



**CATTLE**  
**AUSTRALIA**

**Australia's Beef Land Management**  
**and Biodiversity Commitment**

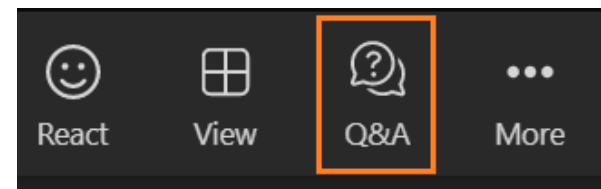




# Producer Webinar

Time	Topic	Presenter
1:00pm	Welcome and introduction	Ivar Bisseling – Cattle Australia
1:05pm	Key considerations & EOI process	Katelyn Lubcke – Cattle Australia
1:15pm	Definitions and impacts	David Hill – Clarkwood
1:30pm	Land Management Changes	Trudy & Lachlan Mace – Red Ridge Grazing
1:45pm	Q&A	Open Q&A
1.55pm	Thankyou	Ivar Bisseling – Cattle Australia

Submit questions via the Q&A function



# Background:

- Australian Beef Sustainability Framework- Industry Forum
- Rockhampton Roundtable – 50 industry representatives
- Cattle Australia leading the work





## COMMITMENT 1:

Develop a national industry definition on deforestation in the Australian context – to be used in the supply chain and financial institutions.



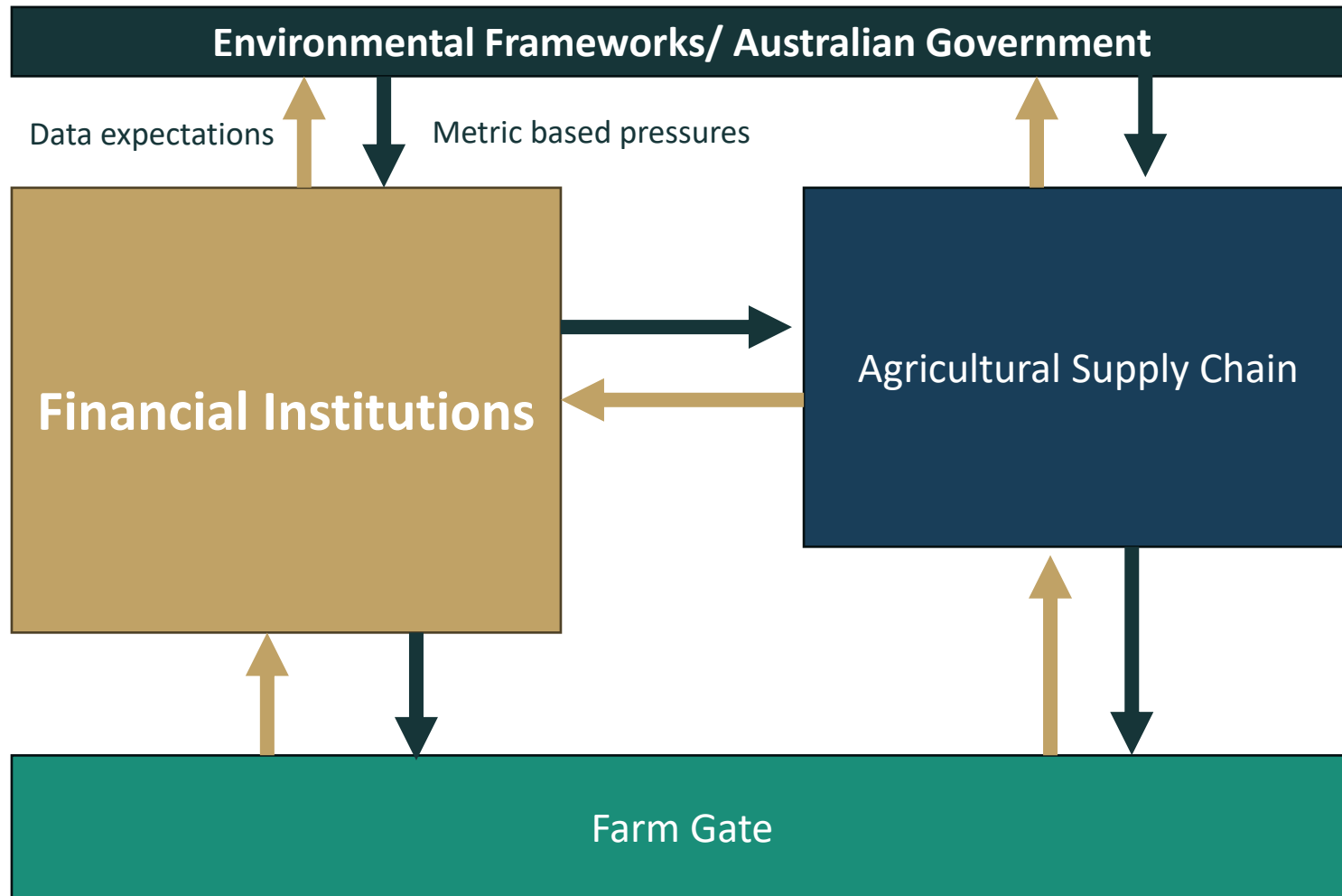
# The why:

