



Marketing Australian red meat around the world

Australia's responsiveness to the needs of our markets, and the successful marketing support for Australian red meat products globally, ensure Australia remains the largest red meat exporting country in the world.

To build demand for Australian red meat, Meat & Livestock Australia (MLA) designs and delivers marketing programs tailored to each market and distribution channel.

Programs target trade, retail, foodservice, government and consumers, with the overall objectives of increasing market access, market share and sales of Australian beef, sheepmeat and goatmeat.

MLA interacts regularly with governments and various other organisations to defend and improve accessibility of overseas markets for Australian red meat products.

Trade shows are used to support suppliers, disseminate information about Australian red meat

products and also strengthen existing relationships with the industry in each market. Trade missions to Australia are organised for importers and other trade contacts to familiarise and introduce international industry players to Australian production systems. First hand experience, combined with structured trade education activities, strengthens user loyalty and enables new business opportunities.

Our cooperative branding program with exporters and importers is enjoying success around the world, and MLA continues to train butchers and retailers to ensure Australian red meat is prepared and presented for consumers in the best possible way.

In-store displays are held in supermarkets and butcher shops and point-of-sale material designed for specific countries educates consumers and encourages them to buy Australian red meat. These various activities work to support Australia's red meat export sales, building long-term trade loyalty and consumer demand.

For more information about what MLA is doing in your region, contact your MLA regional office.

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