The CN30 target.

Sarah Strachan
Group Manager
Adoption & Commercial Services

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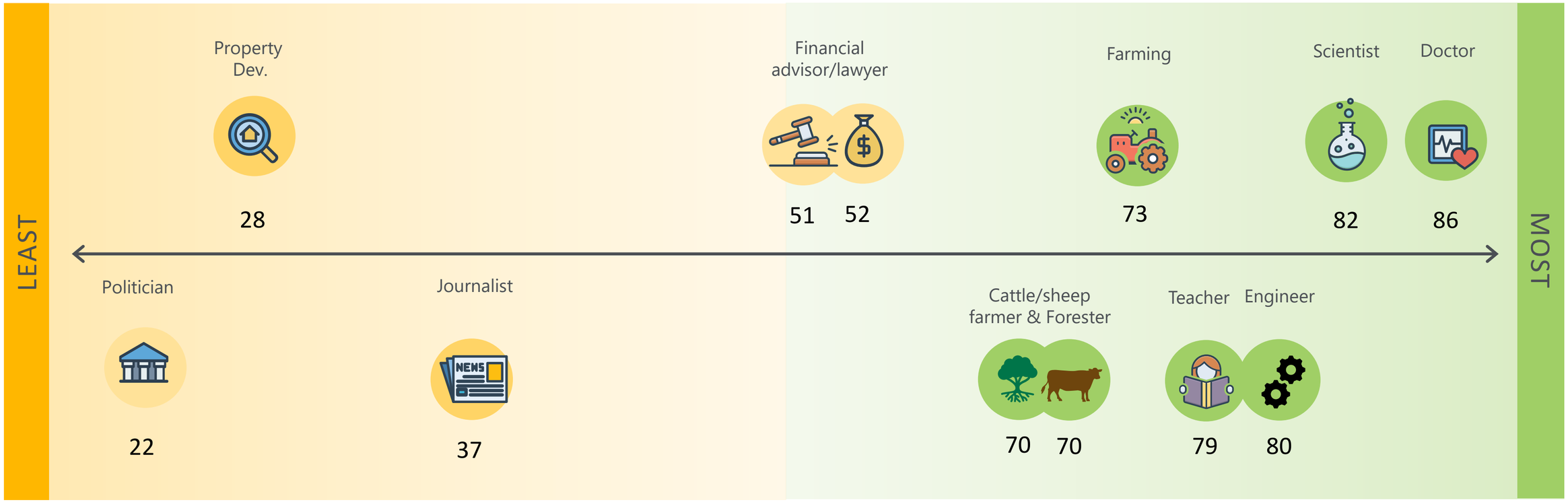
Most Aussies trust cattle and sheep farmers, similarly to adjacent professions - farmers and foresters

The spectrum of industry trust



SLO1 - How much do you agree or disagree the below industries act in people's best interests?
Base: Total sample, Australians aged 14-64 (Mar'22 n=1000)