- Urgency to deliver given commitments already made by companies
- Ability to challenge misinformation – ground truthing
- Market access
- Cost of compliance for producers
- Data that supports the industry
- Enabled land management
- Acknowledgement for our landscapes

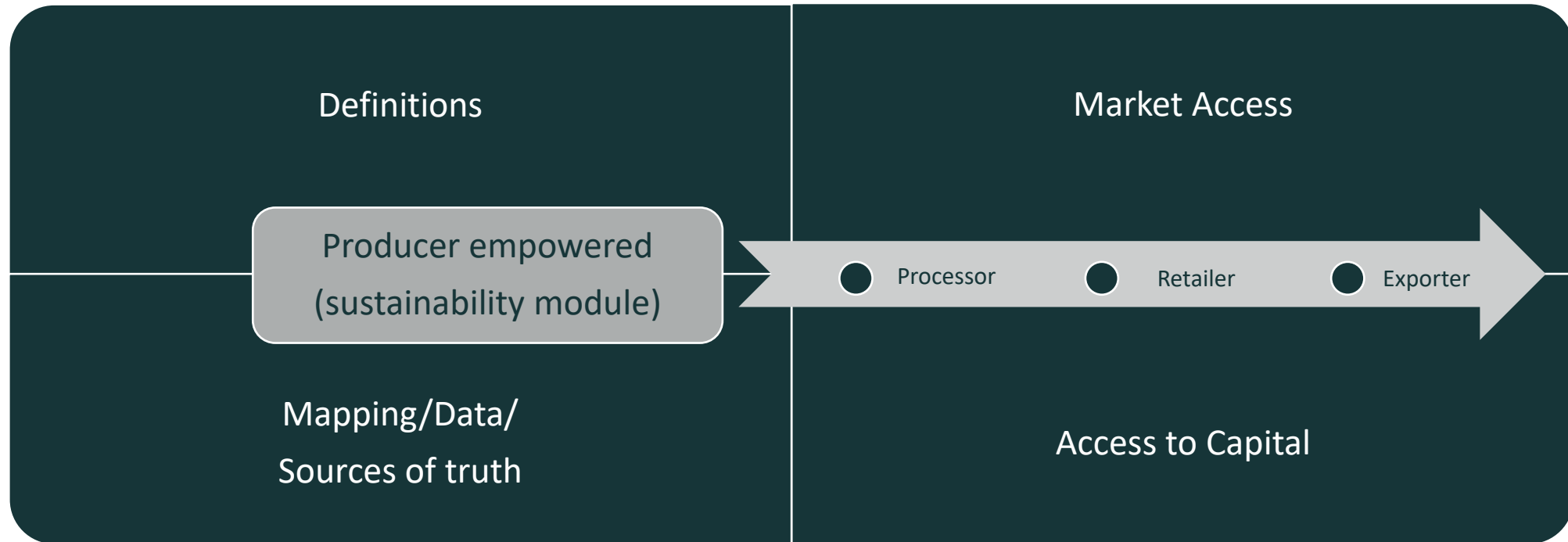




# Why is this important and why now?



# What success looks like:



# Scoping Consideration Process

## Key points:

- Definition is required by June 2024 - implementation of the EUDR in December 2024 and mandatory inclusion into the financial disclosure of climate reporting expected in 2025.
- Success = simplicity, clarity, and well-thought-out timelines for planning, adaptation, and adoption.
- Recognition of increased vegetation achievements, a deforestation target, and sustainable industry growth.
- Need for clarity of obligations, guideline development, mapping tools, and software.
- Alignment to legislation, awareness, and market or government incentivisation.
- Flexibility in definitions to be flexible in scope/intent given nature positive and biodiversity considerations.



# Scoping Consideration Process

## Concerns raised include:

- Cost of compliance
- Impact on land management
- Investor confidence & market credibility
- Lack of clarity
- Low confidence in data sources and ground truthing

# Proposal outline:

1. Develop a national definition of deforestation for the Australian agricultural context
2. Outline of the infrastructure to include - mapping and data requirements to support the definition
3. Provide consideration for future nature and biodiversity-related regulation to ensure a robust solution
4. Based on the proposed definition, provide up to 10 case studies/scenarios for impact assessment
5. Impact assessment on 5 case studies - stress test to ensure scoping consideration issues have been met
6. Provide a comprehensive list of risk and issues to implementing the proposed definition into the agricultural supply chain
7. Recommendations for achieving national and international approval of the definition, with the potential to be considered in co-ordinating the approval process

# How to be involved:

- Your participation today
- Stay up to date by registering on the Cattle Australia website to get updates on the project and look out for more webinars.
- Register your commitment to the Australian Beef Land Management and Biodiversity Commitment.
- Reach out to your Regional Consultative Committee member



