



ALFA
AUSTRALIAN LOT FEEDERS' ASSOCIATION

YEAR IN REVIEW
2024-25

Introduction

ALFA’s core business operations and services are guided by the industry-wide framework, Red Meat 2030 (RM2030), ensuring our work contributes to the broader goals of the red meat and livestock sector.

Our Strategic Plan 2020-2025 has provided a clear structure for the past five years, built around seven priority focus areas:

- Our People
- Our Customers, Consumers & Community
- Our Livestock
- Our Environment
- Our Markets
- Our Systems
- Our Association

In 2024-25, we continued to deliver against these priorities, with outcomes detailed throughout this Year in Review.

Recognising the need for a refreshed strategy to guide the Association into the next chapter, ALFA has developed a new Strategic Plan 2025-2030, shaped through discussions with members, staff, committees, and the ALFA Board. This plan maintains strong alignment with RM2030 while setting a reinvigorated agenda for how ALFA will lead, support, and grow the feedlot industry to 2030.

ALFA wishes to thank all who contributed to shaping the framework and looks forward to collaborating to deliver lasting value for members and the wider red meat supply chain. The new strategy is available to view at feedlots.com.au/association.

Contents

2024 -2025 Highlights.....	3
About ALFA.....	4
Foreword.....	5
Our People	6
Our Customers, Consumers & Community.....	16
Our Livestock.....	20
Our Environment.....	26
Our Markets.....	30
Our Systems.....	34
Our Association.....	36
Industry Fast Facts.....	42



2024-25 Highlights



Online Training

2,929 users and 204 feedlots using Feedlot TECH to upskill.



Governance

Development of ALFA's strategic plan out to 2030.



Policy and Advocacy

28 ALFA submissions and actively contributed to submissions to government reviews.



In-Person Training

600 people participated in ALFA training courses, sessions, and professional development programs.



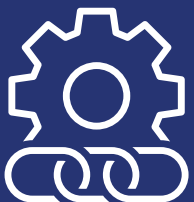
Animal Welfare

Trained 109 new ALFA Animal Welfare Officers, providing greater capacity for animal welfare assurance.



Research and Development

Partnered with MLA to deliver feedlot R&D for the betterment of grain fed levy payers.



Supply Chain

ALFA through SAFEMEAT framework progressed data access to assist feedlots in addressing evolving trade and market access requirements.



Attracting Labour

Attended 7 career fairs across the country, with students actively seeking further information about careers in the feedlot industry.



Professional Development

Produced 24 graduates from ALFA's Margin & People Management program and 40 graduates from ALFA's new Emerging Leaders program.



Biosecurity

Delivered the ALFA Biosecurity Hub to support lot feeders build their biosecurity capability and commenced development of a simulation training resource to bolster best practice response to biosecurity threats.

Advocating for Cattle Lot Feeders Since 1970

The Australian Lot Feeders' Association (ALFA) is the peak national body representing the Australian cattle feedlot industry. ALFA drives industry excellence and integrity to improve the business environment for lot feeders and strengthen our community standing in Australia and the world.

Our Vision

To be the trusted voice of a sustainable, ethical, and profitable Australian feedlot industry, delivering world-class grain fed beef to nourish communities at home and abroad, and contributing to Australia's food security.

Our Mission

ALFA strives to improve the professionalism, community standing, and profitability of the feedlot industry via:

- **Industry Representation:** ALFA drives effective and strategic policy and advocacy at a government and industry level aimed at influencing the business environment through representing the interests of our members and the feedlot industry.
- **Strategic Levy Investment:** ALFA guides and oversees grain fed cattle transaction levy investment through Industry Service Providers to maximise returns for the feedlot sector and broader industry.
- **Industry Development:** ALFA advances the feedlot sector's capability and growth through targeted initiatives that enhance professional standards, foster community and consumer trust, and promote sustainable practices that nourish cattle, land, and communities.
- **Membership Services:** ALFA delivers tailored services that empower members to seize growth opportunities, enhance operational excellence, and strengthen industry connections.

Our Representation

ALFA was established in 1970 and is proud to have a strong membership of feedlot operators that collectively represents over 90% of Australia's cattle feedlot capacity.

ALFA is prescribed by legislation as the peak industry body for the Australian cattle feedlot industry with a crucial responsibility to ensure strategic alignment with broader industry priorities set out in the Red Meat 2030 strategic plan. This includes guiding and overseeing grain fed cattle transaction levy investment through Industry Service Providers, a crucial function aimed at maximising returns for the feedlot sector and the wider industry.

