Meat & Livestock Australia

Nigel Tomkins – Grass fed Beef Research, Development & Adoption

ntomkins@mla.com.au

MEAT & LIVESTOCK AUSTRALIA

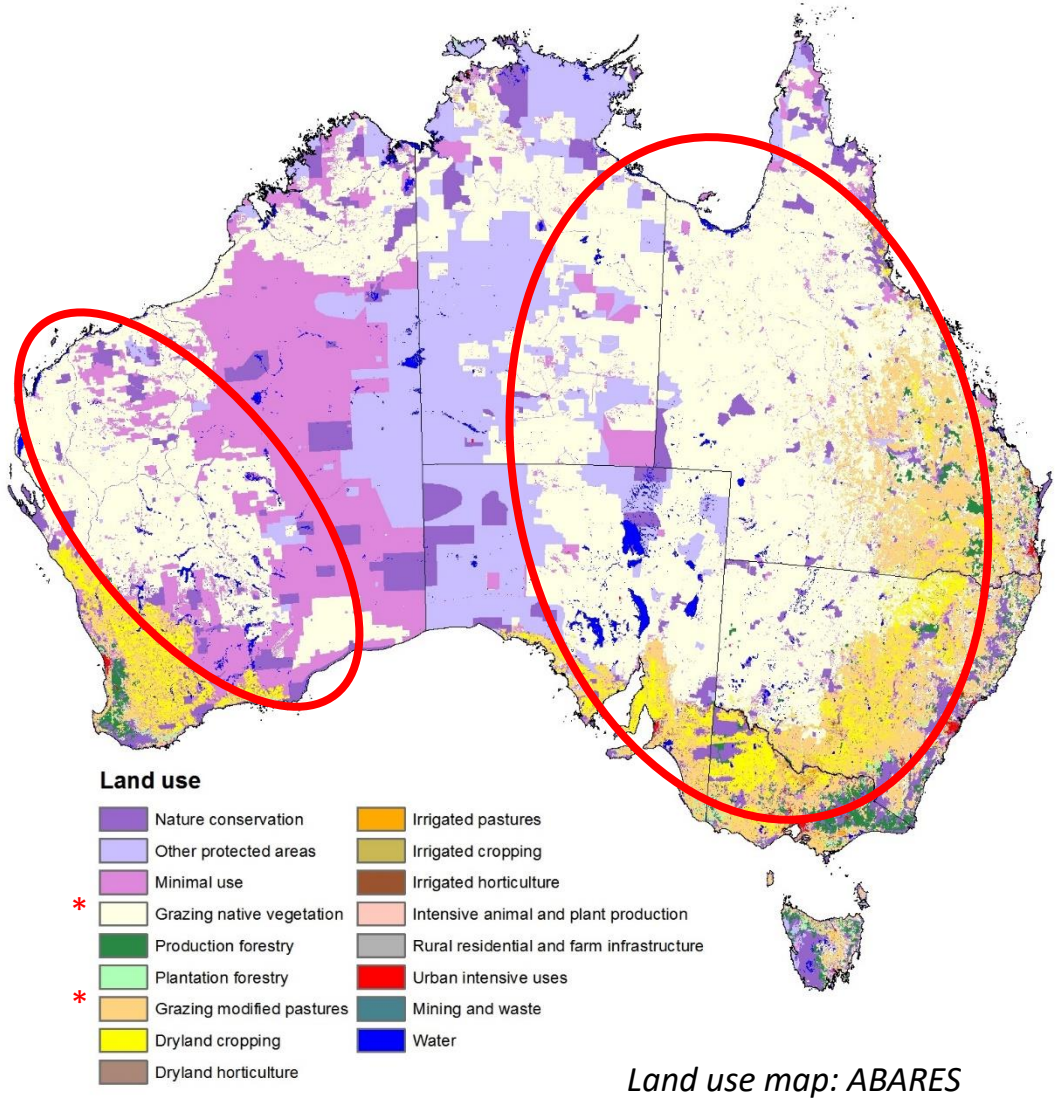
About MLA

Working in collaboration with the Australian Government and the red meat industry, MLA invests in initiatives that contribute to producer profitability, sustainability and global competitiveness.