# Clarkwood - David Hill



# Remanent multi species



# 5-year-old regrowth





# 10-year-old brigalow monoculture



# Clarkwood-David Hill







# Our Sustainability Story

Lachlan & Trudy Mace  
TOORILLA, STANAGE



HEIFER MATED AT 12 MONTHS,  
CALVED AT 2YRS





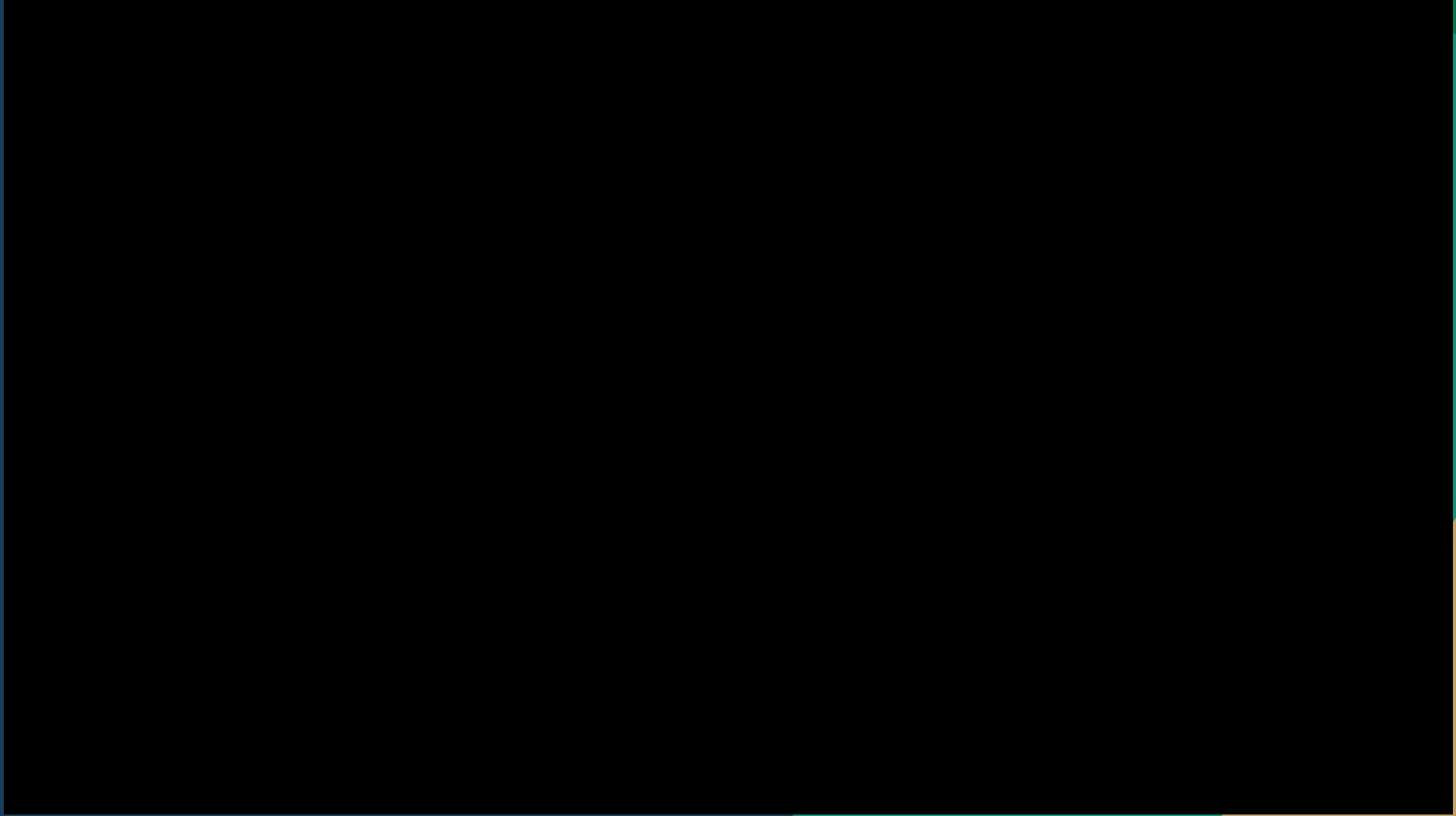
Story began  
in  
SEPTEMBER  
2006

- FAMILY OPERATION
- LANDSCAPE & GRAZING MANAGEMENT
- BIO-DIVERSITY
- INFRASTRUCTURE
- CATTLE GENETICS & HUSBANDRY
- DATA