Our Values

- **Community:** Members are our top priority.
- **Influence:** We are effective in our advocacy efforts.
- **Excellence:** We strive for quality and continuous improvement.
- **Integrity:** We adhere to the highest standards and act with composure, respect and fairness.
- **Professionalism:** We adhere to best practice governance.
- **Collaboration:** We work with others to achieve our goals.
- **Care:** We care about our cattle, our people, our community, the environment, and our markets.



PRESIDENT'S FOREWORD

It has been another defining year for our industry, and one that demonstrates the strength, resilience, and adaptability of Australia's lot feeders. This Year in Review captures the breadth of work undertaken by ALFA on behalf of its members – from training and professional development, to advocacy, research, and industry programs that drive continual improvement.

Our achievements this year reflect not only the dedication of the ALFA team and Board, but also the commitment of members across the country who invest in their people, their businesses, and their communities. Whether it be building animal welfare assurance through new AWO officers trained, strengthening biosecurity, or expanding access to shade, these collective efforts show an industry prepared to adapt and lead.

As we look forward, I am confident that our new Strategic Plan 2025-2030, and the foundations we continue to build each year, will ensure lot feeding remains a sustainable, profitable, and respected part of the Australian beef industry. Thank you to every member and stakeholder who contributes to this shared success, and for the role you play in delivering high-quality Australian beef to our customers at home and abroad.



Grant Garey
ALFA President

CEO MESSAGE

ALFA's purpose is clear: to foster a profitable, sustainable, and respected feedlot industry through strong advocacy, member services, and strategic collaboration with stakeholders. This Year in Review reflects our commitment to delivering value for members, who collectively represent over 90% of Australia's cattle feedlot capacity.

The achievements of 2024-25 highlight the strength of our industry working together – from advancing training and professional development, to progressing animal welfare initiatives, biosecurity capability, and policy outcomes that support members' businesses. These outcomes would not have been possible without the guidance of the ALFA Board, the contribution of our committees, and the support of our members, industry partners, and sponsors.

I would like to acknowledge the dedication of the ALFA team, who have worked tirelessly to deliver on the priorities set by the Board. Their commitment ensures we continue to make meaningful progress for the industry. Should you wish to learn more about any of the activities outlined in this Year in Review, please contact the ALFA office.



Christian Mulders
ALFA CEO



Our People

Our Goals

- Attract, retain and grow a professional and skilled feedlot industry workforce
- Increase the profitability and sustainability of our members' businesses

Our Initiatives

- ALFA Industry Capacity Program
- ALFA Recognition of Excellence Program
- Technical support and extending research

2024-25 Highlights

TRAINING & UPSKILLING

- 2,929 users upskilled on Feedlot TECH
- 204 feedlots embedding Feedlot TECH into onsite training
- 21 group online sessions since July 2023, training 728 staff from 175 feedlots
- 3 new online courses launched - Pen Riding, NFAS, Maintenance, and Biosecurity Fundamentals - completing the feedlot fundamentals suite

PROFESSIONAL DEVELOPMENT

- 600 enrolments across ALFA training, workshops and programs
- Margin & People Management Program graduates doubled (12 → 24 annually)
- 40 emerging leaders upskilled in people management through a new program
- Continued delivery of the Animal Health workshop series for new starters and refresher training

INDUSTRY EVENTS & RESOURCES

- Hosted the biggest BeefEx Conference yet - 800+ delegates at the sold-out conference
- Delivered webinars on manure value and summer heat management, with recordings now available on Feedlot TECH

Industry Capacity Program

ALFA is committed to creating clear career pathways and providing the training and support needed to attract, retain and grow talent in the feedlot sector. Strong, skilled teams drive operational excellence and the industry's future.

We know building capable, high-performing teams is key for operational excellence and attracting future talent. We achieve this through our training programs, online courses via Feedlot TECH, workshops, webinars, tours, events, professional development courses, scholarships, and our conference.



Industry Training

Now in its fourth year, ALFA's online training, education and careers platform, Feedlot TECH, continues to showcase career, employment, and professional development opportunities available within the feedlot sector, across all career stages.

The tool provides the Australian feedlot sector, its businesses, and current and prospective employees with a clear career pathway and associated training, professional development and support networks.

A joint project between ALFA and MLA, continued industry investment relies on continual feedlot adoption. We encourage you to take advantage of the resources and training available on feedlottech.com.au.

Career Pathways

The careers page promotes the vast feedlot career opportunities and pathways available to individuals coming into the sector, along with the associated training required to progress through the industry.