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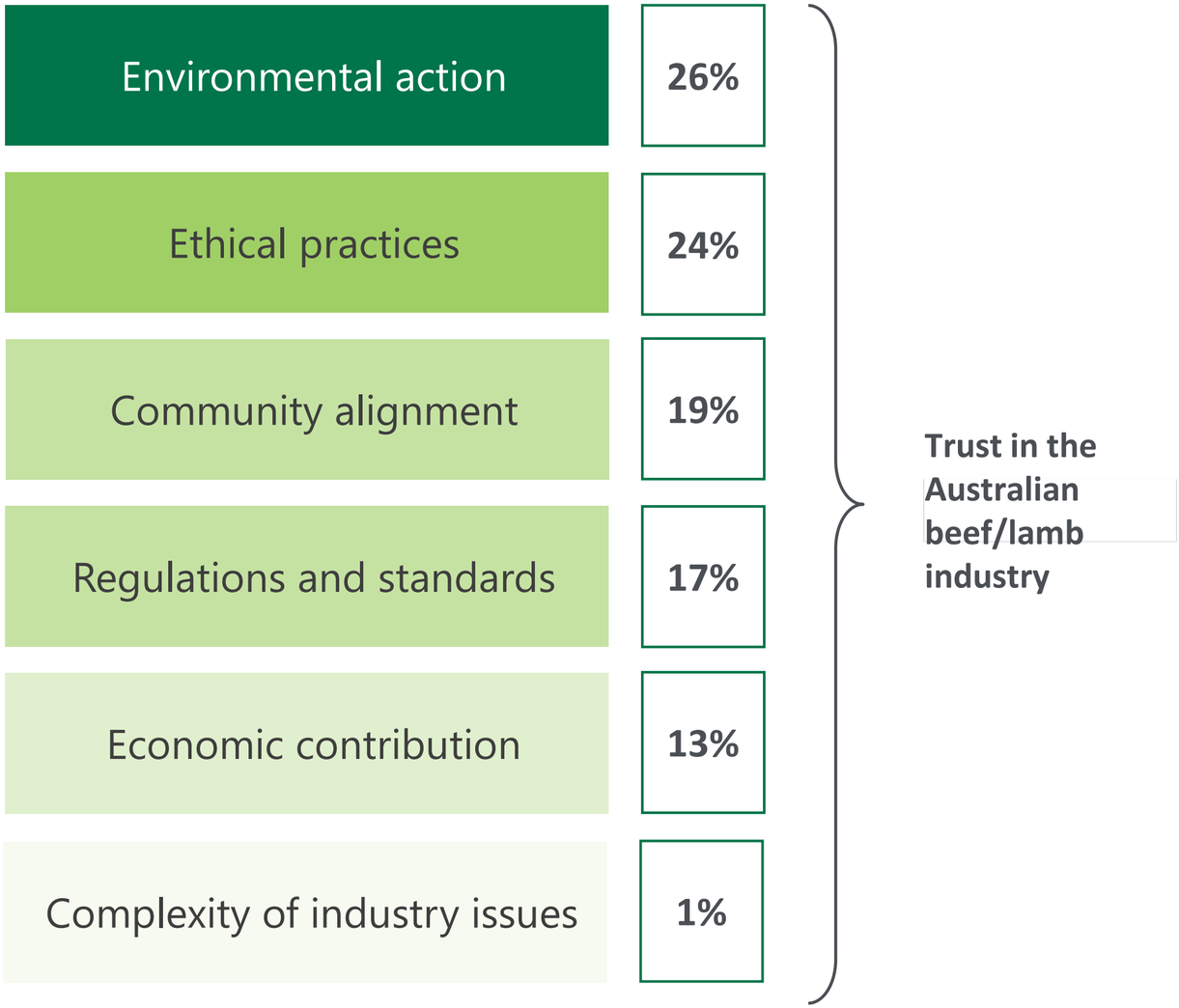
The top drivers of trust are environmental action, ethical practices and community alignment

Drivers of industry trust (%)



Importance scores above have been derived using multiple linear regression with trust in the Australian beef/lamb industry (SLO1) as the outcome and industry attitudes and perceptions (B1, C4, X15, X16) as the predictors. The specific technique used is **Shapley importance analysis**

