



SA RED MEAT AND WOOL BLUEPRINT 2030



This plan was developed and is supported by the whole value chain. Livestock SA is charged by industry to drive its delivery and currency.

OUR VISION - A progressive and sustainable South Australian red meat and wool value-chain, that is connected and adaptable. Together, we are empowered to capture market opportunities and to continually improve the wellbeing, productivity and profitability of our livestock*, people and land.

Priority areas	Targets
OUR LIVESTOCK	
GOAL - To enable our animals to reach their full potential and thrive across their lifetime.	
1. Foster the use of genetics, reproductive technologies and beneficial breeding management practices.	a) Increase in adoption of beef and sheep breeding strategies which secure desired productivity and/or profitability gains. b) Increase the number of goats actively managed for genetics which progress industry targets.
2. Protect animal wellbeing and adopt production practices which have been scientifically proven to minimise pain, injury and distress.	a) Increase in SA livestock sold, transported and processed through accredited service providers. b) 100 % of SA livestock consistently experiencing animal welfare practices which meet sector guidelines? c) 100% SA livestock receiving appropriate analgesic and anaesthetic treatment during husbandry procedures. d) Reduce predation on grazed land, including the eradication of wild dogs inside the Dog Fence.
3. Manage our animals' health using scientific evidence, technological innovation and informed decision-making.	a) 100% value chain participants demonstrating their biosecurity responsibilities. b) 100% SA livestock receive optimal, evidence-based health management treatments.
OUR ENVIRONMENT	
GOAL - To enhance the natural environment and biodiversity of the land we farm, and to maximise our sector's contribution to climate change mitigation and resilience via a science-based, collaborative, whole of value-chain approach.	
4. Drive down net GHG emissions .	a) 70 % of producers and value-chain participants have benchmarked their carbon status and are implementing net-emission reduction plans.
5. Increase soil health, enhance environmental stewardship and actively encourage biodiversity.	a) 90% Natural Resource Management Regions achieve healthy ground cover 'thresholds' relevant to the region. b) Increase in the area of natural habitat on livestock properties actively managed for positive biodiversity outcomes and contributing to the global '30 by 30' target.
6. Extend seasonal availability and nutritional value of pasture and conserved feed.	a) Increase in the adoption of ideal pasture selection, care and utilisation, to address regional variability in climate, soil capacity and invasive species. b) Increase adoption of targeted nutrition management practices to enhance productivity from available feed.
OUR MARKET ACCESS	
GOAL - To grow our sector's access to the most profitable markets, by being recognised as a supplier of high-quality and sustainable red meat and wool, supported by demonstrable production practices and credentials trusted and valued by our consumers.	
7. Improve producers' ability to supply livestock to market and processor specifications .	a) Reduce peak to trough supply ratio (i.e. towards year-round supply). b) Increase average MSA Index for prime stock by 2 points. c) Increase of value-chain participants utilising whole-of-chain feedback systems.
8. Drive industry-wide Emergency Animal Disease [^] preparation, response and recovery.	a) 100% of producers ^x have an active Emergency Animal Disease Biosecurity Plan. b) 100% of industry stakeholders understand their role in an Emergency Animal Disease outbreak.
9. Build industry participation in trusted credentialling schemes aligned with stakeholder expectations.	a) Increase in participation of relevant credentialling and accreditation schemes along the value chain. b) Livestock industry systems guarantee compliance and enable preferential market access.
OUR PEOPLE	
GOAL - To establish a thriving, trusted livestock sector, that attracts a diverse and competent workforce, capable of fostering a culture of collaboration, optimism, continuous learning and innovation.	
10. Attract and retain appropriately skilled and educated recruits.	a) Increase in labour availability at all levels along the value chain. b) School, vocational and tertiary course learning outcomes meet livestock industry employment needs.
11. Foster a culture of continuous, evidence-based learning and adoption along the value chain.	a) Increase in workforce accessing evidence-based advice, education, training and extension activities. b) Increase in producers' adoption of beneficial on-farm practices.
12. Drive the research, development and adoption of beneficial technology and innovation .	a) Increase development and adoption of technology and techniques which improve farm management and husbandry practices.
13. Improve farm business management and decision-making skills to deliver productivity, profitability and resilience gains.	a) Increase in number of producers with a business plan and pursuing business resilience strategies. b) Increase in producers benchmarking business and production performance. c) Increase in number of farm businesses with a current succession plan.
OUR INDUSTRY	
GOAL - To nurture the continued development of a connected industry, where stakeholders are united by a shared vision for our sector. Each has agreed roles and responsibilities. Robust governance, evidence-based policy frameworks and authentic collaboration guide our decision-making.	
14. Maximise the production and profitability potential of national traceability systems.	a) 100% of beef cattle, sheep and farmed goats are eID tagged. b) 40% of livestock producers use eID to inform decision making. c) 100% of red meat and wool products are traceable through the supply chain.
15. Provide an influential, independent voice for the SA red meat and wool industry.	a) Government/stakeholder policy and activities are monitored for risks/opportunities and addressed. b) Producers and stakeholders value the advocacy efforts of Livestock SA. c) Industry policy decisions and issue resolution processes are transparent and evidence-based.
16. Develop a high-functioning industry governance, decision-making and support network which invests industry funds strategically to benefit levy payers.	a) Increase in external investments leveraged by industry funds, in pursuit of industry goals. b) Increase in performance and job-satisfaction of Livestock SA team, Board and committees. c) Industry performance against Blueprint targets benchmarked and robust monitoring process established by 2025.

*Livestock refers to beef, sheep and goats. ^x 'Producers' includes commercial livestock producers only as per ATO definition. [^]Emergency Animal Diseases include anything that could impact market access e.g. Foot and Mouth Disease and Lumpy Skin Disease. [?] Sector guidelines means the Guidelines within the Australian Animal Welfare Standards and Guidelines for Sheep, Cattle and Goats.