Training

We provide links to training and professional development opportunities through a 'directory' that relates training courses to feedlot teams and stages along the career pathways. The online Training Hub provides training courses that are practical, cover core feedlot skills and can be easily integrated into daily operations and training of staff. A range of online training courses and resources are available, including training on Feed Shed Loader Operations, Feed Truck Operations, Cattle Backgrounding and Induction, Antimicrobial Stewardship, Pen Cleaning, Manure and Environmental Management, Caring for Cattle, Practical Bovine Post-mortem Techniques, and more.

What's New?

During 2024-2025, the ALFA team were busy designing and building three new online courses that compliment the wider Feedlot Fundamentals online training series, now available on Feedlot TECH for feedlots and staff to enrol in:

Animal Health, Husbandry & Hospital Fundamentals

This course introduces the foundational principles of feedlot cattle health and welfare, including observation, diagnosis, treatment, and recovery. It covers standard husbandry practices and the effective use of hospital pens to support animal recovery and minimise losses.

Feedlot Maintenance Fundamentals

This course outlines the essential tasks involved in maintaining feedlot infrastructure and equipment to ensure operational efficiency and animal wellbeing. Participants will gain practical knowledge in routine inspections, repairs, and preventative maintenance planning.

Biosecurity Fundamentals

This course explains the importance of biosecurity in managing disease risk within feedlot operations. It focuses on strategies to prevent, detect, and respond to biosecurity threats, aligned with national industry standards.

Resources

Feedlot TECH brings together feedlot-specific resources in one easily accessible location, including up-to-date information on new technologies, best practices, 'how to' guides and links to standards and guidelines, to assist lot feeders with daily feedlot operations.

Central to the initiative is the provision of training, learning and educational resources housed in a learning management hub which provides feedlot operators and individuals better access to training, professional development and career path opportunities.

Try Group Training

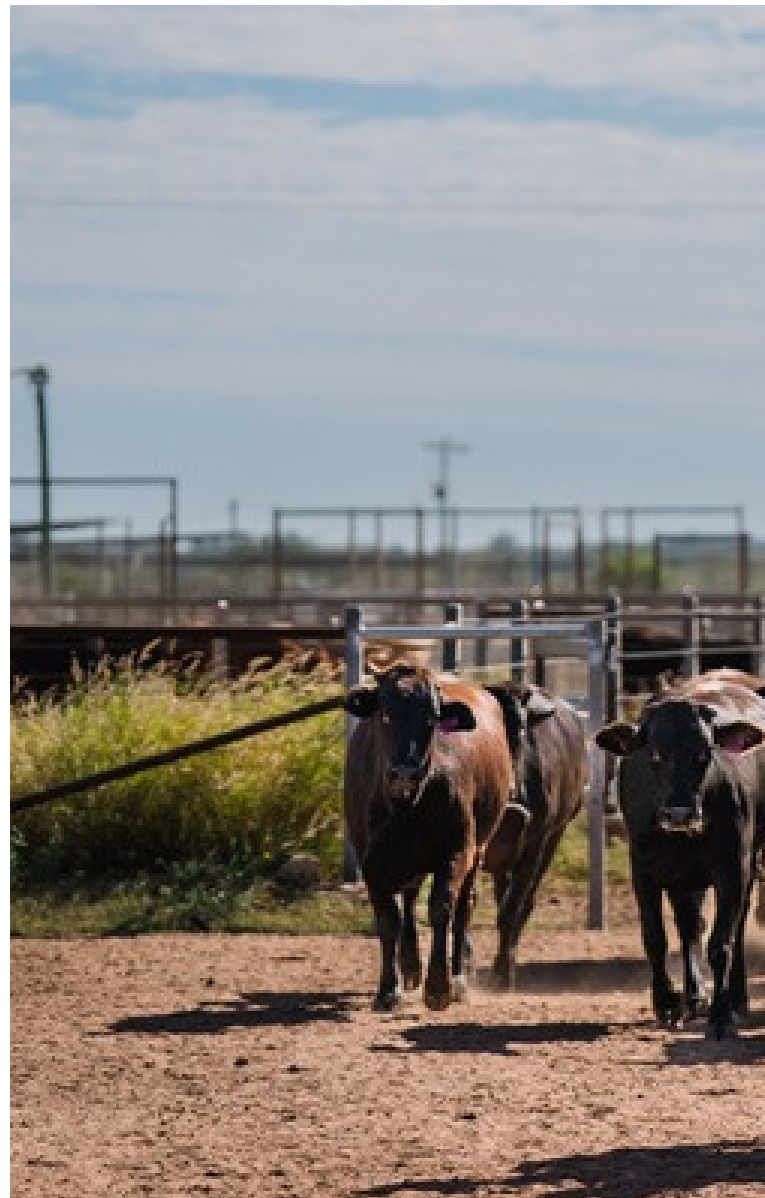
ALFA delivers monthly online group training sessions, led by a facilitator, designed to support feedlot staff in completing training in the fundamentals of lot feeding, one course at a time. The 60-minute interactive session sees participants successfully completing a course in a friendly group environment by the end of the session. Feedlots have found it an efficient way to introduce online learning to staff, and provide fundamental training to all staff in an engaging way. Group training is included in all Feedlot TECH subscriptions, or can be purchased separately.