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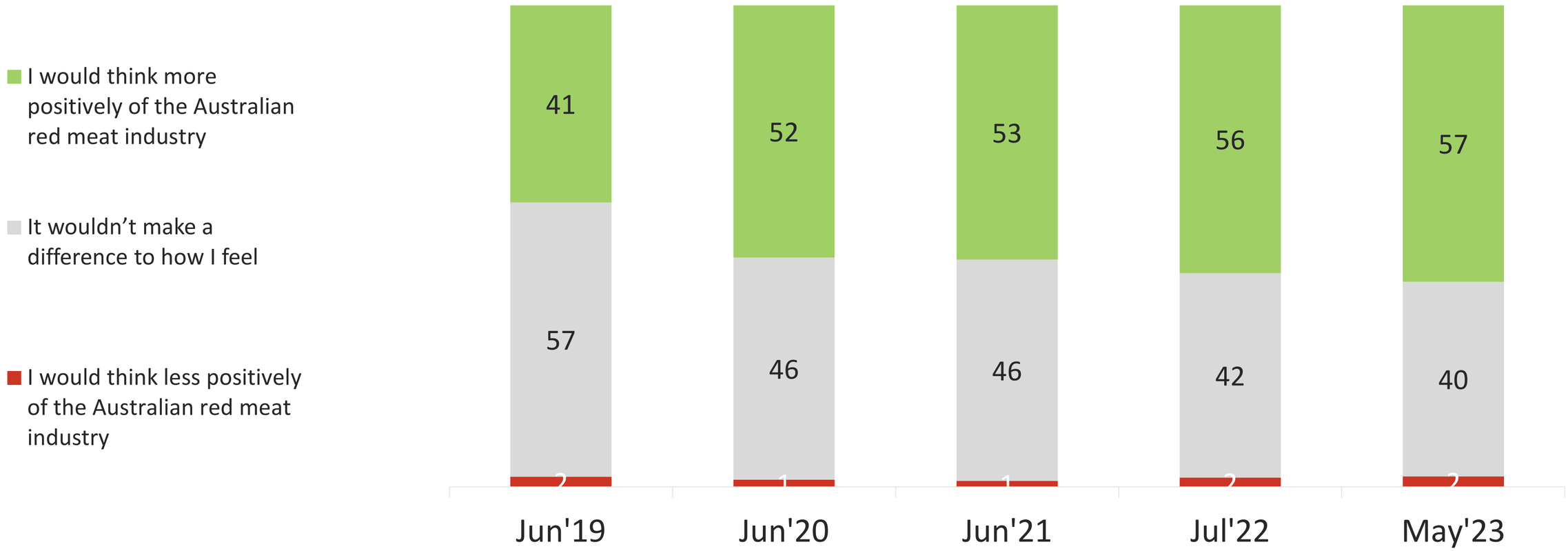
Commitment to NET zero by 2030 has a positive impact on industry perceptions

If AU red meat industry can reduce greenhouse gas emissions to zero by 2030 …..(%)



ECA9 If the Australian cattle and sheep farming industry can reduce their greenhouse gas emissions to net zero by 2030, which one of the following statements best describes how you feel? Base Total sample n=1422-1556

Some early movers

Arcadian is a 100% Carbon Neutral Business

OUR PROSPERITY IS TIED TO THE LAND. WE WANT TO DO EVERYTHING WE CAN TO KEEP THE COUNTRY HEALTHY AND PRODUCTIVE.

Coles Finest Certified Carbon Neutral Beef

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An aspirational target for the Australian red meat industry to achieve **net zero greenhouse gas emissions by 2030**.