# FAMILY OPERATION

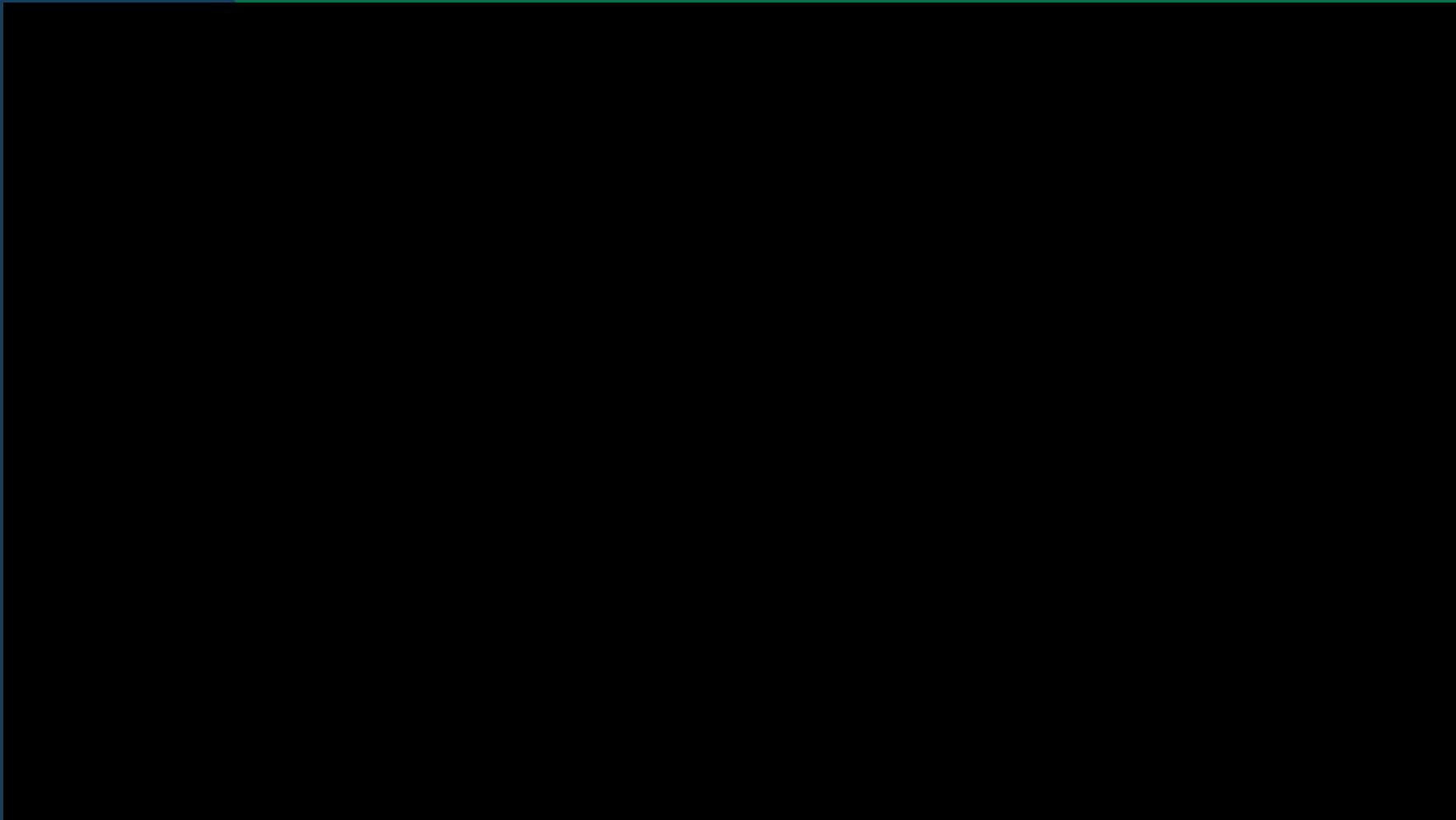


# LANDSCAPE

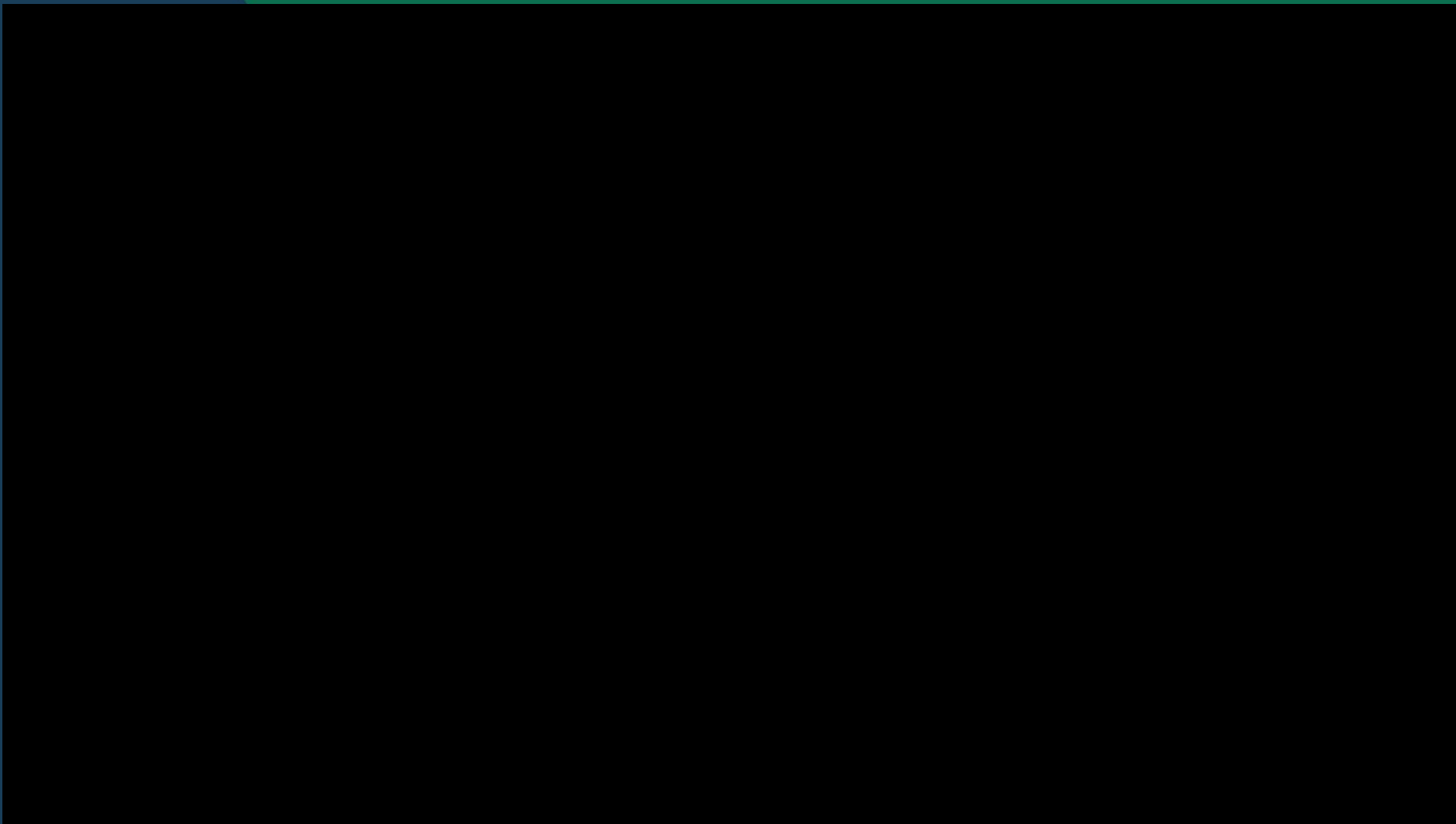




# INFRASTRUCTURE



# CATTLE

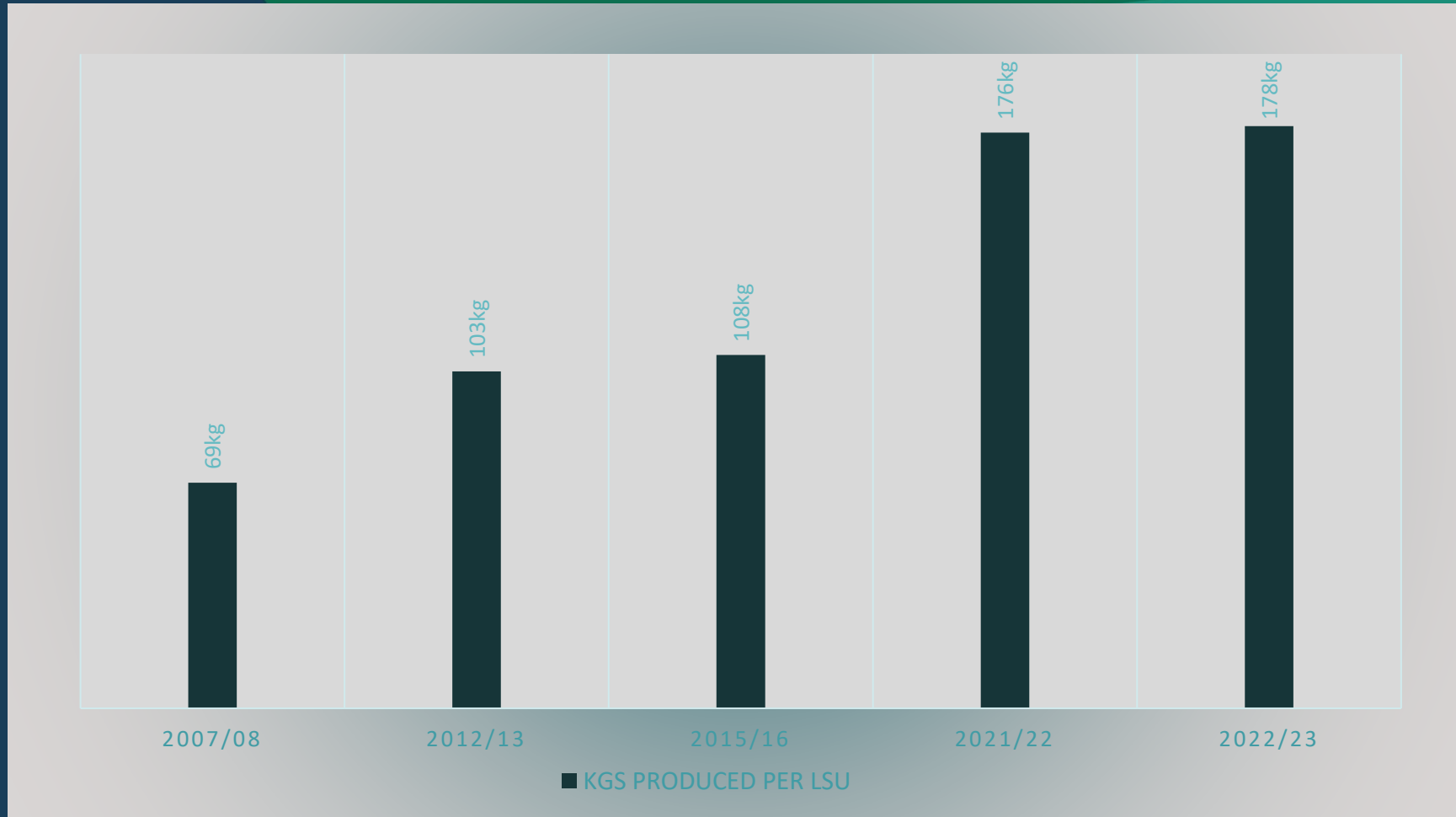


# BIODIVERSITY





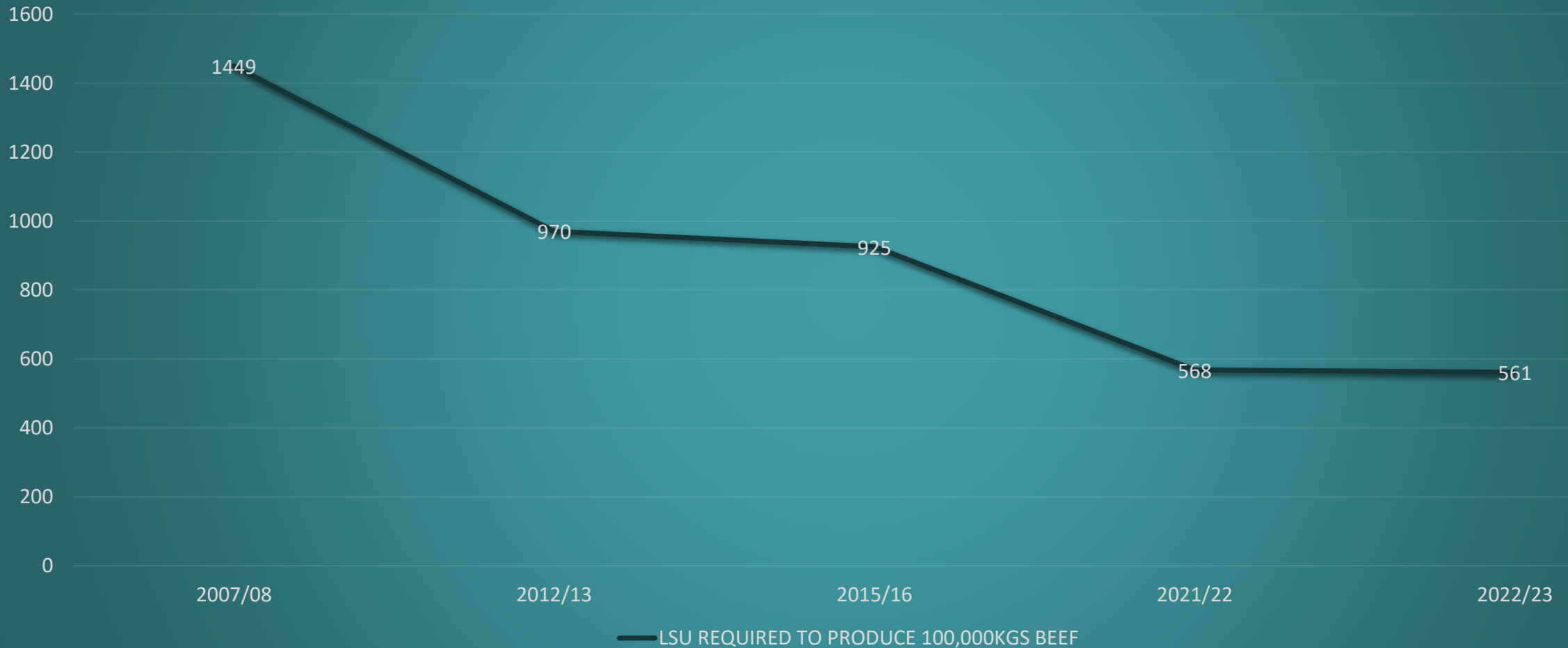
# RED RIDGE GRAZING WHOLE OF BUSINESS PRODUCTION DATA - ANALYSED BY RCS USING PROFIT PROBE



*ProfitProbe™ is