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MLA Secures Australian Government Funding to Unlock Growth Opportunities for Sheepmeat in India

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Meat & Livestock Australia (MLA) has secured a $250,000 grant through the Australian Government's Centre for Australia-India Relations (CAIR) Maitri Grants Program to accelerate the development of India's sheepmeat market and create new commercial opportunities for Australian sheepmeat producers.

The funding will support MLA's India–Australia Red Meat Innovation & Excellence Program, a three-year initiative designed to strengthen Australia's position in one of the world's largest and fastest-growing consumer markets by improving retail capability, building industry partnerships and increasing awareness of Australian sheepmeat among Indian businesses and consumers.

India's growing middle class, rising disposable incomes and expanding modern retail sector present significant long-term opportunities for Australian sheepmeat exports. Exports to India have continued to build momentum in 2026, with 128.53 tonnes of Australian sheepmeat exported to the market so far this year.

Through the program, MLA will work with leading retailers, wholesalers and foodservice operators across key cities including Delhi, Mumbai, Bengaluru and Kochi to showcase world-leading Australian red meat expertise, strengthen retail capability and support category growth.

MLA General Manager International Markets Andrew Cox said the grant would help position the Australian sheepmeat industry to take advantage of emerging opportunities in a market with enormous future potential.

“India represents a long-term growth opportunity for Australian lamb and mutton, and this funding provides an important platform to strengthen industry capability, foster deeper commercial relationships and support sustainable market development,” Cox said.