Ambitious, Achievable

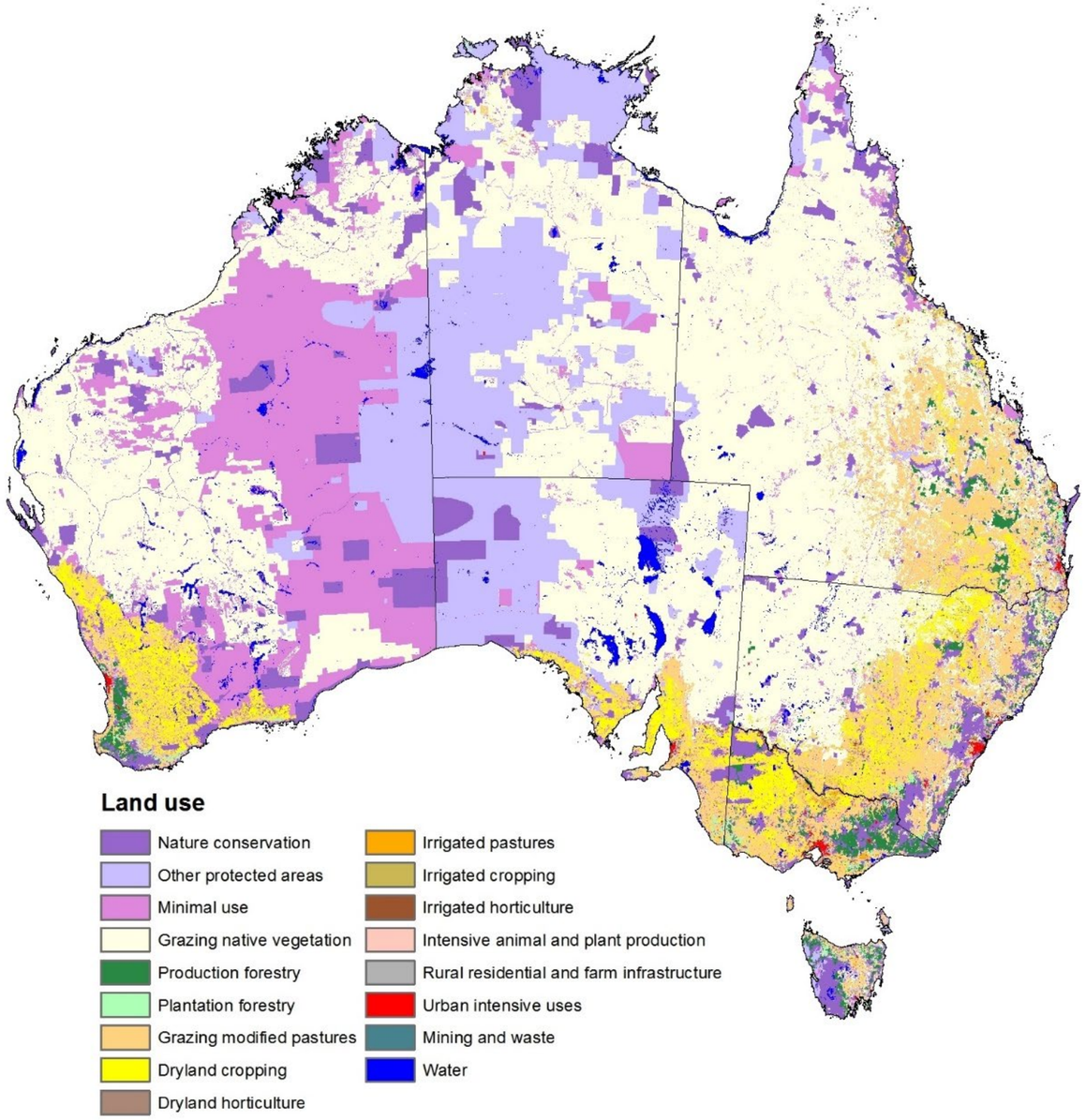
Goal was set in 2017

355 m ha

<8% landmass suitable for crops

<1% intensive

25 m cattle, 68 m sheep, 4 m goats



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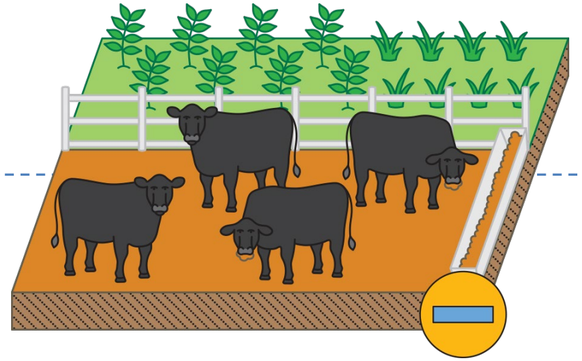
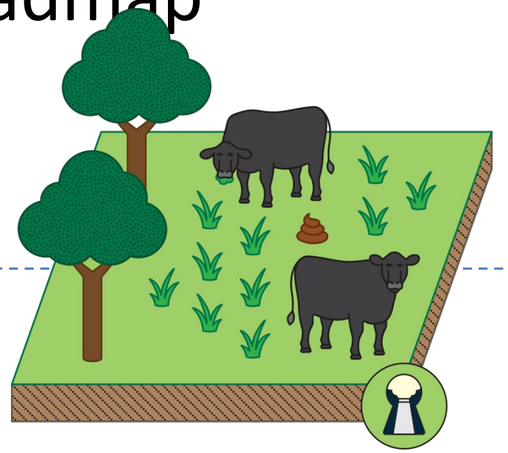
CN30 roadmap

