

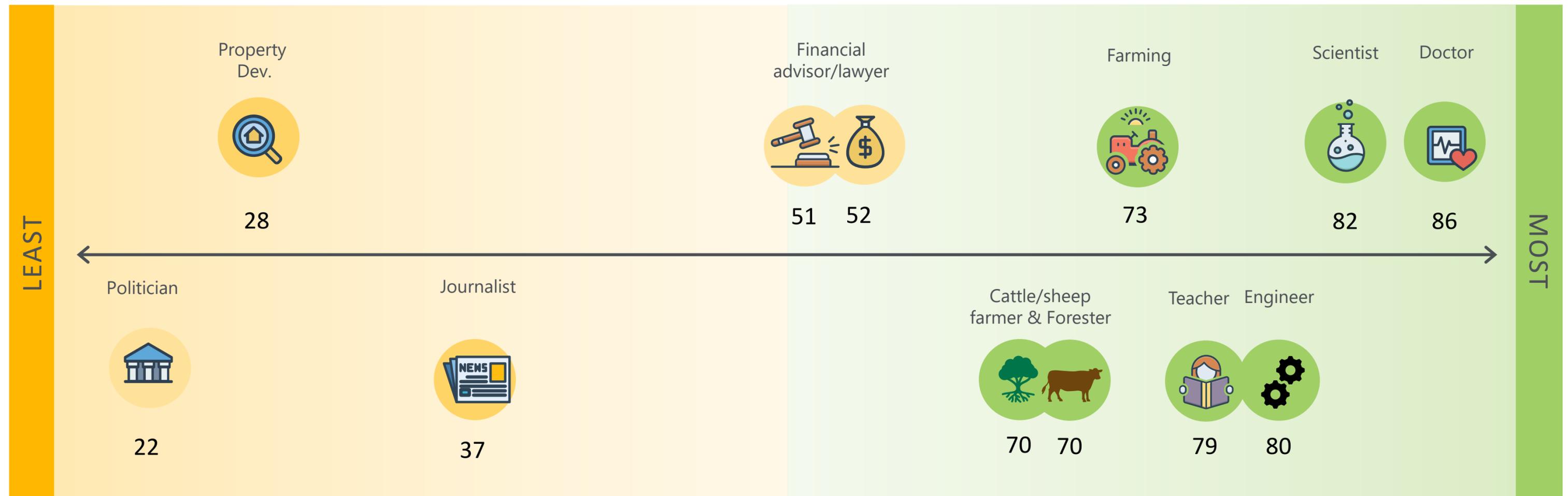
The CN30 target.

