

MLA launches Environmental Credentials platform at Beef Australia

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The new Environmental Credentials platform for the Australian red meat industry has been launched this week at Beef Australia in Rockhampton.

The new platform, developed and released by Meat & Livestock Australia (MLA), provides a resource for red meat producers to compile their environmental sustainability data, engage in learning and share their credentials along the supply chain.

This project was funded by a Federal Government's Smart Farming Partnerships grant and developed by a consortium with WWF Australia and the University of Queensland. It allows producers to demonstrate their sustainable on-farm practices with end users such as processors, retailers, banks or governments.

According to MLA's Project Manager for Environmental Markets and Sustainability Jenny Lim, more than 50 beef producers and supply chain participants were involved in designing the platform.

“Through this consultation phase, five core themes were decided on based on the Australian Beef Sustainability Framework (ABSF). They were biodiversity, ground cover, tree cover, carbon balance and drought resilience,” Lim said.

“The group indicated that they need a low-to-no cost, voluntary and approachable option to share sustainability data.

“The platform integrates satellite imagery technology, self-guided learning modules and self-assessment checklists. It can help producers to generate reports, while also ensure that users have full control over their data.

â??The platform comes following demands for sustainability data from the supply chain to be more accessible and through making it more accessible this reduces the data burden on producers.â??