Industry leadership



GHG emissions avoidance

Grazing properties
Feedlots
Processing facilities



Carbon storage

Grazing properties

Integrated management systems

Rapid adoption
Carbon accounting
Measurement and reporting

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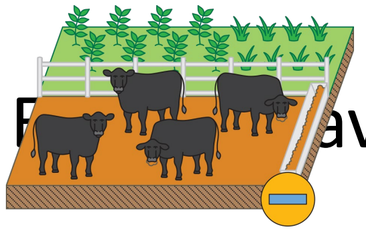


- 3-NOP, Asparagopsis, other additives
- Additive delivery in grazing systems (licks, bolus, water)
- Legumes and multi-species pastures
- Best practice (optimal fertility, FCE, performance, health etc)
- Savanna burning
- **Genetic selection (ASBVs and EBVs)**

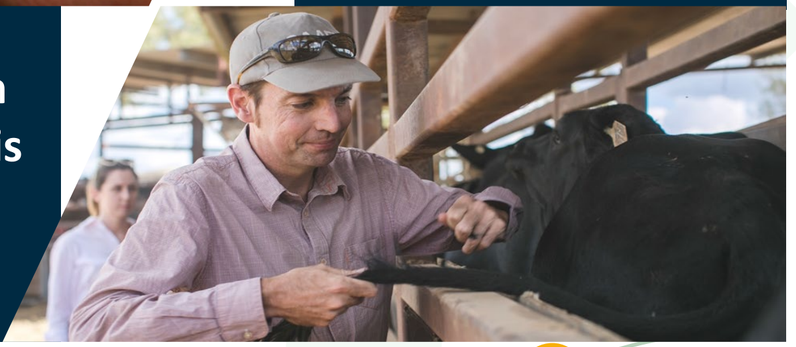
“Cows fed small amounts of seaweed burp 86% less in methane trial.”

ABC Science, 18/03/2021

“Feed additive found to reduce methane emissions by 90% in feedlot trial.”