Sarah Strachan
Group Manager
Adoption & Commercial Services



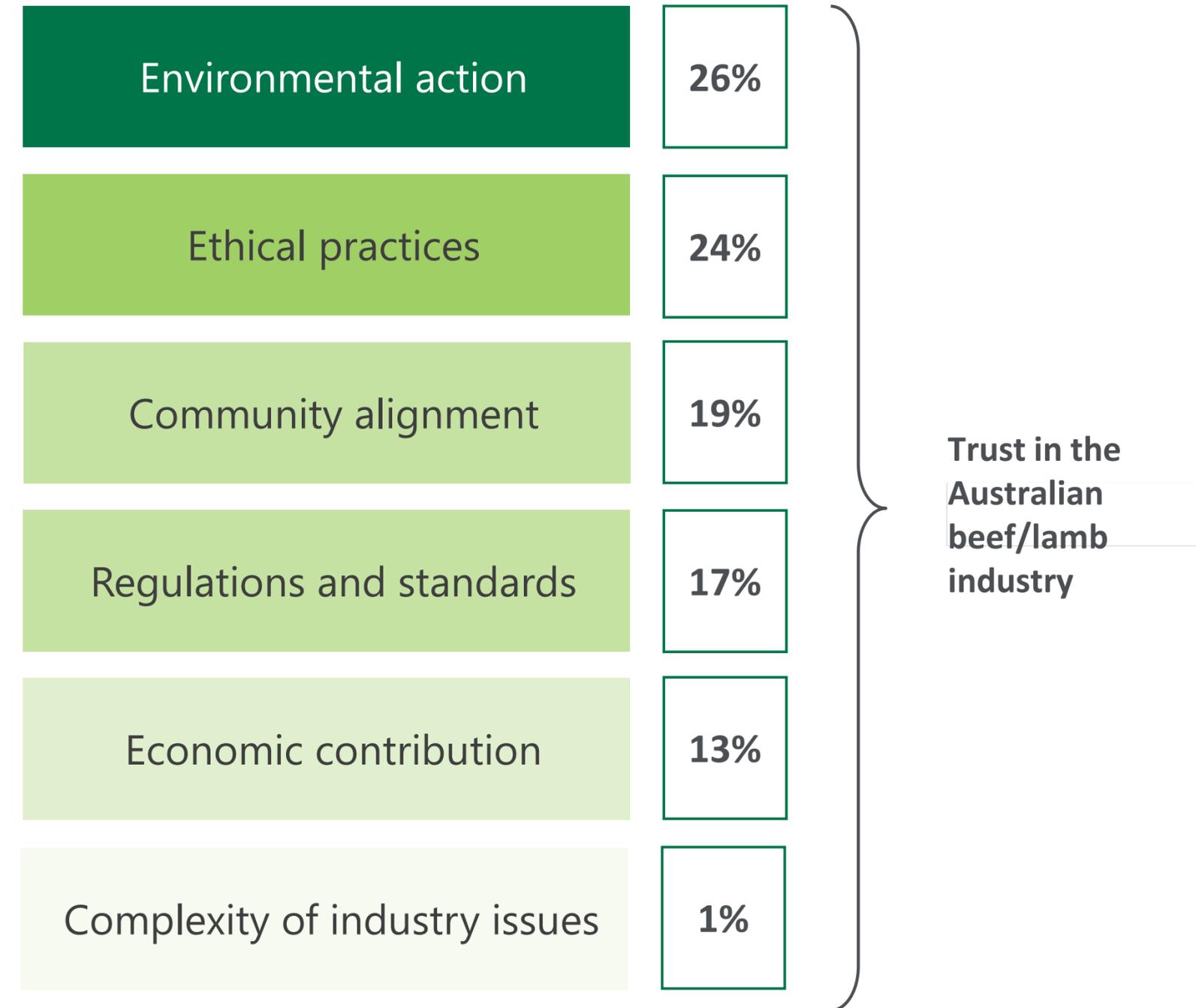
Most Aussies trust cattle and sheep farmers, similarly to adjacent professions - farmers and foresters

