



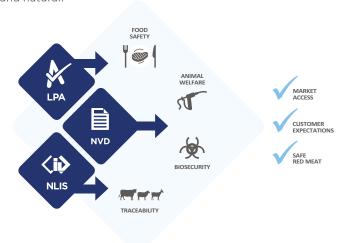
red meat customer assurance

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?



National Vendor Declarations replaced by automated verification systems



New methods for identification enable real time livestock tracking and monitoring



Whole-of-life traceability of livestock achieved through automated identification of animals and locations





A value chain doing what it does best — breeding, growing and producing a quality red meat product - with integrity fully automated



Information and data being used to drive productivity through the value chain



Data sharing is fundamental to day-to-day business operations and driving business efficiencies



Automated identification and verification means compliance is implicit within the integrity system





Consumers trust our integrity system and prefer Australian red meat ahead of others



Our traceability and assurance systems mean consumers can verify the origin of Australian red meat



Industry participants are proud of the integrity system and understand the value it delivers to their business



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.

www.facebook.com/integritysysco

@IntegritySysCo