Beef Central, 12/05/2021

Genetic selection for low methane is permanent and cumulative



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Supporting producers

The toolbox

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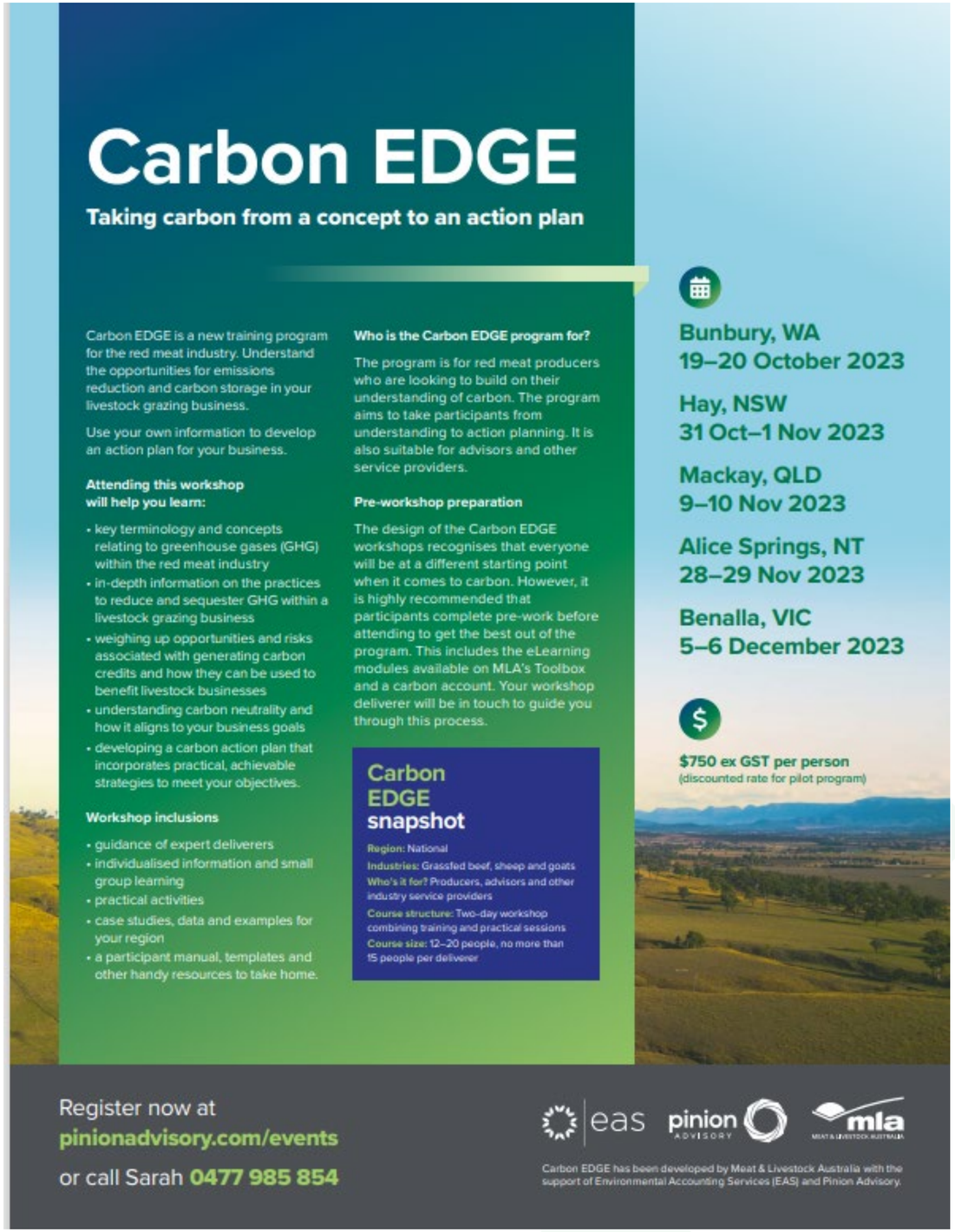

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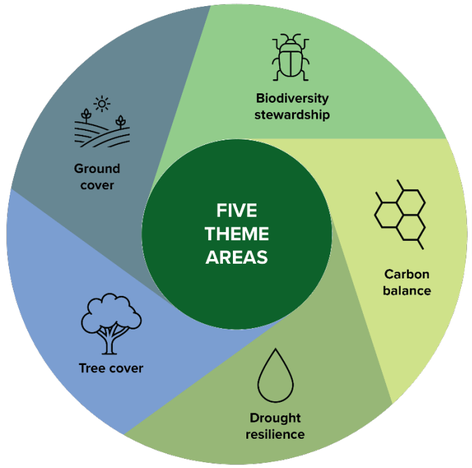
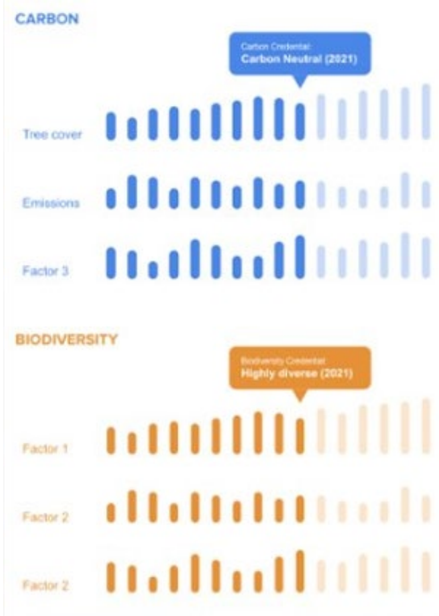
Environmental Credentials