The spectrum of industry trust



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

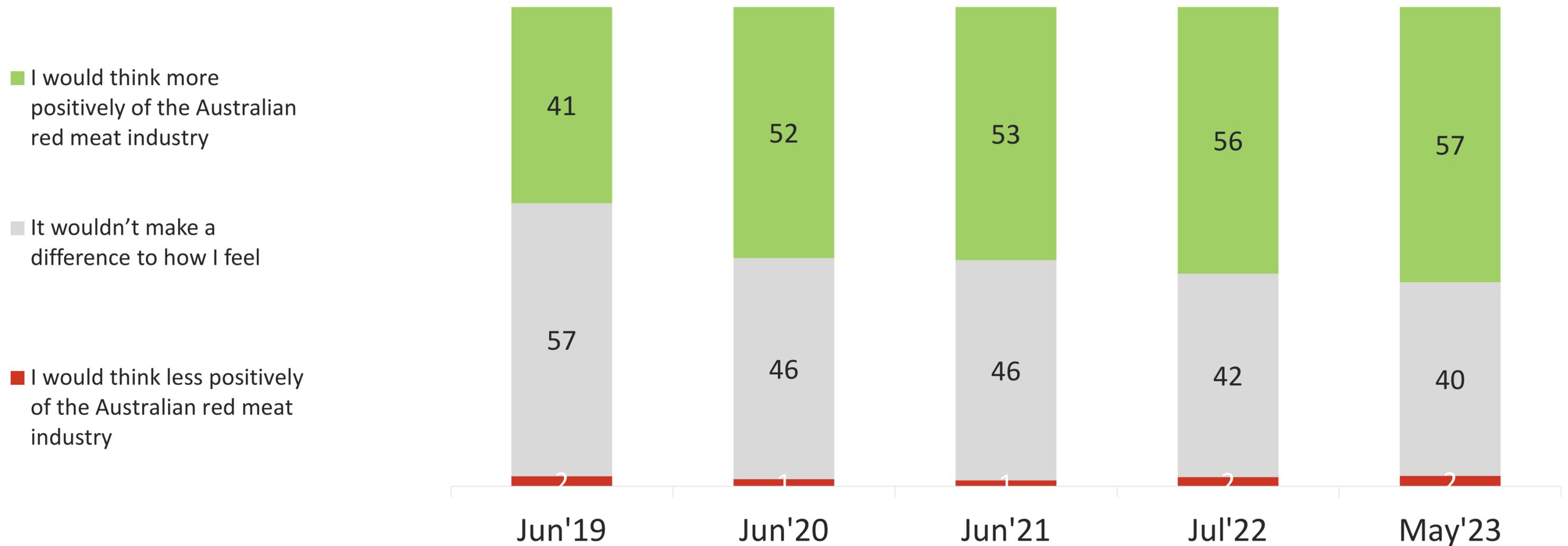
Drivers of industry trust (%)



