



Trust & Traceability (and projections!)

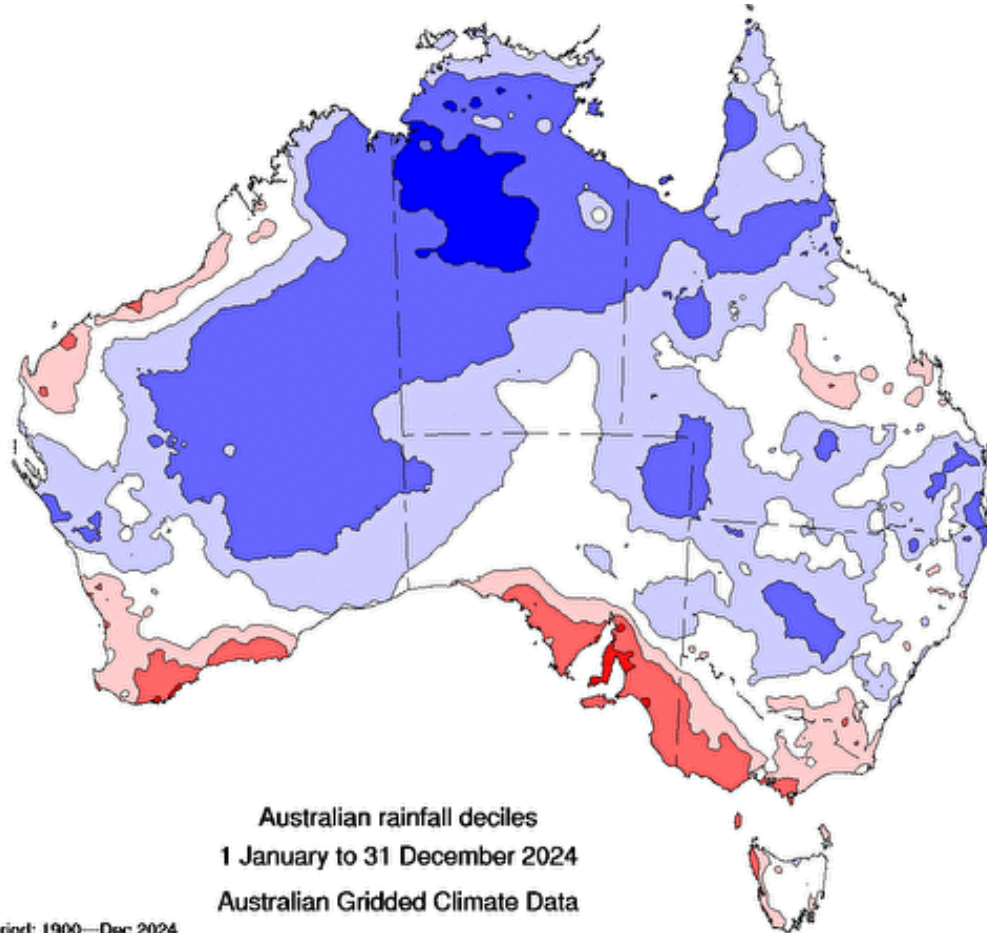
Presented by Spencer Whitaker





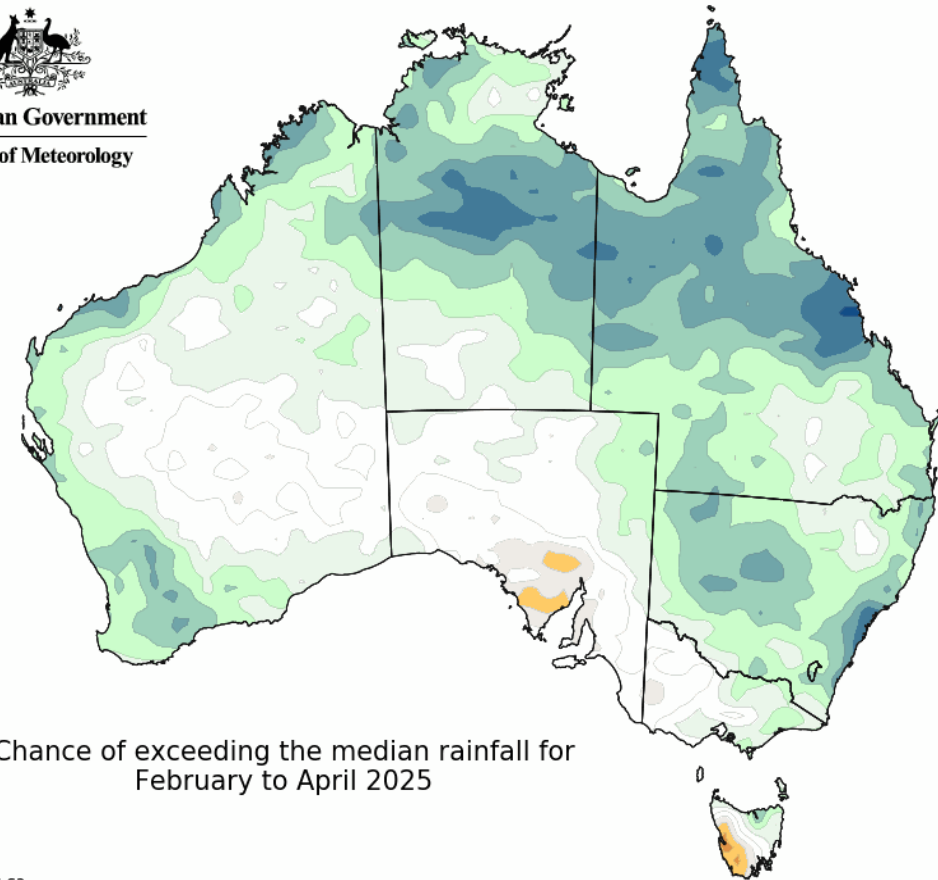
1. Cattle forecasts

Weather – What is like regionally

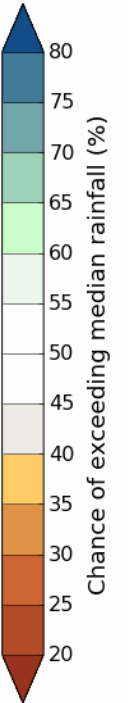


a period: 1900—Dec 2024


Australian Government
Bureau of Meteorology

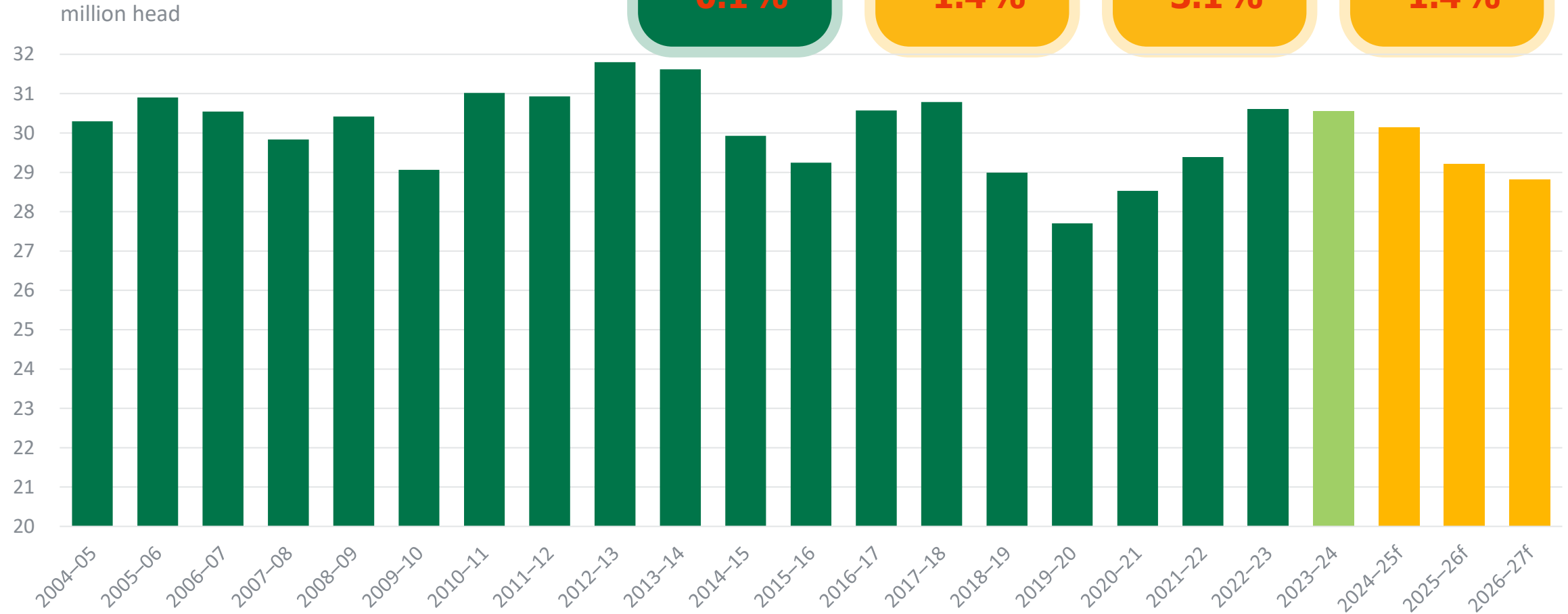


Model: ACCESS-S2
Base period: 1981-2018



Model run: 13/01/2025
Issued: 16/01/2025

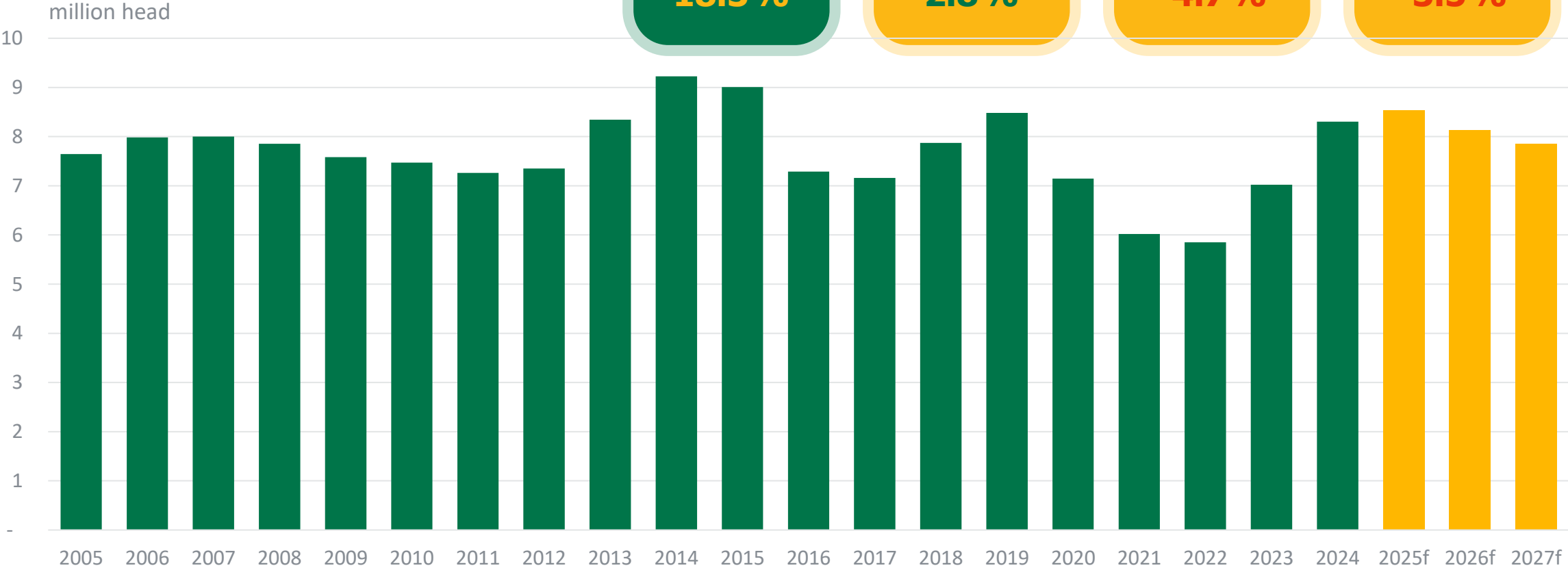
Herd



Source: ABS, MLA estimate

EMBARGOED UNTIL 10am MONDAY 10 MARCH

