

# RED MEAT UPDATES

## T A S M A N I A

25 JULY 2025 | LAUNCESTON

336

ATTENDEES

63%

of attendees were  
red meat producers

Together, surveyed red meat  
producer attendees manage  
approximately:



105,635 CATTLE



473,130 SHEEP

### TOP 3 PRESENTATIONS

as voted by attendees

 **Macro trends, global markets and growth areas for red meat**  
- Simon Quilty, Global AgriTrends

 **Using on-farm data to drive innovative, operational practice changes**  
- James Knight, Sisters Pastoral

 **MLA Update**  
- Michael Crowley, Managing Director, MLA

### WHAT DID ATTENDEES THINK?

8.9/10  
EVENT VALUE

8.9/10  
EVENT SATISFACTION



#### INCREASED AWARENESS IN:

 **TOOLS AND RESOURCES: 8.1/10**

 **RESEARCH PROJECTS AND PROGRAMS 7.9/10**

 **TRAINING OPPORTUNITIES: 7.5/10**

### WHAT'S NEXT?

Out of all surveyed attendees:

FOR MORE INFORMATION  
AND RESOURCES VISIT

[redmeatupdates.com](https://redmeatupdates.com)

74%

INTEND TO  
FOLLOW  
UP/ACCESS A  
TOOL/RESOURCE

46%

INTEND TO  
PARTICIPATE  
IN A TRAINING  
ACTIVITY

56%

INTEND TO  
MAKE A  
PRACTICE  
CHANGE