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**

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(%)



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



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

CN30



Ambitious, Achievable



Goal was set in 2017



355 m ha



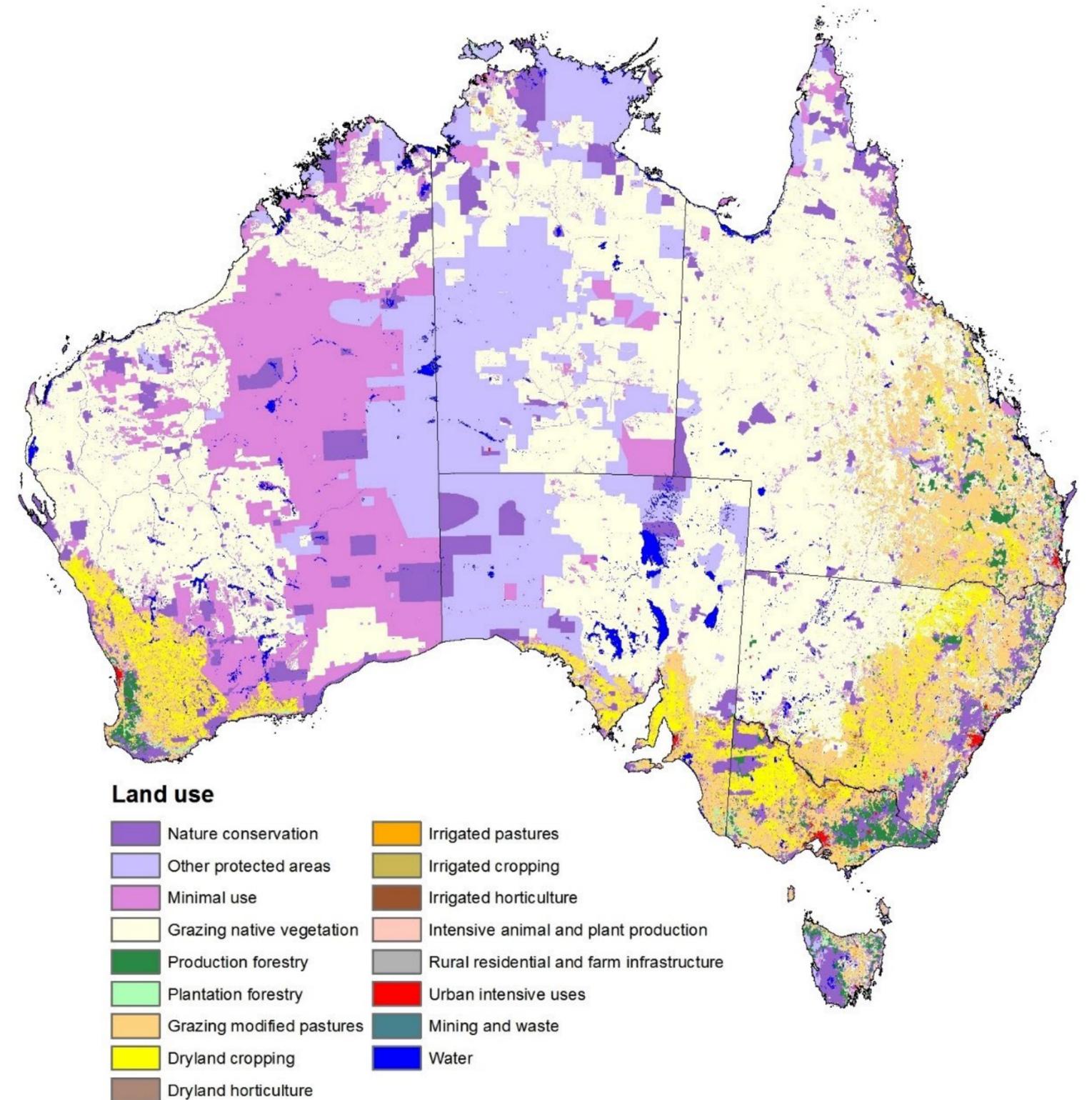
<8% landmass suitable for crops



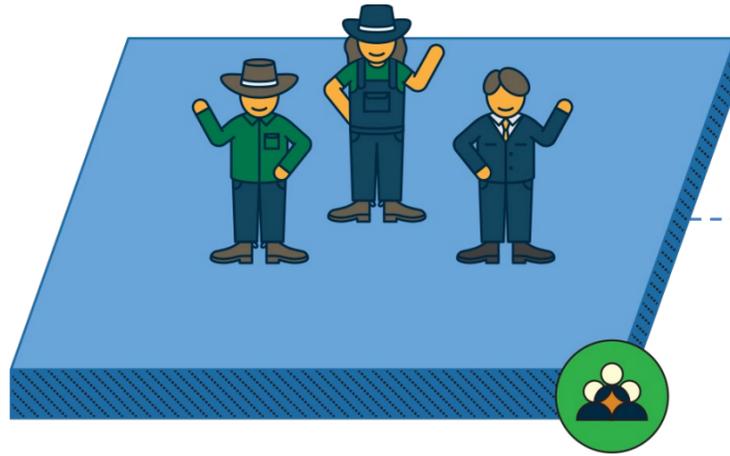
<1% intensive



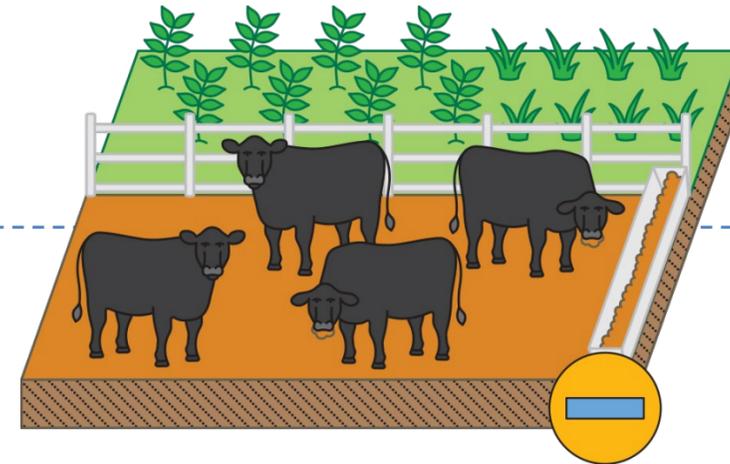
25 m cattle, 68 m sheep, 4 m goats



CN30 roadmap

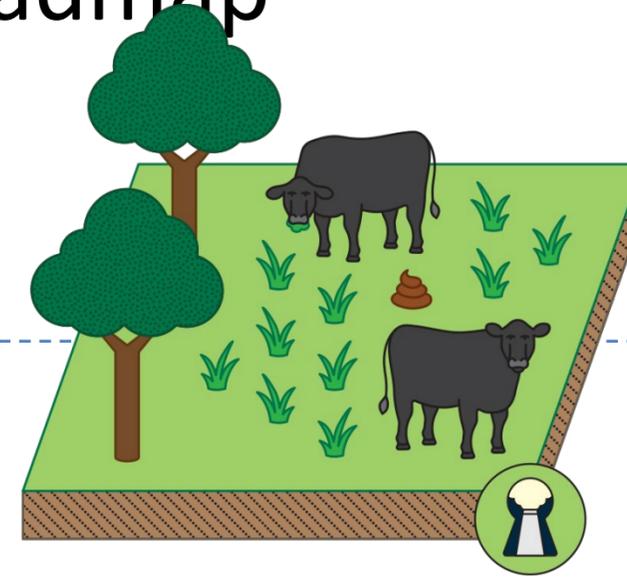


Industry leadership



GHG emissions avoidance

Grazing properties
Feedlots
Processing facilities



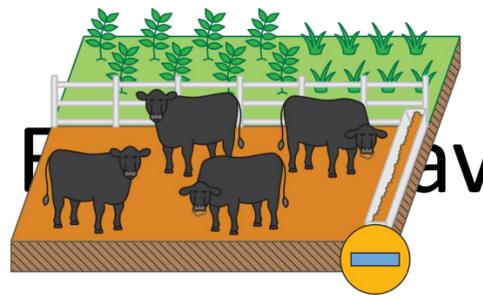
Carbon storage

Grazing properties



Integrated management systems

Rapid adoption
Carbon accounting
Measurement and reporting



- 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)**

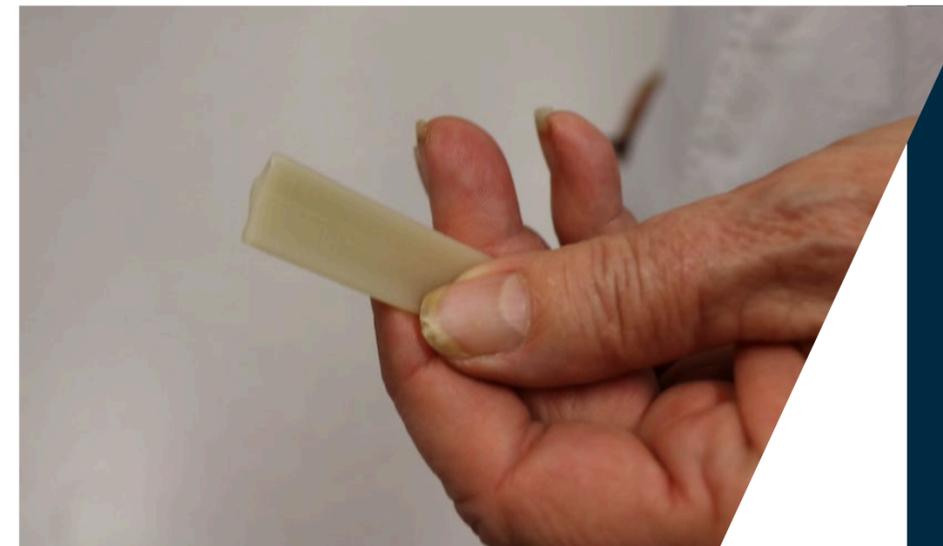
“Cows fed small amounts of seaweed burp 86% less in methane trial.”

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



Supporting producers



Carbon EDGE

Taking carbon from a concept to an action plan

Carbon EDGE is a new training program for the red meat industry. Understand the opportunities for emissions reduction and carbon storage in your livestock grazing business.

Use your own information to develop an action plan for your business.

Attending this workshop will help you learn:

- key terminology and concepts relating to greenhouse gases (GHG) within the red meat industry
- in-depth information on the practices to reduce and sequester GHG within a livestock grazing business
- weighing up opportunities and risks associated with generating carbon credits and how they can be used to benefit livestock businesses
- understanding carbon neutrality and how it aligns to your business goals
- developing a carbon action plan that incorporates practical, achievable strategies to meet your objectives.