Slaughter



2024:
8.3m
18.3%

2025:
8.5m
2.8%

2026:
8.1m
-4.7%

2027:
7.9m
-3.5%

EMBARGOED UNTIL 10am MONDAY 10 MARCH

Production and carcase weights



Source: ABS, MLA forecasts

EMBARGOED UNTIL 10am MONDAY 10 MARCH

Production

Carcase weights

2024:
2.6m
16.4m

2024:
310kg
-5.2kg

2025:
2.62m
2.0%

2025:
307kg
-2.4kg

2026:
2.52m
-3.9%

2026:
310kg
2.4kg

2027:
2.50m
-0.9%

2027:
318kg
8.4kg



2. RESEARCH FINDINGS

Vietnam

Imported beef is more often consumed at home where country of origin is more relevant than when eating out of home



Beef purchase decision factors

In-Home consumption

Beef is the top-of-mind imported red meat, and kids have a strong influence on the decision.

Beef is consumed 1 -2 times a week at home.

Dish types vary during the week:

- Weekdays: Local, simple, pre-prepared dishes. E.g. stir fry, steak
- Weekends/gatherings: Diverse and elaborate dishes. E.g. hot pot, BBQ, beef salad

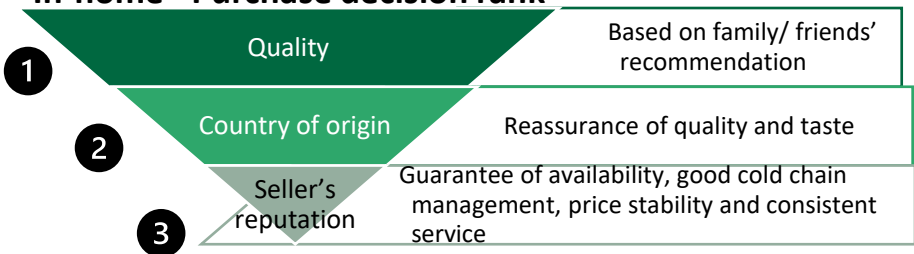
Out-of-Home consumption

After seafood, imported beef is the 2nd choice when eating out. Primarily influenced by childrens' tastes then husband's preferences.

