



**The Hon. David Littleproud MP**  
**Minister for Agriculture, Drought and**  
**Emergency Management**  
**Deputy Leader of the Nationals**

**M E D I A R E L E A S E**

Tuesday, 2<sup>nd</sup> September 2020

**Meat Industry dials up traceability efforts**

- **The Australian Government is investing in a pilot study proposed by the meat processing sector into the use of electronic ID readers.**
- **Sheep and goat processors are the focus of the Australian Meat Industry Council project.**
- **Enhanced supply chain traceability reinforces Australia's status as a trusted source of clean, green and safe produce.**
- **In 2018/19 Australia exported \$2.63 billion in lamb meat, \$1.24 billion in mutton and \$171m in goat meat**

The Australian Meat Industry Council is launching a pilot study into the use of electronic radio frequency identification device readers in the sheep and goat sector.

Minister for Agriculture David Littleproud said while the use of radio frequency identification devices in sheep and goats is not mandatory, except in Victoria, a growing number of producers in other states are also using them.

“The meat processing sector will look at how they might work with producers to maximise the potential benefits of this technology, where it is used,” Minister Littleproud said

“The project across sheep and goat processors in New South Wales, Western Australia and South Australia will investigate how processors can maximise the benefits of electronic radio frequency identification devices.

“It will help processors understand the various types of readers currently available, their technical capabilities and performance.

“The project will explore opportunities for related systems improvements such as software upgrades, digital recording and processing of animal health information, market access requirements, provenance and supply chain integrity.

“The Australian Government is contributing \$255,000 towards the project through the \$7 million Traceability Grants Program.

“Modern, accurate, and timely systems that can provide strong assurances to our trading partners and consumers that our fantastic produce is of the highest quality and safety standards are important for all of the agricultural products we export.

“An important element of consumer trust is our ability to trace products through supply chains and we know trust is an increasingly valuable currency in these challenging times.

“Building more awareness about just how safe and healthy Aussie produce means more opportunities to export and more dollars for our farmers.”

For more details click on Traceability Grants Program web page [here](#)

**Fast Facts:**

- **The Traceability Grants Program supports industry projects that will enhance our agricultural supply chain traceability systems including technologies that digitise information flow.**
- **The program also aims to increase opportunities to export Australian commodities.**
- **The Traceability Grants Program will invest \$7 million in grants over two rounds until June 2023.**

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