Credentials



Australian Government | National Landcare Program

The University Of Queensland AUSTRALIA

WWF

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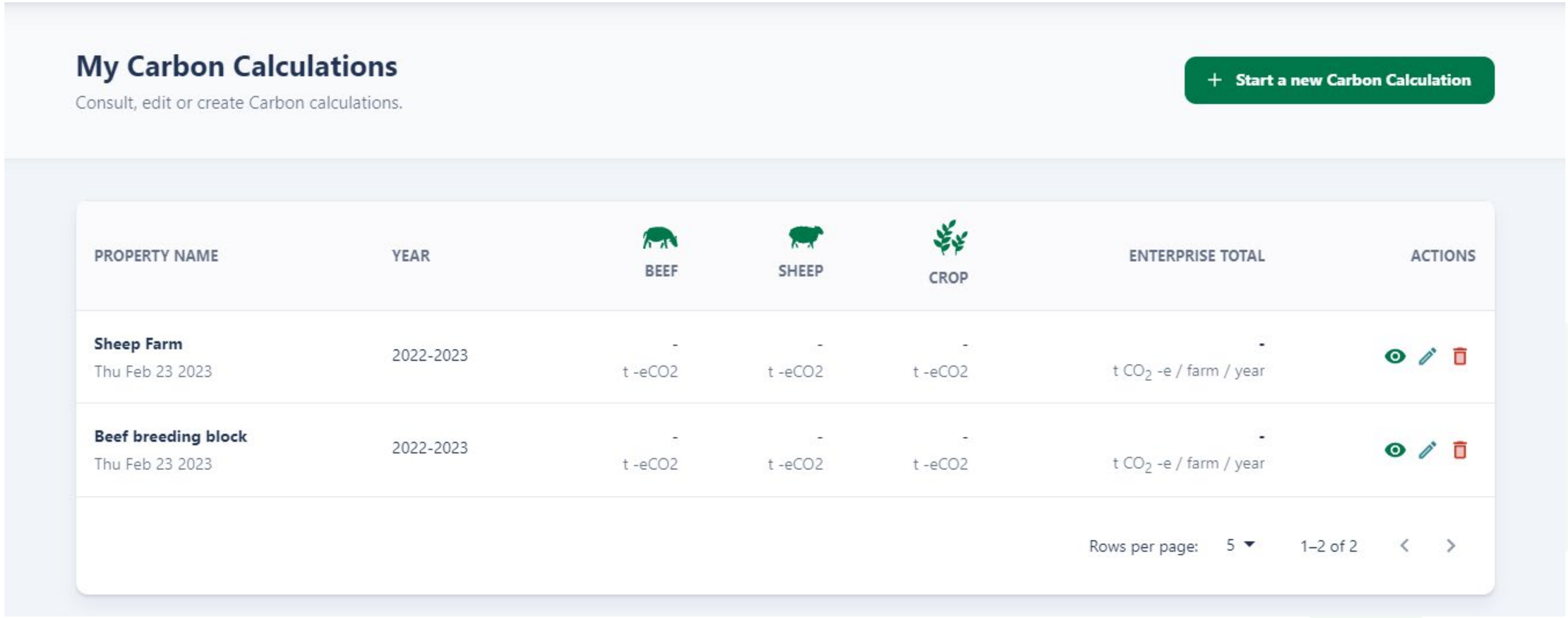
MLA carbon calculator



