

# Land Management Commitment Advocacy Position

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Domestic and international markets are increasingly seeking assurances on the sustainability credentials of Australian beef production.

The Land Management Commitment (LMC) provides this assurance specifically for land management practices undertaken by grass-fed beef producers; securing the production of food and fibre with positive environmental and social outcomes in the Australian context.

To ensure trust and cooperation with government, both domestic and overseas, financial institutions, and supply chain partners, the LMC provides policy that is internationally credible, regionally appropriate and must be consistently applied.

**Internationally credible.** This LMC policy aligns with recognised global definitions and frameworks ensuring trust between countries, trading partners and consumers. For producers and supply chain partners this means access to international markets that demand sustainable products. For financial institutions it reduces risks and attracts sustainable investments. Consistent standards simplify compliance, ensuring producers meet global buyer and investor requirements.

#### To progress the Australian beef industry requires:

- **Australian government** to advocate on the international stage for countries to accept the equivalency of the LMC policy and the Australian vegetation laws, mapping and agricultural land management practices it represents

- **Financial institutions and supply chain partners** to utilise the LMC policy to communicate and comply with the expectations of the global environmental frameworks, investors and shareholders
- **CA, supply chain partners, financial institutions, RDC's and governments** to advocate, engage and communicate as one powerful Australian voice to global consumers on the way agricultural land is managed sustainably in Australia securing high-quality nutritious beef for consumers worldwide, intrinsically linked to positive environmental and social outcomes in the regional and local context

**Regionally appropriate.** This LMC policy is tailored to local ecological, social, and economic conditions which ensures practical measures that fit existing agricultural land management practices and regulations. This promotes further adoption of best management practices by producers who recognise the LMC to enhance beef production while protecting local ecosystems.

#### To progress the Australian beef industry requires:

- **Australian government** to manage an accurate and up-to-date (updated annually) national dataset to demonstrate through satellite mapping, agricultural land use, nature and biodiversity
- **Australian, State and Territory governments** to empower strategic agricultural growth through sustainable development plans that detail strategies to ensure food security, regional economies, communities and local ecosystems are not compromised

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- **Industry, financial institutions and supply chain partners** to ensure there are commercial market benefits for the provision of data concerning land management practices and provide support to producers in understanding market opportunities and information requirements
- **Meat and Livestock Australia (MLA)** to:
  - » research the role ruminants play to improve environmental outcomes including full carbon cycle and biodiversity
  - » prioritise adoption of best land management practices in the MLA Strategic Plan 2026 – 2030
- **Industry** to further engage actively with our communities and First Nations people

**Consistently applied.** This LMC policy ensures uniform adoption and that all participants adhere to the same standards, maintaining transparency and integrity. This simplifies implementation for producers, as they do not have to navigate different standards and data requirements from multiple organisations. It also facilitates monitoring and verification, ensuring credible sustainability claims and reducing administrative burdens.

**To progress the Australian beef industry requires:**

- **Australian government** to provide accessible incentives like the Emissions Reduction Fund (ERF) and the Nature Repair Market, and together with **industry, financial institutions and supply chain partners** develop metrics and methods to demonstrate land management and biodiversity credentials
- **Australian government** to appropriately resource and prioritise the active management of National Parks and conservation areas to reduce the likelihoods of negative environmental and biodiversity impacts
- **Australian, State and Territory governments** as the regulator, to ensure ongoing enforcement of compliance with vegetation laws and the protection of agricultural land use

- **Industry together with Integrity Systems Company** to:
  - » develop further market claims through the setting of language standards and ensure there are simple mechanisms that evidence market claims
  - » develop a sustainability module within the Livestock Production Assurance (LPA) program
- **Everyone** to better educate the next generation of beef consumers and people in urban regions on the role producers play in managing agricultural land, local ecosystems and its biodiversity

## Snapshot Land Management Commitment Policy

- Agricultural land is land that is used for the production of food and fibre including the grazing of livestock
- Agricultural land is defined and demonstrated under the National Australian Land Use Management Classification (ALUM) system. For the production of grassfed beef in Australia, the majority is produced on Classification 2 land type: Production from Relatively Natural Environments, grazing native vegetation
- Forest means an area, that is dominated by trees having a stand height exceeding 2 metres and crown cover of 20% or more, excluding land that is predominantly under agricultural use including the grazing of livestock
- Deforestation is the illegal clearing of trees on land, used for agricultural and non-agricultural purposes, that violates vegetation management laws and where trees exceed forest thresholds
- Cattle Australia does not endorse or support activities that violate environmental and biodiversity legislation or that jeopardises market access

The full CA Land Management Commitment strategy, including industry support materials and decision tree, is available on the CA website at [www.cattleaustralia.com.au/land-management/](http://www.cattleaustralia.com.au/land-management/)