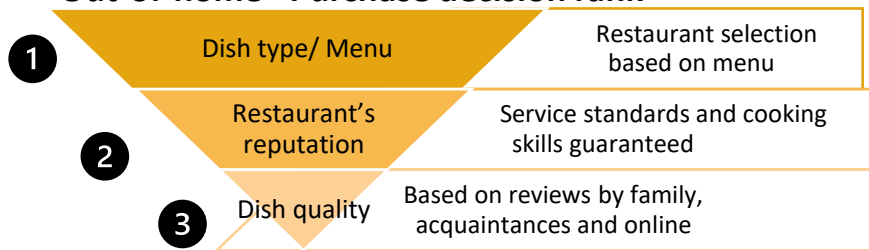
Frequency: 1 -2 times per month

Types of dishes frequently consumed out of the home: Hotpot, steak, BBQ, Buffet

In-home - Purchase decision rank



Out-of-home - Purchase decision rank



Trust is strongly connected to quality based on origin and the seller's reputation

Consumers judge red meat quality using:

- **Freshness** cues such as meat colour and odour
- Clear information about **country of origin**
- Good **eating experience** with tenderness, sweetness and aroma







Quality is directly connected
to the correct nutrition
needed for a healthy body

TRUST is built on perceptions of quality:

- 1 **Emotional:** feels safe, worry-free
- 2 **Practical:** Reputable sellers who have their own high standards for selecting beef (safe meat, optimal management of expiration dates and cold chain)
- 3 **Interest in paying a premium:** to ensure quality beef from standardised processes and selection procedures.

Consumer ranking on trust by country of origin:

- 1  Japanese products (e.g. home appliances, cars, cosmetics) well-known for making the best, including beef
- 2  Perception of Australian safety, cleanliness and naturalness resulting in high quality products.
- 3  Perceived as less natural (industrial) due to the heavy application of science and technology
- 4  Inconsistent product quality due to lack of large-scale production

Consumer trust is connected to origins and seller's reputation

Australian beef is perceived to be premium, high quality meat produced naturally, on pasture without force-feeding;
Japanese beef (which is only Wagyu) is the most premium and trusted

Source	Information Received	Recalled Information	Credibility
Word of mouth	Past experience from friends and relatives	<ul style="list-style-type: none">Pros and cons based on personal experience.Recommendation on where to buy and product origins	Most reliable
Seller	Product details such as origin, meat type, pricing and promotions	<ul style="list-style-type: none">Consult on information about country of origin, types of meat suitable for particular dishesProduct images	Medium credibility
Promoters	Country of origin, quality, flavour, product experience Promotions	<ul style="list-style-type: none">Flavour, quality, country of originThe package	First product impression
Social media	Ads from suppliers and vendors. User reviews.	Restaurants to eat, cooking recipes and meat review posts	Just for reference or to foster trial

Information on packaging (for in-home use) and details about the restaurant or its menu (for dining out) are the two most fundamental sources when researching country of origin.

Certain countries are known for specific beef cuts and preparation methods:



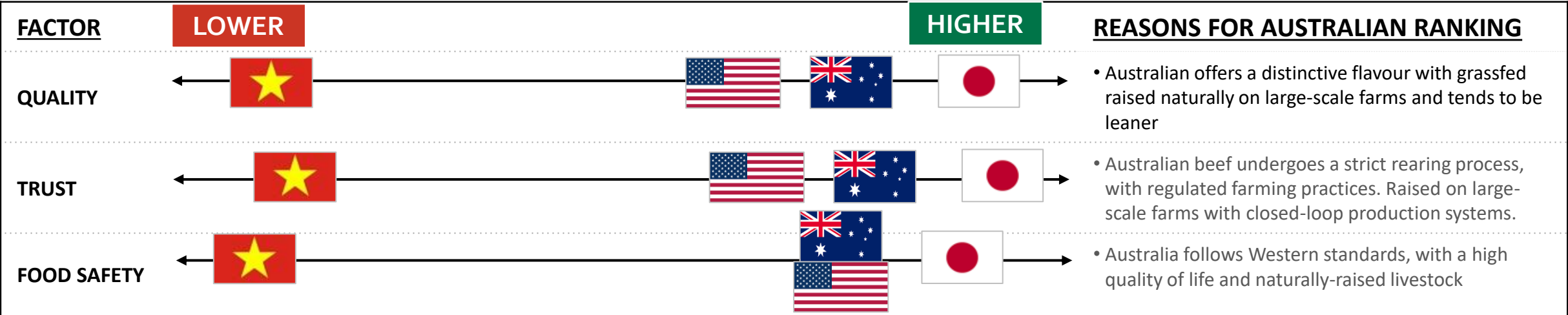
Famous for marbling and tenderness



Often used for steak (tenderloin, ribeye)



Renowned for brisket (used in hotpot, grilling)



Methodology: Nov 2024, 4 FGDs with main grocery buyers and Affluent consumers aged 18 – 49 years of age, Consumers purchased imported beef and lamb once a month using modern retail channels

Consumers gather product information from social media and point of sale. A video to explain Australia's traceability system could engage consumers and optimise sharing to increase awareness, impacting the purchase decision.

