

# From Method to Market project

Unlocking ecosystem service opportunities for livestock producers

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# Public perception

Greenhouse gas emissions from the Australian red meat industry have

**FALLEN  
57%**

since 2005<sup>1</sup>.

The Australian red meat industry's contribution to national emissions has

 **MORE THAN  
HALVED**

from 21% in 2005  
to 10% in 2017<sup>2</sup>.



Red meat + Manufacturing

**THE ONLY  
MAJOR SECTORS**  
in the Australian economy to  
**REDUCE EMISSIONS**

since 1990, with red meat making  
by far the greatest reduction<sup>3</sup>.

Red meat producers manage



Most of this land isn't suitable for crop  
production – in fact, < 8% of Australia's  
land mass is suitable for cropping<sup>4</sup>.

# Red meat sustainability targets



**Australian Beef**  
*Sustainability  
Framework*



**Carbon Neutral  
2030**

# Environmental credit markets

Government funded



REEF  
CREDIT

THE LAND  
RESTORATION  
FUND

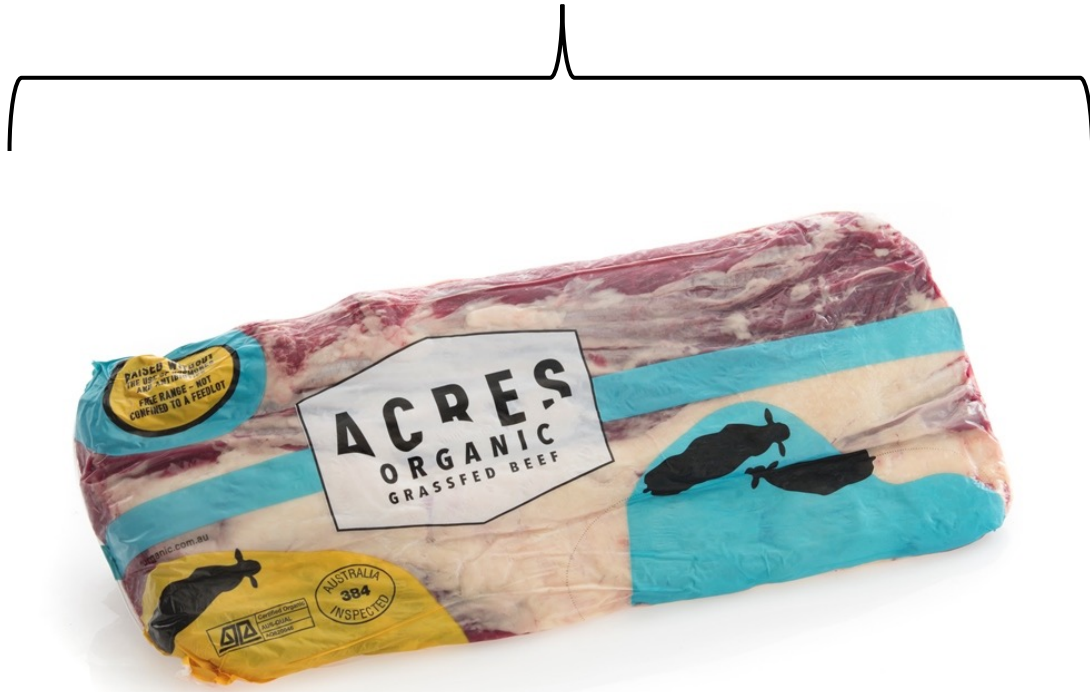
Agriculture Biodiversity  
Stewardship

Carbon + Biodiversity Pilot  
Enquiries can be made by email at [agstewardship@ffwe.gov.au](mailto:agstewardship@ffwe.gov.au).