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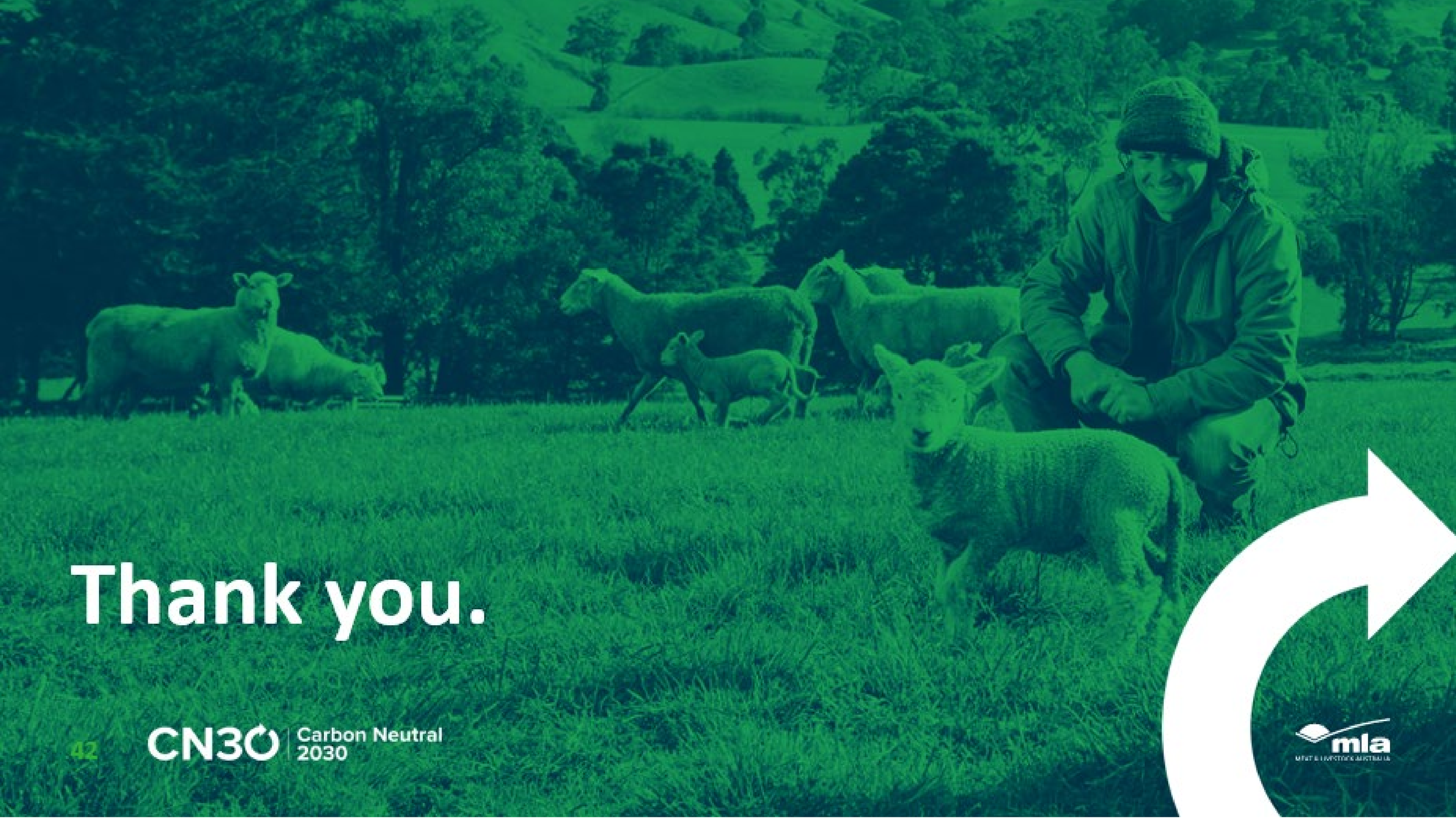
Thank you.
CN30
Carbon Neutral
2030
mla