…there is a short and long term dimension
…seeking "good for business, good for community and good for environment" outcomes.

mla
MEAT & LIVESTOCK AUSTRALIA

Where red meat is produced?



Land use map: ABARES

- **Red meat production is a major land use**
- **26M cattle, 66M sheep, 4M goats**
- **Extensive production systems**
- **Being connected is challenging**

mla
MEAT & LIVESTOCK AUSTRALIA

Become a member of MLA

MLA members receive:

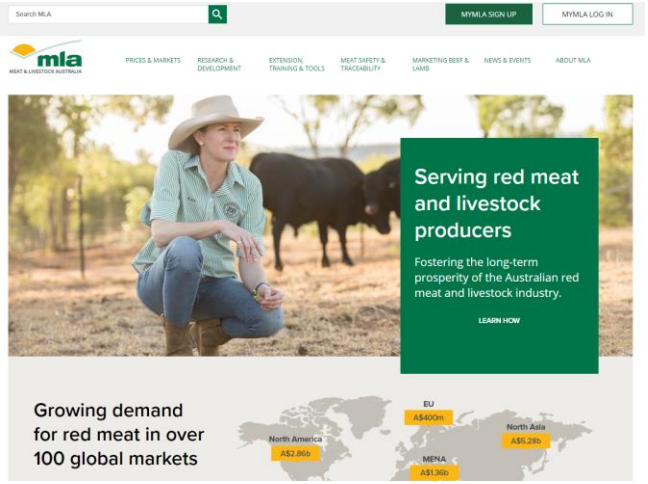
- **Feedback** magazine – stories on your industry in your letterbox five times a year
- weekly e-newsletter **Friday Feedback**
- weekly e-newsletter **Prices & Markets**
- **have your say**… at MLA's RedMeat 2020 in Toowoomba
- invitations to **events** throughout Australia

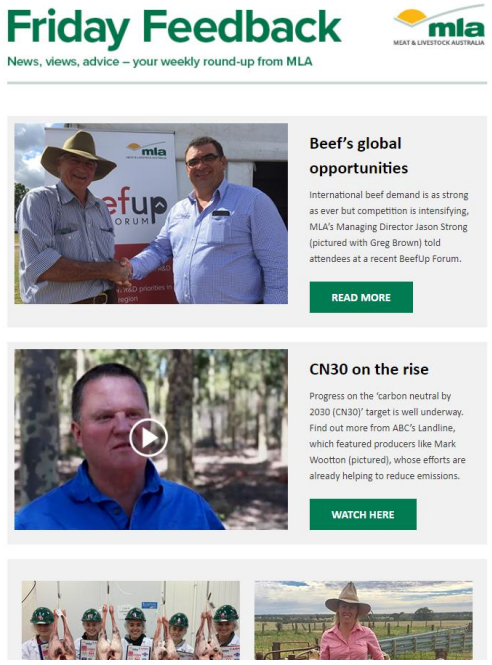
mla.com.au/membership

MEAT & LIVESTOCK AUSTRALIA

Stay in touch with MLA

- Focus on targeted communications
- Extensive stakeholder engagement
- Face-to-face producer meetings, events and forums
- Annual call for event sponsorship
- New website and social media focus
- Corporate communications such as Annual Report, Annual Investment Plan
- *Feedback* magazine
- Targeted e-newsletters
- Media coverage (newspaper, radio, TV, online)





MEAT & LIVESTOCK AUSTRALIA

Options for improving telecommunications across northern Australia for a connected beef industry

- ✓ **Identify the current and future connectivity needs of N Australian pastoral operations**
- ✓ **Identify, survey and assess current - emerging terrestrial and satellite options for internal and external connectivity**

MEAT & LIVESTOCK AUSTRALIA

Presenters

Bryce Leedham Senior Engineer – Telecommunications GHD

Nigel Tomkins Program manager Grass fed Beef MLA

Steve Drury Manager Alexandra Station NAPCO

Alana Boulton Project Manager N Beef extension MLA

MEAT & LIVESTOCK AUSTRALIA

Options for improving telecommunications across northern Australia for a connected beef industry

Bryce Leedham
GHD Digital