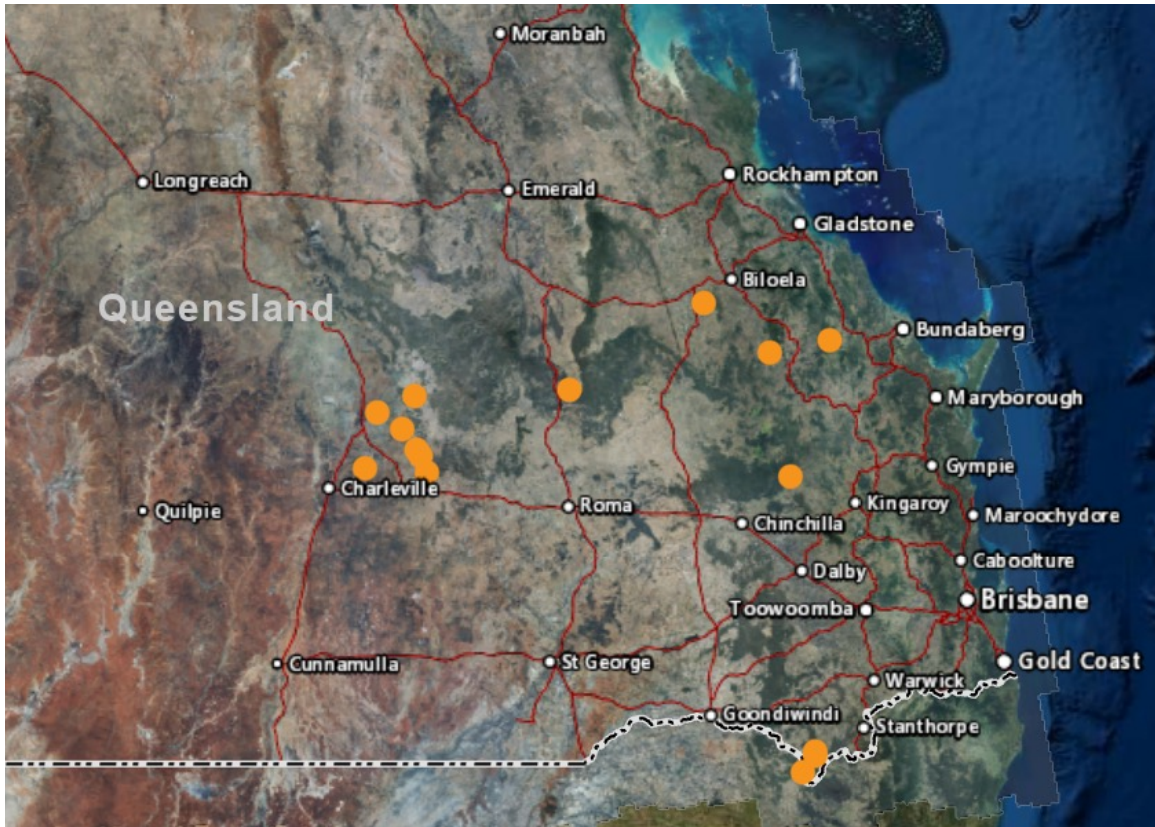


# Environmentally friendly red meat

Premium red meat market



# Grazing business partners





# Sustainability on a page

## Natural capital

Crop and  
pasture  
production  
(kg/ha)

Land  
condition  
Average annual  
groundcover from  
1990 – 2021 (%)

Native woody  
vegetation  
(% of  
property)

Native pasture  
(% of  
property)

Native fauna  
(species  
observed)

## Animal performance

Average age  
at first joining  
(years)

Conception,  
weaning rate  
(%)

Cow, calf loss  
(%)

Average  
weaning  
weight  
(kg)

Production  
efficiency  
(kg LWG/AE)

## Grazing business performance and economics

Whole farm  
carbon  
account  
(t CO<sub>2</sub>e/AE)

Average price  
received  
(\$/kg)

Cost of  
production  
(\$/AE, \$/kg)

Gross margin  
(\$/AE, \$/ha)

Return on  
assets  
(%)