Workshop inclusions

- guidance of expert deliverers
- individualised information and small group learning
- practical activities
- case studies, data and examples for your region
- a participant manual, templates and other handy resources to take home.

Who is the Carbon EDGE program for?

The program is for red meat producers who are looking to build on their understanding of carbon. The program aims to take participants from understanding to action planning. It is also suitable for advisors and other service providers.

Pre-workshop preparation

The design of the Carbon EDGE workshops recognises that everyone will be at a different starting point when it comes to carbon. However, it is highly recommended that participants complete pre-work before attending to get the best out of the program. This includes the eLearning modules available on MLA's Toolbox and a carbon account. Your workshop deliverer will be in touch to guide you through this process.

Carbon EDGE snapshot

Region: National
Industries: Grassfed beef, sheep and goats
Who's it for? Producers, advisors and other industry service providers
Course structure: Two-day workshop combining training and practical sessions
Course size: 12-20 people, no more than 15 people per deliverer



Bunbury, WA
19-20 October 2023

Hay, NSW
31 Oct-1 Nov 2023

Mackay, QLD
9-10 Nov 2023

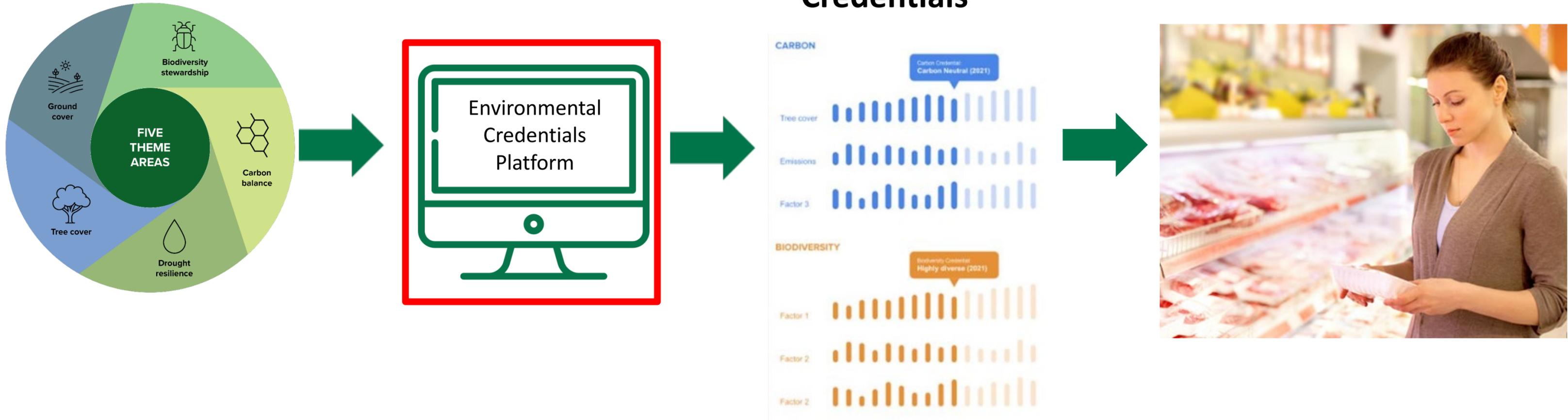
Alice Springs, NT
28-29 Nov 2023

Benalla, VIC
5-6 December 2023



\$750 ex GST per person
(discounted rate for pilot program)