Purpose

- Inform consumers about product traceability, featuring the journey from the birth of cattle on-farm, up to distribution in Vietnam, highlighting the value to consumers (e.g. food safety benefits)

Format

- In-store: Explanation by staff, leaflets, TV clips
- Online: Short, easily-digestible video

Channels

- Point-of-sale media (butcher shops, supermarkets; link to at-shelf or on-pack QR codes)
- Social media



Aussie beef and lamb labelling has a positive impact on purchase choice



aussiebeeflambvn

:



- **Comprehension** – It is easy to comprehend, and positive associations
 - The colours connect to the nature of Australia – green for tree/grass, blue for ocean, yellow and red for the sunshine and sunset
 - Only some consumers recognise the shape of Australia
 - This can connote a high living standard for the cow with pure/clean environment, airy living space (so a less stressful cow), which results in higher quality beef
 - Note: the clear expiration date and QR code for traceability is also appreciated – new and shows transparency
- **Impact on decision making** – Aussie Beef & Lamb Labelling is thought to have a positive impact on purchase choice, as it seems a more reliable product than other offerings
 - QR code on each piece of meat i.e. frozen right after slaughter in Australia, can help to prevent infection (helps them understand the process)

"Logo này đẹp quá, nhìn như bức tranh nghệ thuật vậy. Em cảm thấy như đang ngắm nhìn hoàng hôn trên thảo nguyên." / "This logo is so beautiful. It looks like a painting. I feel like watching the sunset on the prairie." (Younger, HCMC)

"Nhìn QR code này là tò mò giờ điện thoại ra quét liền á. Nó kích thích mình mua dùng thử vì đáng tin cậy hơn. Có thể mắc hơn 10% cũng ok." / "Looking at this QR code, I will be curious and take out my phone to scan. It stimulates me to buy because it is more reliable. It's still ok if I have to pay 10% more." (Older, HCMC)



Some examples of traceability branding that exist in Vietnam – are they working?



ttx.te-food.vn

0940550

Results

The displayed data is certified by Blockchain.

Farm

Công ty TNHH CJ Vina Agri -
Đầu Tiếng 1FF - Bình Dương -
Tỉnh Bình Dương
GST GLN: N/A

Vet control id: QC-4966788
Vet control date: 21/09/2024 16:16

Slaughterhouse

CSGM Công Nghiệp Công ty cổ
phần chế biến thực phẩm Hóc
Môn - TPHCM
GST GLN: N/A

Vet control id: QC-4967013
Slaughtering date: 21/09/2024 21:41

Wholesaler Marketplace

- Cơ sở bán sỉ -CÔNG TY TNHH
CJ VINA AGRI - KHU CÔNG
NGHIỆP ĐÔNG NAM
GST GLN: N/A

Wholesaler: ĐỊA ĐIỂM KINH
DOANH CÔNG TY
TNHH CJ VINA
AGRI - KHU CÔNG
NGHIỆP ĐÔNG
NAM
GST GLN: N/A

Date of wholesale: 22/09/2024 20:37

Retail

Cơ sở bán lẻ -CÔNG TY TNHH
CJ VINA AGRI - KHU CÔNG
NGHIỆP ĐÔNG NAM
GST GLN: N/A

Shop: Cơ sở bán lẻ - ĐỊA
ĐIỂM KINH
DOANH CÔNG TY
TNHH CJ VINA
AGRI - KHU CÔNG
NGHIỆP ĐÔNG
NAM
GST GLN: N/A

Date of delivery to
shop: 23/09/2024 01:10

Blockchain

The FoodChain

Hash: 7954a39238909993abbe72
b8c521688f4e9057c8f891
0992cc9ec52bc73fa6f6

Please check the expiry date before buying

3. Australia's Traceability Systems

Australia's red meat integrity system

- ✓ Increases market access
- ✓ Meets customer expectations
- ✓ Provides safe red meat



TRACEABILITY



BIOSECURITY



ANIMAL
WELFARE



FOOD SAFETY

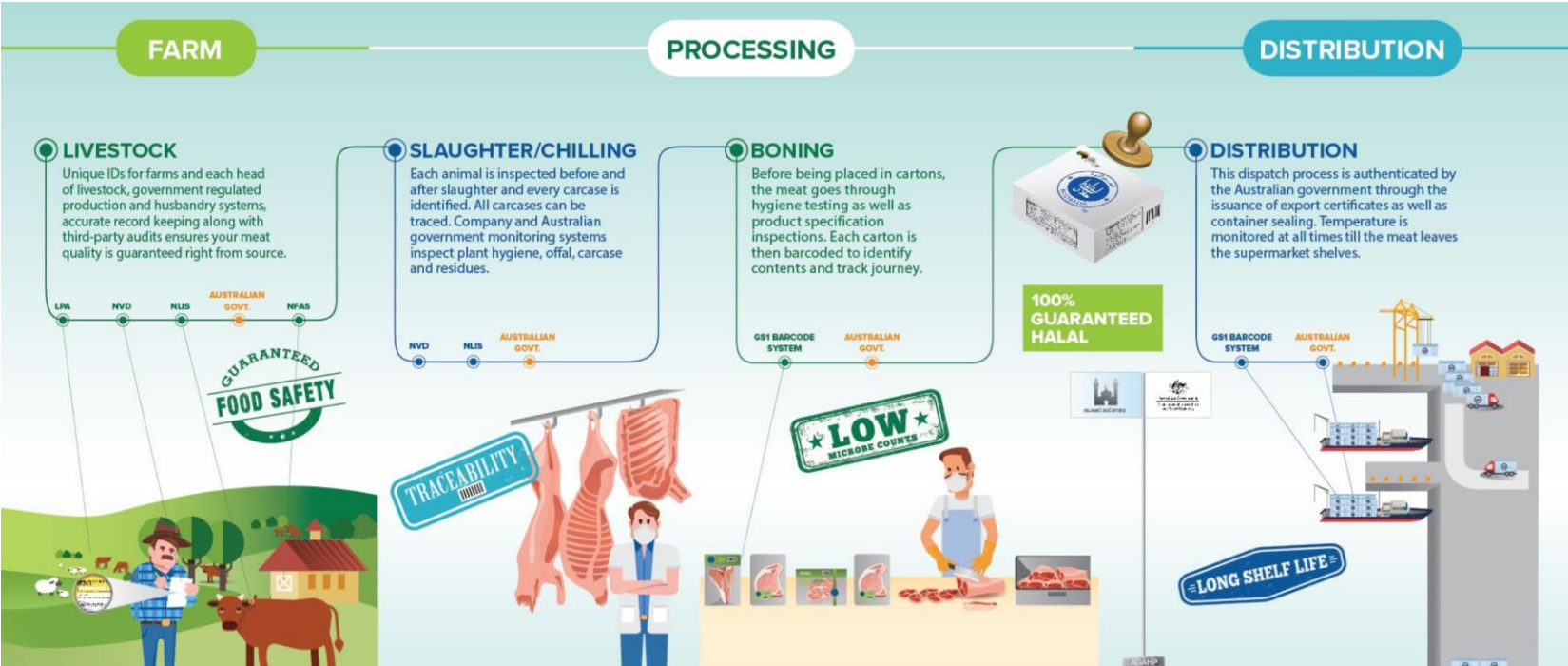
Consumers appreciate an integrity system which helps them to consume safe beef with clear origins and transparent traceability