# How will M2M contribute?



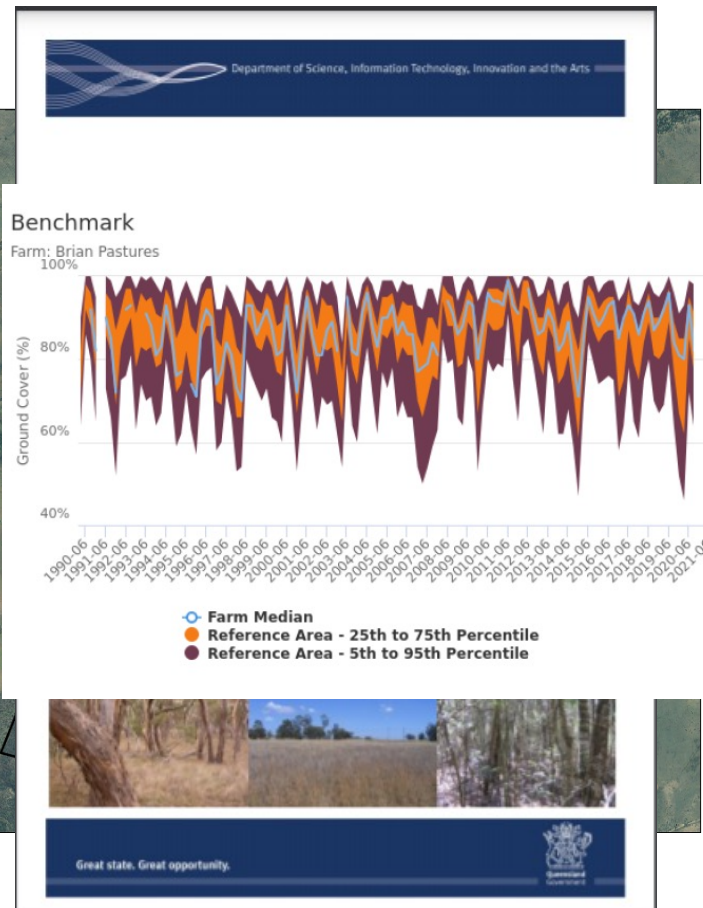
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# How will M2M contribute?



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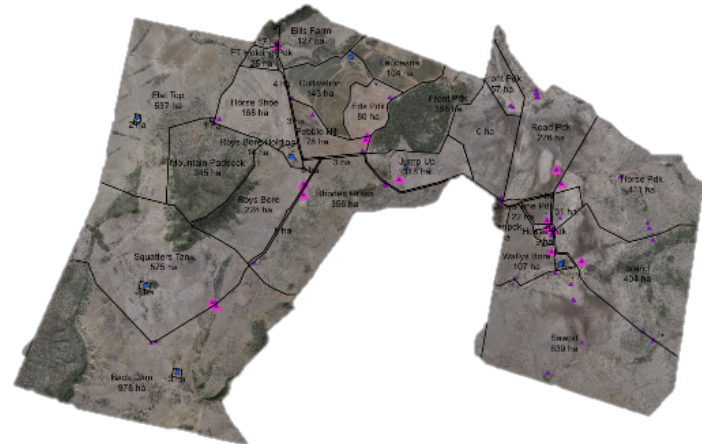
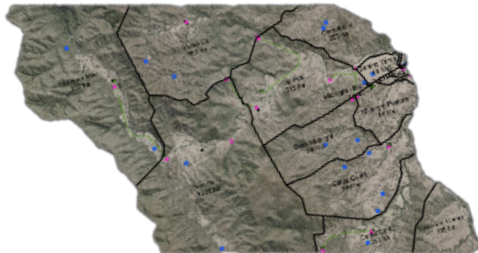
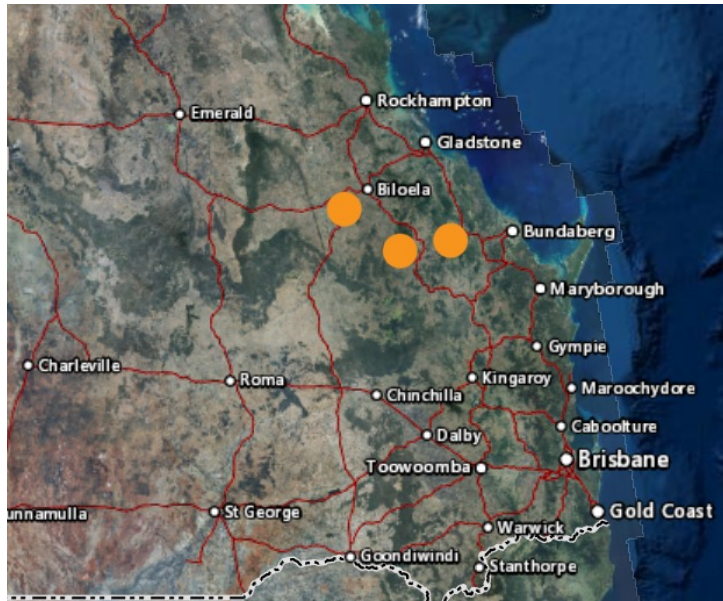