Grab a subscription and save

Unlock full access to Feedlot TECH's library of online training by choosing a subscription that suits your business. Subscribing gives your team unlimited access to all courses – helping build capability, meet compliance requirements, and save on individual enrolment costs. It's a smart, cost-effective way to invest in your team's development. Courses are also available via an individual enrolment fee, without a subscription.

Rookie of the Month Draw

Proudly sponsored by Zoetis, the Rookie of the Month Draw recognises the most active users on the Feedlot TECH training platform. Each month, the top five point scorers on the Leaderboard go into the draw to win a limited-edition vest. In 2024-25 twelve hardworking lot feeders were rewarded for continuously engaging with the available training and development courses.



Animal Welfare Officer Training

Ensuring excellent animal health and welfare outcomes is pivotal for Australia's cattle feedlot industry. ALFA conducts the Animal Welfare Officer (AWO) Certified Training annually, alternating between in person and online delivery. ALFA wishes to acknowledge MLA who continues to support the delivery of this critical training for lot feeders.

“Since the introduction of Animal Welfare Officer Training in 2015, ALFA has produced over 900 Accredited Animal Welfare Officers”

Animal Health Workshops

In March 2025, ALFA ran a series of workshops across Australia focused on Animal Health aimed at instilling and improving animal husbandry practices directly related to animal health and welfare in Australian feedlots.

The workshops saw the team of Jeff House, ALFA/MLA Technical Services Officer and Lachlan Strohfeldt from Protein Production Vets deliver the training across multiple locations across Australia, on our behalf.

The workshops, proudly sponsored by Terragen, trained 142 feedlot professionals in a wide range of essential topics including fit to load, heat load management, antimicrobial stewardship, receival management and more.





BeefEx Conference | 15-17 October 2024

Hosted by ALFA, BeefEx is the premier event for Australia's grain fed beef industry.

BeefEx 2024 brought the grain-fed beef community together in style with more than 800 delegates and international representation from across Europe, Asia, North America and beyond.

The conference opened with a stunning performance by First Nations opera star Nina Korbe and featured global insights, including keynote presentations from EU commentator Ralph Schoellhammer and U.S. industry analyst Joe Kerns, who highlighted favourable market dynamics and strong export potential. Cutting-edge research was front and centre, with MLA-led presentations on innovations such as partial pen covering systems and automated induction technology delivering real outcomes in cattle performance and welfare. Exhibitors broke attendance records, and the various social functions provided rich networking opportunities, reinforcing BeefEx's reputation as the leading biennial showcase for Australia's grain fed beef supply chain.

ALFA wishes to thank its Platinum Members, exhibitors and sponsors who generously supported the event.



Live performance by John Schumann



Farewell Function Charity Bull Riding Competition



The BeefEx Bell Auction raised \$25,000 for LifeFlight



R&D Session audience listening to Dr Fran Cowley UNE



An informative panel session featuring Hon Peter Dutton



An action packed program

ALFA praised for “truly remarkable” 30-year-old feedlot assurance scheme

Addressing the BeefEx 2024 conference, an expert in consumer trust praised the Australian feedlot industry for the “truly remarkable leadership” it demonstrated in implementing the National Feedlot Accreditation Scheme (NFAS) 30 years ago.

Mr Arnot said “he tipped his hat” to people such as Kev Roberts, Bob Coombs, Rod Hadwen and Jack Ware who had the foresight to begin to develop the NFAS scheme over four years from 1990 to 1994.

“The ability to see what was coming and to put a scheme in place to give you autonomy and the ability to protect and maintain your social license really required some foresight that many organisations didn’t have and many still don’t have today.”

“The foundation you created creates a phenomenal opportunity, because you are already addressing food safety concerns, environmental concerns, livestock concerns, animal welfare concerns, food integrity concerns.

“There are a lot of voluntary programs around the world for quality management, for animal welfare, for environment etc ... but making this mandatory to have market access was a game changer.