Traceability is a new concept to Vietnamese consumers but would encourage consideration and purchase intention for most

Consumers feel fully traceable red meat products offer:

- ✓ Differentiation
- ✓ Credibility
- ✓ Safety assurance
- ✓ Trigger purchase intent
- ✗ Concern about extra cost

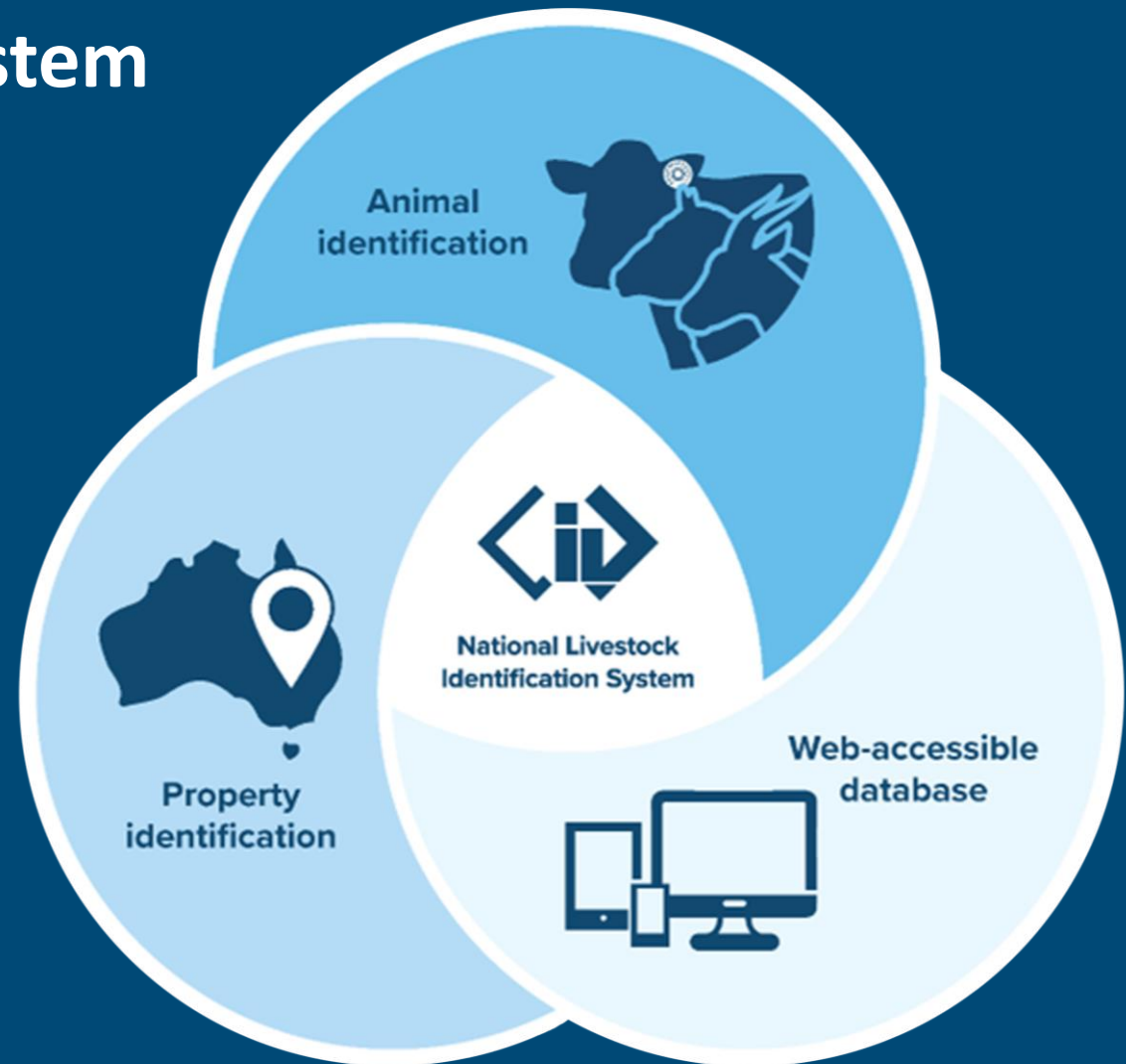
"Chỉ những quốc gia uy tín mới có thể thực hiện được hệ thống này. Nó càng tăng thêm độ tin cậy cho người dùng. Em tò mò muốn dùng thử ghê." / "Only reputable countries can operate this system. It further increases consumers' perception of reliability. I am curious and want to buy it."
(Younger, HCMC)