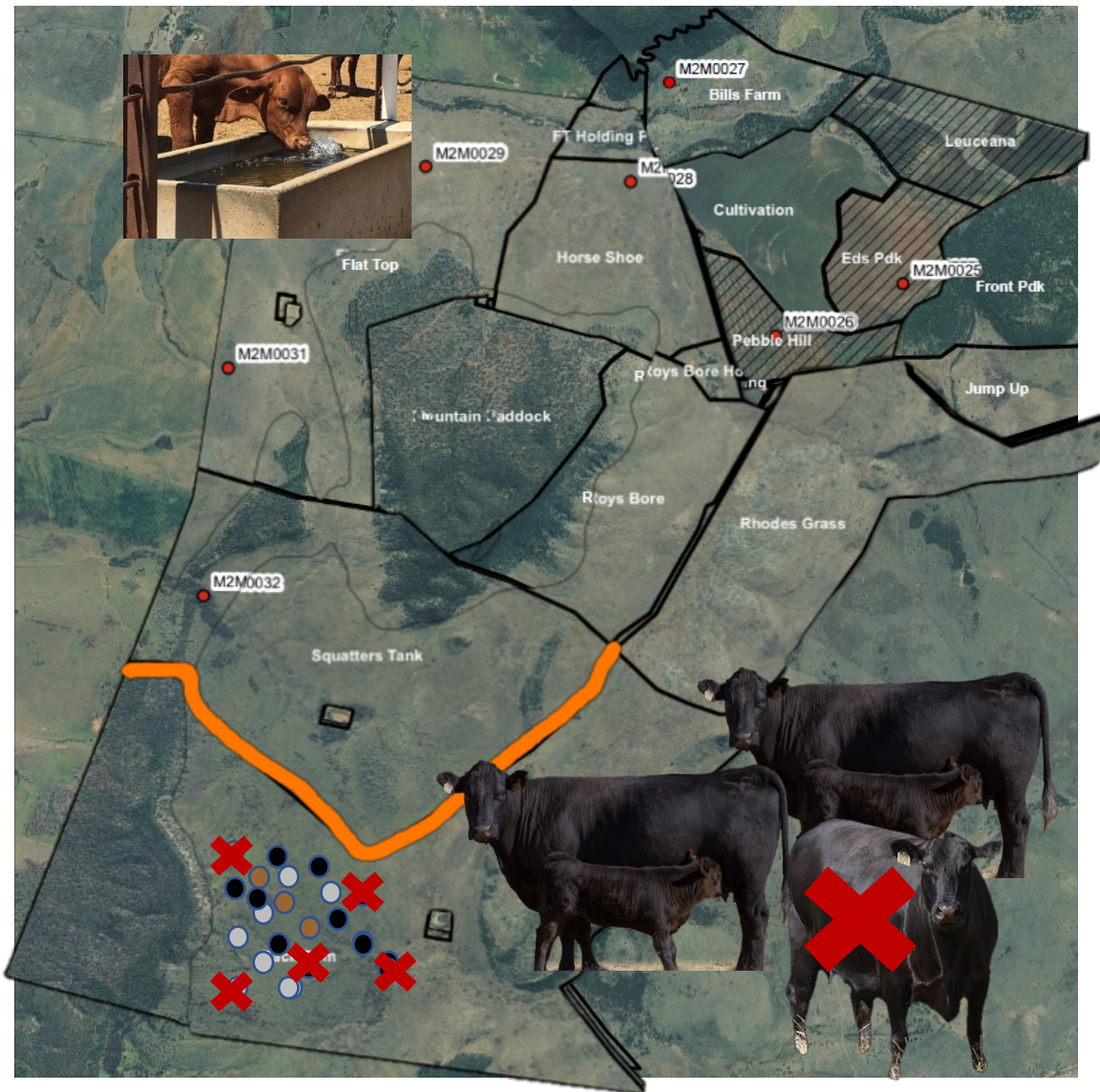
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