Environmental Credentials



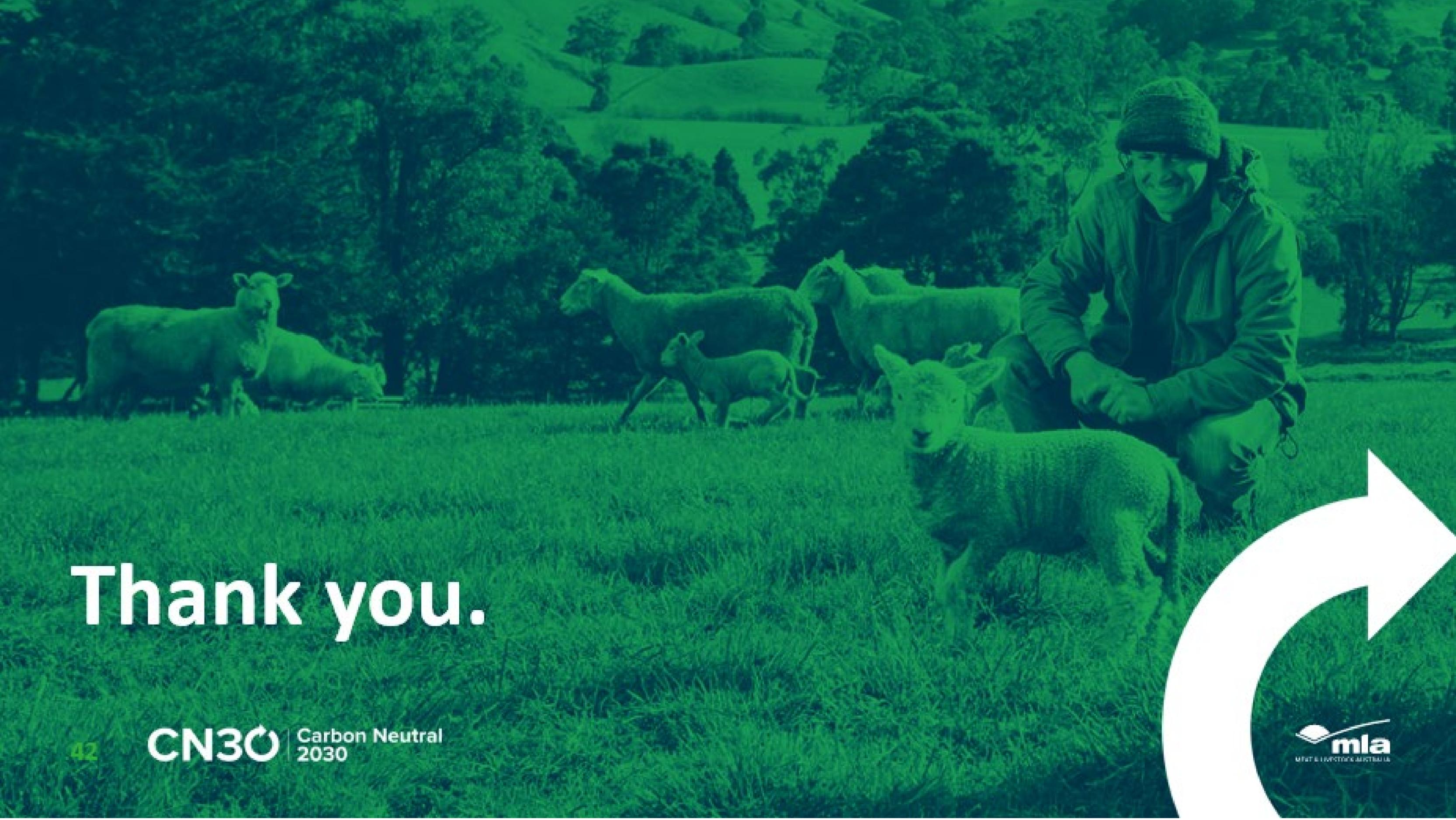
MLA carbon calculator

My Carbon Calculations
Consult, edit or create Carbon calculations.

[+ Start a new Carbon Calculation](#)

PROPERTY NAME	YEAR	 BEEF	 SHEEP	 CROP	ENTERPRISE TOTAL	ACTIONS
Sheep Farm Thu Feb 23 2023	2022-2023	- t -eCO2	- t -eCO2	- t -eCO2	- t CO ₂ -e / farm / year	  
Beef breeding block Thu Feb 23 2023	2022-2023	- t -eCO2	- t -eCO2	- t -eCO2	- t CO ₂ -e / farm / year	  

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Thank you.

