

WHAT WE DO

MLA invests in research and marketing activities for the benefit of the Australian red meat and livestock industry.

Research, development and adoption

MLA invested \$171.8 million in a range of research, development and adoption programs during 2017–18. This included \$96.8 million invested through MLA Donor Company. This investment includes matching funds from the Australian Government and grants.

These programs are linked to the Australian Government's Science and Research Priorities and Rural Research, Development and Extension Priorities. This alignment is shown in the graphs at right.

In 2017–18, MLA completed or terminated 464 research contracts, worth \$131.1 million. These include 115 MDC contracts, contributing a total value of \$40.4 million. MLA commenced 401 new research and development contracts totalling \$244.0 million in 2017–18. This included 155 contracts through the MDC that were worth \$136.3 million, with milestones across multiple years. This has resulted in 604 current contracts as at 30 June 2018, worth \$460.0 million.

Marketing, market access and insights

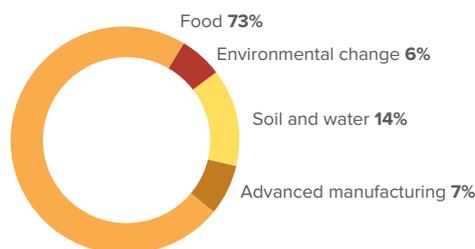
During 2017–18 MLA invested \$90.4 million in marketing, market access and insights to grow demand for Australian red meat and livestock, domestically and abroad. The majority of this investment was ineligible to be matched with funds from the Australian Government.

CoMarketing Program

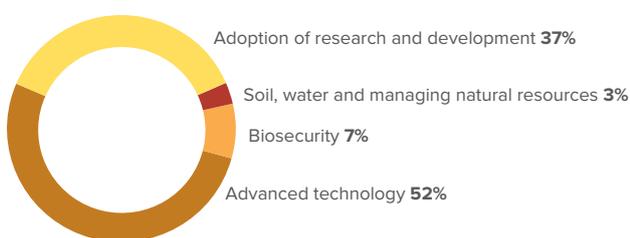
MLA's CoMarketing Program aims to assist brand owners create customer loyalty and sustainable brand growth that delivers ongoing added value along the supply chain to producers. By leveraging brand owners' marketing funds with producer levies, both industry and brand owners are able to effectively double marketing efforts. The CoMarketing Program is open to companies (with an ABN) who are MLA members, processors or licensed meat exporters.

Key activities supported by the Program in 2017–18 included social media campaigns to raise awareness of brands; using marketing consultants and agencies to develop effective brand marketing plans; PR and media activities; advertising in magazines and on

Alignment with Government's Science and Research Priorities



Alignment with Government's Rural Research, Development and Extension Priorities



Percentages may not add up due to rounding.

billboards; sponsoring trade delegations to inspect paddock-to-plate supply chains; in-store sampling to raise awareness and sales of branded Australian beef, lamb and goat; and educating chefs to improve their understanding of branded products, specifications and applications of a range of cuts in different cuisine styles.

In 2017–18 the Program covered:

- Beef:** MLA worked with 54 beef brand owners promoting 290 beef brands, covering 530 activities across 29 regions and countries. 76% of beef CoMarketing participants rated their overall satisfaction with the outcomes as 7/10 or higher. MLA's total contribution for the beef program increased to \$2.46 million (from \$2.08 million in 2016–17), and participants contributed the same amount or more.
- Sheepmeat:** MLA collaborated with 22 lamb brand owners promoting 50 brands, covering 123 individual activities across 22 regions and countries. The number of participants continued to increase, along with the number of brands, MSA brands and activities. 83% of lamb CoMarketing participants rated their overall satisfaction with their outcomes as 7/10 or higher. MLA's total contribution for the lamb program increased to \$482,000 (from \$262,000 in 2016–17), and participants contributed the same amount or more.

- Goatmeat:** MLA contributed \$27,600 to five goatmeat brand owners through nine activities in three countries. Participants contributed the same amount or more.

Details of each participant and specific funding amounts invested are published in Appendix B of this *Annual Report*.