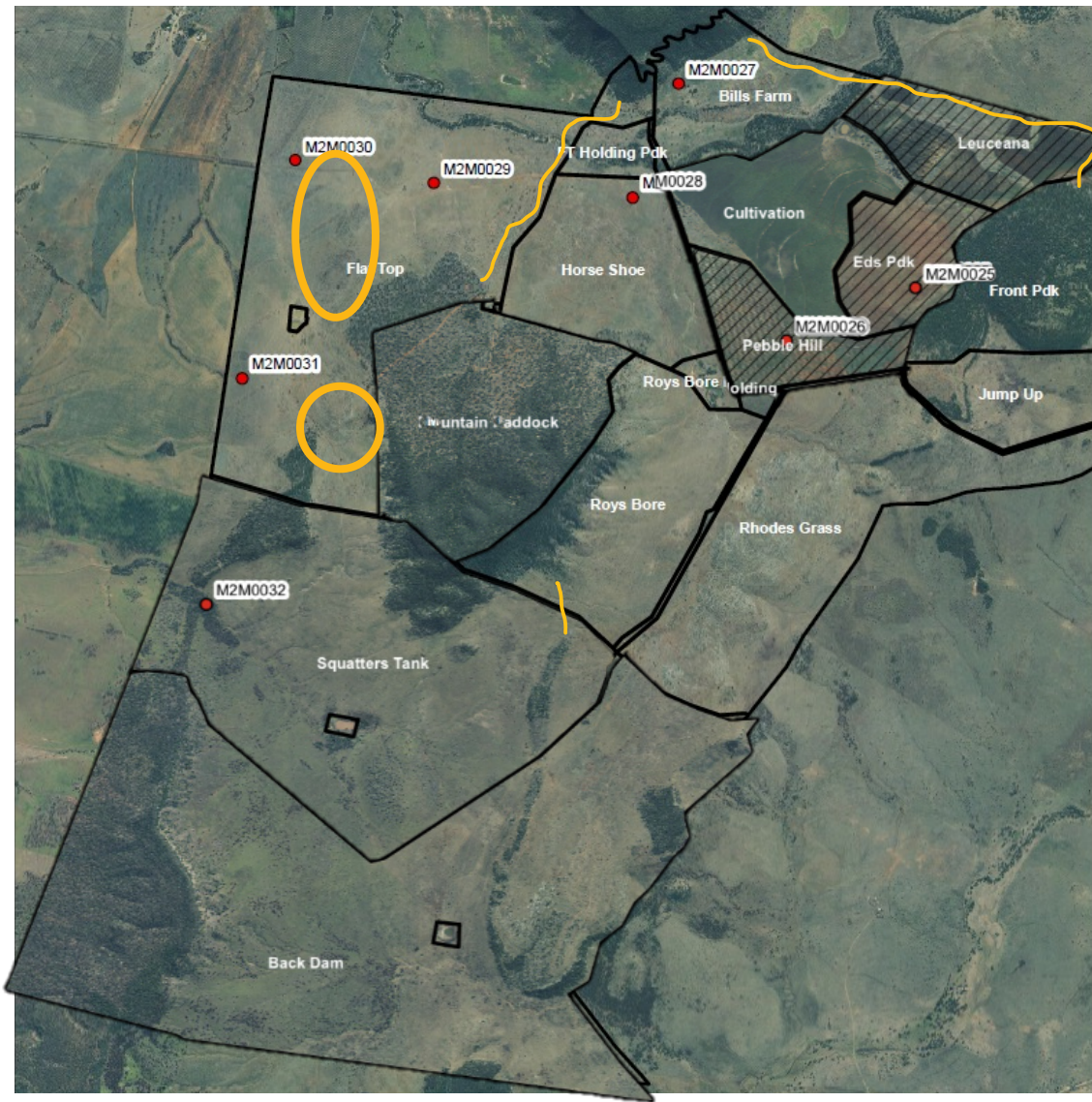
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# Business scale









