance and traceability from paddock to plate guarantees the integrity of Australia's \$22.9 billion red meat industry to our customers. This integrity system protects the disease-free status of Australian red meat and underpins the marketing of our product as clean, safe and natural.



Australia's red meat integrity system

Why does it need to change?

The Australian red meat and livestock industry has a reputation for premium integrity and quality, underpinned by robust integrity systems and on-farm practices that instil confidence in our trading partners and consumers alike.

Maintaining and enhancing this position remains both a necessity and an opportunity for our industry to uphold its competitive advantage.

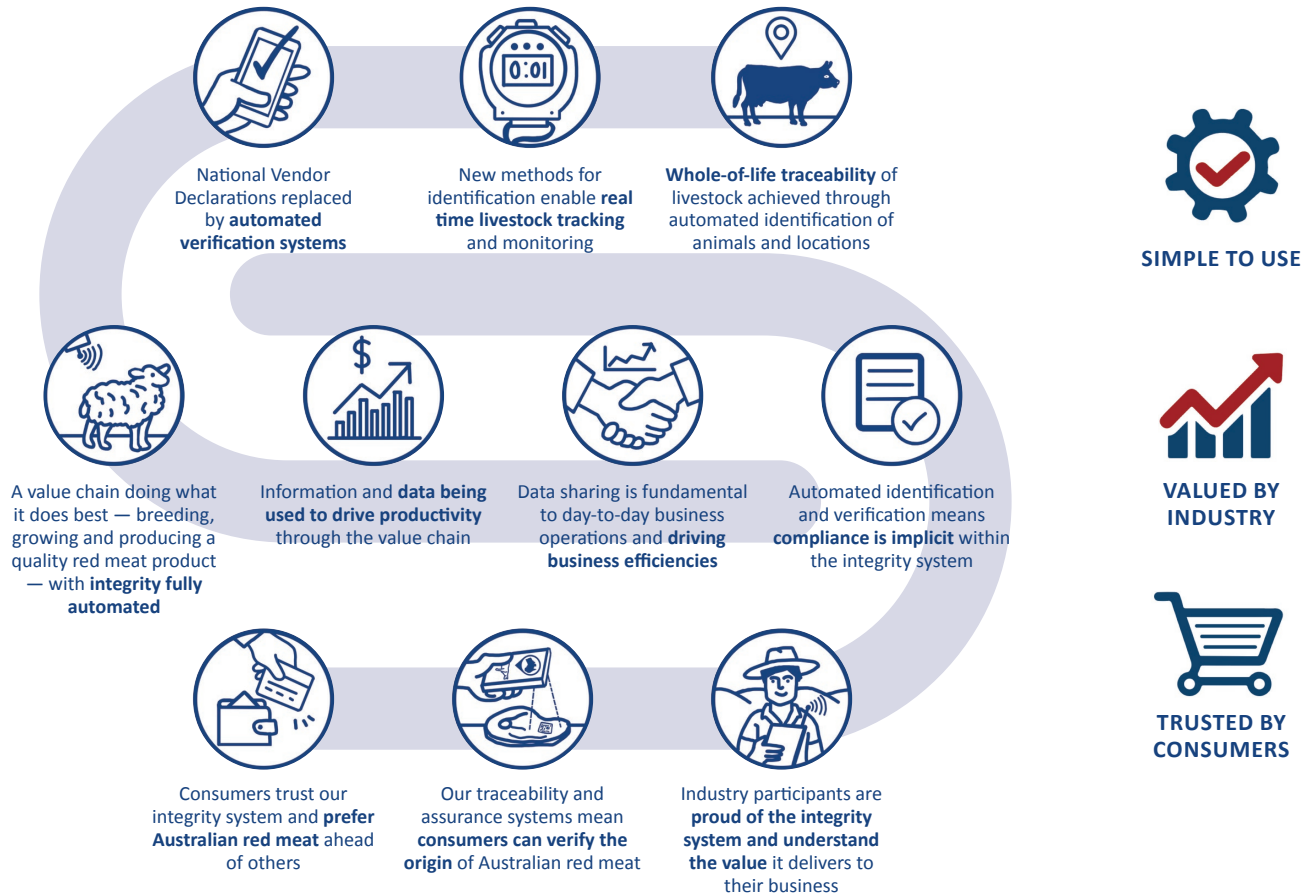
Globally, the trade environment is increasingly competitive and volatile. Consumer demands around food safety, ethical production, biosecurity and sustainability are growing, and unpredictable events such as disease outbreaks impact supply.

Insights from CSIRO have provided an understanding of where the integrity system needs to head in the future. The system – and its operation – will be significantly influenced by megatrends including:

-  The rise of big data and data analytics
-  Increasingly connected global value chains
-  Environmental and social credentials demanded by consumers
-  Provenance information and accurate vendor claims
-  Rising importance of food safety
-  Greater international competition



What will the system of the future look like?



How will the change happen?

A wholly owned subsidiary of Meat & Livestock Australia, the Integrity Systems Company (ISC) is responsible for delivering the red meat industry's integrity system. ISC will work collaboratively with industry and government stakeholders to drive the implementation of the strategy, and to ensure that the vision outlined in the Strategic Plan becomes a reality for the Australian red meat industry.

Strategic investment will focus on:

- Ensuring our integrity system continues to deliver
- Pursuing and adopting new integrity approaches and technologies
- Leveraging integrity data to add value through the chain

Where can I find out more?

Visit www.integritysystems.com.au or email us at info@integritysystems.com.au.

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