



26 July 2019

Consumer demands
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What they mean for on-
farm production practices

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Who is the consumer?



Family



Fitness



Health

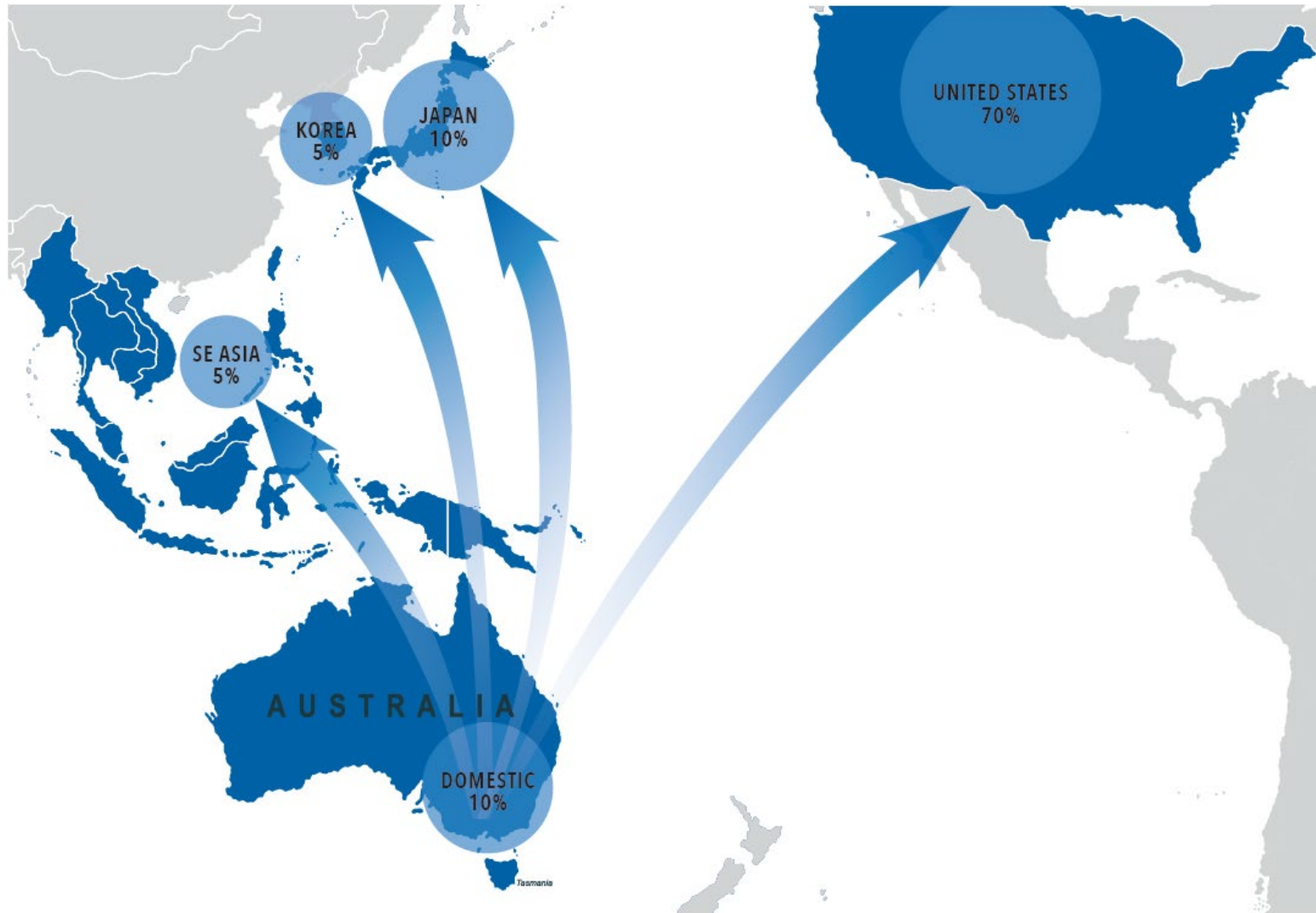
Consumer demands



A word cloud on a white rectangular background, tilted slightly to the right. The words are in various shades of blue and black, with different font sizes. The most prominent words are 'price', 'quality', 'welfare', 'sustainability', 'environment', and 'traceability'. Other words include 'antibiotic-free', 'non-GMO', 'health', 'grass-fed', 'green', 'nutrition', 'provenance', 'transparency', 'natural', 'hormone-free', 'consistent', and 'clean'.

antibiotic-free
environment
sustainability
welfare
price
quality
traceability
provenance
non-GMO
health
grass-fed
green
nutrition
clean
consistent
hormone-free
transparency
natural

Key markets



Key customers



Certification



Third Party Audited & Assured



RED MEAT UPDATES
TASMANIA

On farm



Own the story



What's next?



2019 Australian Beef Sustainability Annual Update



Australian Beef
Sustainability
Framework