# How will M2M contribute?



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## CARBON NEUTRAL 2030 GRAZIER NETWORK



### Registrations are now open for the Carbon Neutral 2030 Grazier Network

The 'Carbon Neutral 2030 Grazier Network' will provide the latest tips and information on positioning your business to take advantage of the rapidly evolving world of environmental markets and certification schemes. Participants will receive quarterly updates on the latest research findings, links to relevant and scientifically verified media articles and the opportunity to be involved in future research projects. Group members will be encouraged to share their experiences, ask questions and learn from each other's experiences.

Key aims of the Carbon Neutral 2030 Grazier Network:

- Identify business records that enable calculation of current and historic emissions from livestock businesses.
- Help participants identify their current environmental position by improving their knowledge of available tools and technologies.
- Provide a central location for media articles on international red meat carbon policies.
- Identify graziers who are interested in being involved in future on-farm carbon neutral and biodiversity orientated projects.
- Answer members questions about environmental markets in the quarterly newsletter.

#### What's in it for you?

- The latest on targeted research helping to cement the foundations for graziers to participate in globally recognised 'low carbon', 'carbon neutral', 'biodiversity friendly' and 'zero deforestation' red meat markets.

- Resources to help position your business to become 'low carbon' or 'carbon neutral'.
- Have your questions about environmental markets answered.
- Learn about other graziers' experiences.
- The opportunity to participate in data collection to support the development of remote sensing tools and technologies in your region.

Members of the 'Carbon Neutral 2030 Grazier Network' must:

- Be interested in the implications of carbon and environmental policies.
- Be a constructive and active participant.
- Be willing to ask questions via the network email.
- Be willing to share your own experiences as 'Grazier Submissions' in our quarterly newsletter – assisting peer-to-peer learning.

#### How to apply

To apply to be a part of the Carbon Neutral 2030 Grazier Network, [click here](#).

The Carbon Neutral 2030 Grazier Network is proudly brought to you by the 'From Method to Market' project team. The 'From Method to Market' project is jointly funded by Queensland Department of Agriculture and Fisheries, the Queensland Government's Land Restoration Fund, CIBO Labs and Meat & Livestock Australia. Email us at [carbon@daf.qld.gov.au](mailto:carbon@daf.qld.gov.au) for more information.