National Livestock Identification System (NLIS)

NLIS combines three elements to enable the lifetime traceability of animals:

- All physical locations are identified by a Property Identification Code (PIC)
- All livestock are identified by a species-specific NLIS ear tag/device
- All livestock location data and movements recorded in the NLIS database



National Livestock
Identification System

NLIS – what it means on-farm

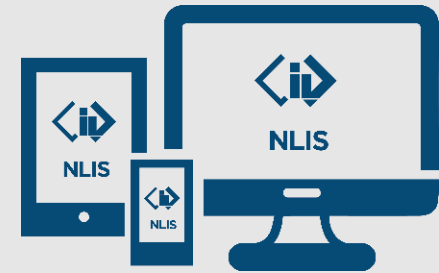
NLIS combines three elements to enable the lifetime traceability of animals



**1. All livestock are identified
by a NLIS eartag**



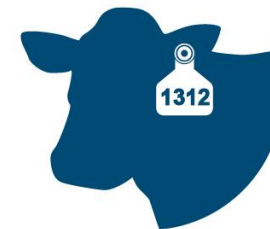
**2. All physical locations are
identified by a property
identification code (PIC)**



**3. All livestock location data
and movements are recorded
in a central database**

Animal identification - traceability

- All animals leaving a property must be identified with an NLIS accredited tag or device before moving
- Once tagged, the tag should remain with the animal for life – **do not remove**
- Cattle must be tagged with an electronic (RFID/eID) device – these devices can be assigned statuses, just like PICs
- Sheep and goats must be tagged with an NLIS accredited ear tag or device – either eID or visual



National Livestock
Identification System



Breeder tags are used for animals born on your PIC – white for cattle, year of birth colour for sheep and goats. Post breeder tags are applied to animals when they are no longer on their PIC of birth –orange for cattle and pink for sheep and goats.

