

# RED MEAT AND WOOL SUSTAINABILITY UPLIFT PROJECT

## WHAT IS THE PROJECT ABOUT?

AWI and AMPC, in partnership with Integrity Ag and the Federal Government have launched a project to establish a system for collecting data needed for reporting agricultural environmental sustainability credentials. The project will:

- Develop a data framework and address key data gaps to existing environmental sustainability reporting systems.
- Design and develop a cohesive and traceable central data framework to deliver national farmgate and meat processing reporting suitable for the Australian Sheep Sustainability Framework & Australian Beef Sustainability Framework, and emerging market-based systems.
- Deliver a “beta version” of the data framework.

## WHY ARE WE DOING IT?

The project will:

- Reduce compliance costs and enabled increased reporting accuracy, credibility and frequency for sheep, wool and beef.
- Improve market access to high value destinations such as the EU.
- Improve sector-wide scope 3 reporting for the wool and red meat industry.



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## WHAT ARE WE CONSULTING PARTICIPANTS ON?

### Wool Industry

Needs and interest in scope 3 benchmarking, and key data requirements to improve reporting. Wool supply volume and insights relating to supply volumes from region-region and across the year.

### Meat Processors

Needs and interest in scope 3 benchmarking, and key data requirements to improve reporting. This will include capacity for the industry to collate key livestock and environmental data (energy, water, waste) to improve reporting.

## KEY MILESTONE DATES

Activity	Date
1. A review of existing data sources, databases and software systems currently used by industry	January – February 2024
2. Consultation with industry	
1. Database and business intelligence report	
2. National beef inventory data collated	July 2024
3. Yield of carbon credits (publicly reportable) related to each industry is established	
1. Implement systems to model land use impacts on grazing land	
2. Data system to address data gaps including vegetation carbon change	January 2025
Final report	July 2025

Scan the QR for more information



## PROJECT PARTNERS

This project is supported by a National Agriculture Traceability grant from the Commonwealth