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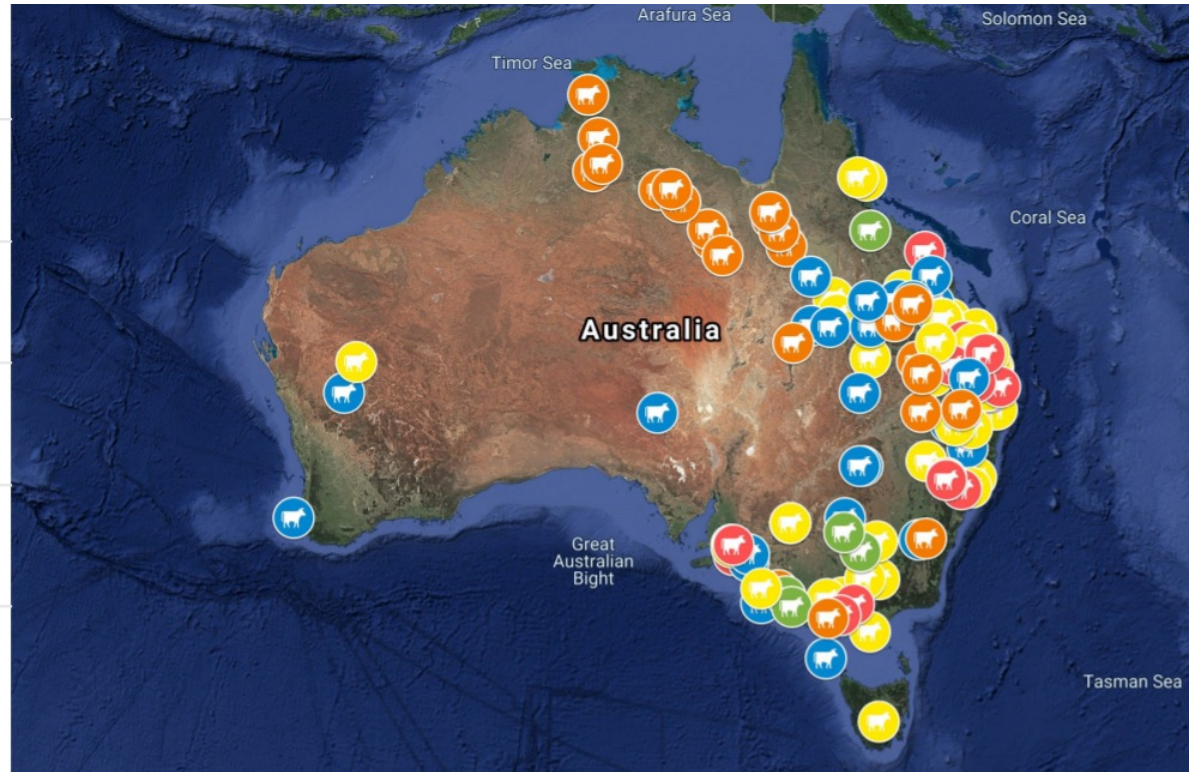
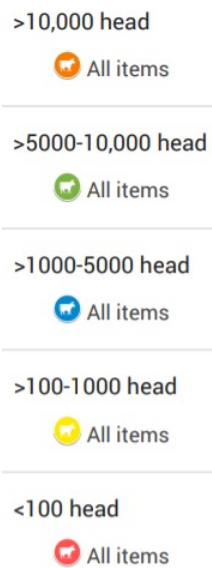


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# Network reach

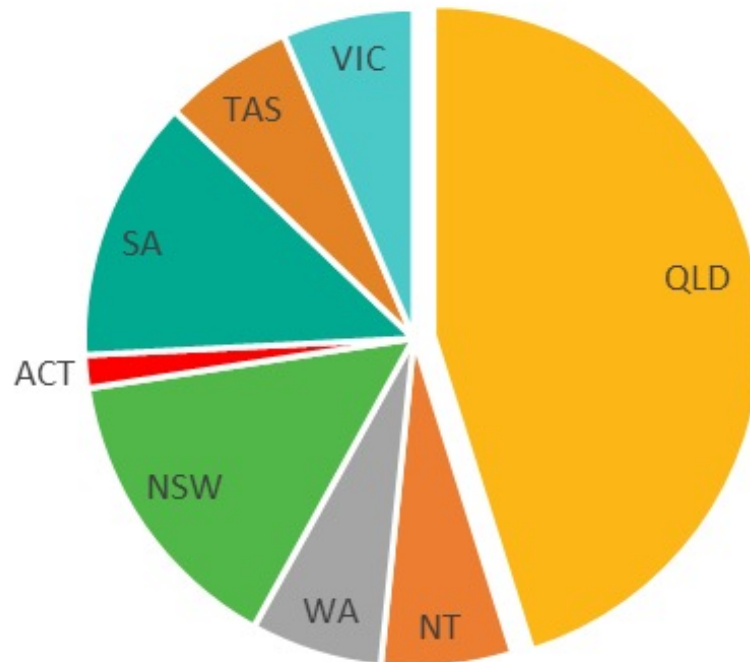




# Network reach

- Cattle producers (70%)
- Self-replacing herds (55%)
- Not using sustainable grazing technologies to help manage their grazing business (61%)
- Interested in knowing their carbon footprint (97%)
- Selling to feedlot (35%) or grass-fed (38%) markets
- Not currently involved in existing ecosystem service markets (79%)

# Network reach



**Advisor state/territory of origin.**

**Thank you for having us!**

