Challenges and Opportunities
For Beef Production in Northern West Australia

The UWA Institute of Agriculture 2014 Industry Forum

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Opportunities and Challenges

• Market Driven
  • New market
  • Expansion of an existing market

• Productivity
  • Efficiency

• Alternative Practices
  • Doing something new
A Paradigm Shift (?)

Source: MLA’s NLRS, Steiner

* = 2014 January to June average
Market Drivers

• New or expanding markets
  • Indonesia
  • Vietnam
Market Drivers

• China

China's Beef and Veal Imports

China's soybean imports

Driven by Increase in Demand

- Population growth
- Change in protein intake
- Change in diet
% of animal protein of total protein

Gross National Income (GNI) per capita US$

Source: Based on data through 2002 from FAO and World Bank.
Productivity

• More efficient business
• Extensive, low cost, low input, low value add
• Live export
  • More breeder units
  • No growing out to finish cattle
• Cow/Heifer management – calving rates
• R&D
Alternative Practices

• Pastoral leases – restrictive
• Irrigation/water usage
• Mine dewatering
• Improved pastures
• Silage/hay – feed management
Improved Supply Chains

• Longer term view
• Integrated big picture level
• Minimise transactions
• Retain ownership downstream
• Eliminate conductors (those who clip the ticket without adding value)
Knowledge = Power/Profits

• R&D
• Markets
• Key players
• Relationships
• Mature supply chains
The supplier taking control