RCS's agricultural business analysis and benchmarking tool which has been in operation since the early 90's. ProfitProbe™ uses management accounting to better understand production and economic outcomes, allowing for more informed decision-making and improved business performance. Individual data within this report is based on information provided by the client which has been analysed and reviewed by an RCS analyst.*

# PRODUCTIVITY

## LSU REQUIRED TO PRODUCE 100,000KGS BEEF

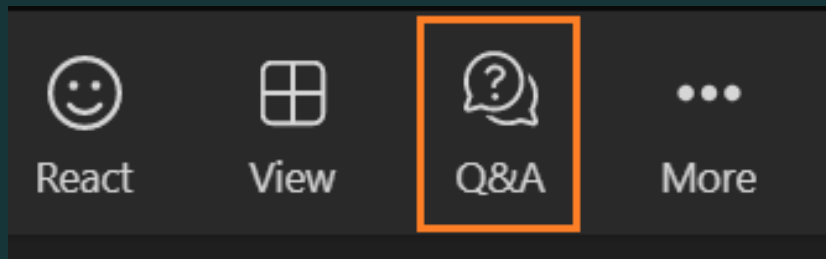


# In conclusion

- The model we utilise is a way to increase productivity in a cattle herd not a way to increase overall production
- The animals you are running need to have the best nutrition possible so that their individual genetic potential can be expressed e.g., growth or fertility
- The collection of data enables baselining across a business which enables the measurement of improvements.
- Production improvements have been driven by improved fertility, MSA compliance and managing for unproductive LSUs.



# Questions and Answers





An aerial photograph of a river with a large herd of cattle swimming in the water and on the bank. The background shows a dry, grassy landscape with scattered trees.

**Thank you for attending**

**Further information:**

**[Cattle Australia website](#)**

**OR**

**[environment@cattleaustralia.com.au](mailto:environment@cattleaustralia.com.au)**



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