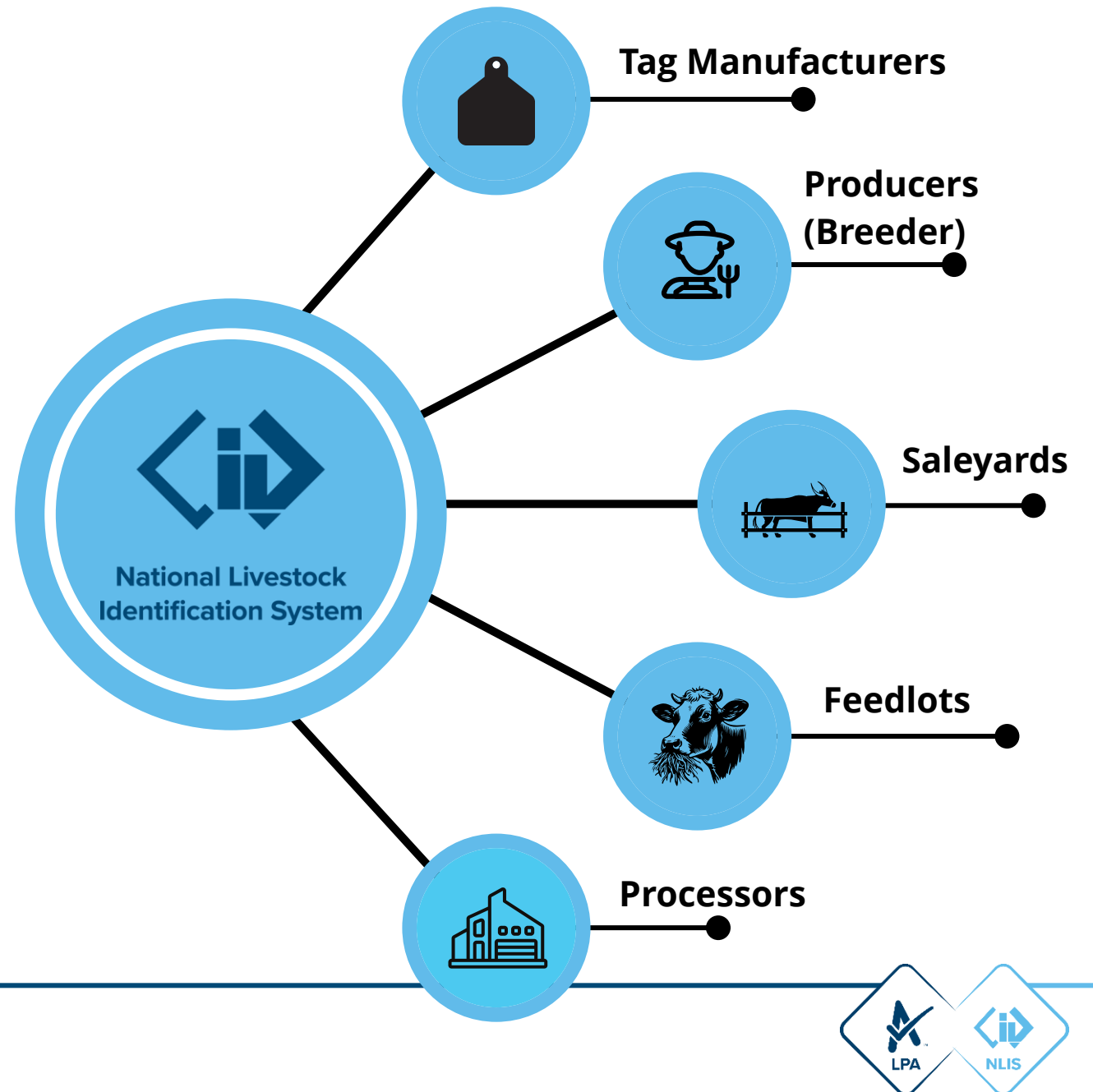


NLIS Database

The NLIS database accommodates:

- 200,000 farms
- 300 million devices
- 150,000 account holders
- 8000 interactions per day
- Average of 100,000 cattle movements recorded daily
- 99% of transactions are processed in under 5 minutes

Receiver does the transfer



History of an animal

Life history of NC261185ZBU01359

Current Status

Current PIC	Lifetime Traceable	LossOfLT	In Saleyard	Extended Status
NK995511	Y	None	No	

Kill information

DeceasedDate	BodyNumber	Processor	Abattoir	User ID	KillUpldID
20/11/2024	549	Wagga Teys Phile	291	2PROCTVZ	145828413

Kill information CFB


PICOfConsignment	LotNumber	EstablishmentNumber	Operator	ChainNo	HSCW	Dentition
ND170955	3040	291		0		

Tag Information

RFID	Upload ID	Tag IssueDate	Tag Colour	Tag Type	Manufacturer	Tag Upload Date
942 000048001647	114742883	25/04/2023	W	B	ZeeTags	26/04/2023

Transfers/Sighted

Upload Date	Event Date	Transaction Type	Source	Destination	Vendor Declaration	Upload ID	User ID	Deletion Upload ID
15/02/2024	15/02/2024	Saleyard IN Transfer	NC261185	EUSY2422	27931775	128012584	2SALEMPZ	
15/02/2024	15/02/2024	Saleyard OUT Transfer	EUSY2422	NH001702	27931775	128012589	2SALEMPZ	
15/02/2024	15/02/2024	Producer Transfer	NH001702	ND170955	27931775	128021027	2AGNTDCZ	
21/11/2024	20/11/2024	Kill Upload System Transfer	ND170955	NK995511	80140729	145828413	2PROCTVZ	



LIVESTOCK PRODUCTION ASSURANCE (LPA) & NATIONAL VENDOR DECLARATIONS (NVD)

Livestock Production Assurance



Livestock Production
Assurance

The LPA program is the on-farm assurance program that underpins market access for Australian red meat.

LPA National Vendor Declarations (NVDs) provide evidence of livestock history and on-farm practices when transferring livestock through the value chain.

- 170,000 accredited PICs
- LPA-reaccreditation occurs every 2 years
- Online learning modules provided based on 7 requirements
- Animal Welfare Certificate
- 3500 audits annually



LPA ... what it means on-farm

LPA accredited producers commit to carry out on-farm practices that support the integrity of the entire system. This is verified when producers sign LPA NVDs for livestock movements:



1. PROPERTY RISK ASSESSMENT



2. SAFE AND RESPONSIBLE ANIMAL TREATMENTS



3. STOCK FOODS, FODDER CROPS, GRAIN AND PASTURE TREATMENT



4. PREPARATION FOR DISPATCH OF LIVESTOCK



5. LIVESTOCK TRANSACTIONS AND MOVEMENTS



6. BIOSECURITY



7. ANIMAL WELFARE



LPA NVD ... what it means on-farm

LPA NVDs bring together all on-farm assurance, identification and traceability details - the basis for ensuring a safe and traceable food product.



LPA NVD



1. THE LPA NVD CAPTURES FOOD SAFETY INFORMATION ON EVERY ANIMAL, EVERY TIME IT MOVES FROM PROPERTY TO PROPERTY, TO PROCESSORS OR SALEYARDS.



2. NVDs PROVIDE EVIDENCE OF LIVESTOCK HISTORY AND ON-FARM PRACTICES WHEN TRANSFERRING LIVESTOCK THROUGH THE VALUE CHAIN.



Thank you

Any questions?

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