*“NFAS was way ahead of its time anywhere in the world”
– Charlie Arnot, BeefEx 2024*

Speaker, Charlie Arnot (USA) Center for Food Integrity

“And from my perspective as an outsider coming in and looking at the industry, I think the best part of what happened wasn’t the individual programs which are powerful but the absolute best benefit was in creating a culture of quality management within the feedlot sector within Australia.

“Which means you now have a culture that anticipates what is coming, that is willing to address these issues, you have a culture that is willing to say we need to continue to evolve and change.”

“And culture eats strategy for breakfast every single time, according to Peter Drucker and many others.”

Mr Arnot quoted public sentiment research showing that the NFAS has translated into high levels of public trust in the Australian lot feeding industry.

“64 percent of metro Aussies believe you are going to do what is right,” he said.

“It is a phenomenal tribute to the work that has been done and the progress you have made and are continuing to build.”



The biggest exhibition hall on record



Joe Kerns (USA)



April Kratzmann



Lot feeder, Sally Rigney takes to the stage



Kev Roberts, David Brown, Malcolm Foster, Christian Mulders



R&D Breakout Session

Professional Development

Margin & People Management (MPM) Program

The MPM Program continues to offer valuable insights whilst reaching its 16th cohort in 2024-2025.

This program is tailored for a cohort of up to 12 lot feeders and industry professionals per program, run twice yearly. The group convenes four times for interactive sessions led by various facilitators, including an in-field tour to conclude the course. Its purpose is to provide participants with an in-depth comprehension of modern feedlot business management.

For more information on MPM and to register your interest, visit feedlots.com.au/mpm.

Course 15 Graduates



Course 16 Graduates



ALFA Emerging Leaders Program launched

In February 2025, ALFA piloted a new professional development program, Emerging Leaders, aimed at providing ground level staff with opportunities to develop their leadership skills to prime them for the next stage of their career. The pilot program was so successful that ALFA ran a second intake in June 2025, bringing the total number of graduates to 40 in its first year. ALFA wishes to thank MLA for its support of emerging talent within the feedlot sector through this program.

The program has already demonstrated strong impact, equipping participants with practical people-management skills and expanding their professional networks. By investing in the next generation of leaders, ALFA is helping to build a capable and resilient workforce that will continue to drive the industry forward. For more information visit feedlots.com.au/emerging-leaders-program



Facilitator, Camille Bath from BeTrained opening the pilot Emerging Leaders Program



Emerging leaders united, building connections and sharing knowledge



The pilot cohort enjoyed social activities as part of the program of activities, ensuring lasting connections and bonds were formed between the group

Annual Recognition of Excellence Program

ALFA is dedicated to fostering excellence in the feedlot industry. Through the Recognition of Excellence Program, we strive to build a skilled, professional workforce by acknowledging and supporting outstanding businesses and individuals.

While not all run annually, ALFA's Recognition of Excellence Program encompasses the following:

- Australian Feedlot of the Year Competition
- ALFA Young Lot Feeder of the Year Award
- ALFA Excellence in Feedlot Education Medal
- ALFA Community Heroes Award
- ALFA Outstanding Services to the Feedlot Industry Award
- ALFA Life Membership Award
- ALFA Innovation Competition
- ALFA Communicate your Research Competition
- ALFA Student Conference Scholarship
- Industry Scholarship to Australian Rural Leadership Program (ARLP)
- Industry Scholarship to Training Rural Australians in Leadership (TRAIL)

ALFA Young Lot Feeder of the Year Award

This award nurtures qualities in emerging leaders, empowering them to think innovatively, envision boldly, and consistently expand their perspectives about the Australian lot feeding industry and its possibilities.

Proudly sponsored by Performance Feeds, this accolade celebrates and motivates the industry's most invaluable asset: its people, who play a pivotal role in ensuring the industry's future success and sustainability.

Congratulations to the Grand Finalists listed below, and Angus Lee who was named 2024's Young Lot Feeder of the Year.

- **Angus Lee** - Australian Country Choice - Opal Creek Feedlot, QLD
- **Brenton Watterson** - Australian Agricultural Company - Aronui Feedlot, QLD
- **Kassandra Lees** - Stockyard Beef - Kerwee Feedlot, QLD



Angus Lee - Winner Young Lot Feeder of the Year 2024

ALFA Excellence in Feedlot Education Medal

The medal recognises individuals who have shown exceptional commitment to advancing knowledge and skills within the Australian feedlot industry. The award celebrates those who go above and beyond in fostering learning, mentoring colleagues and championing professional development, helping to build the capability and resilience of the sector's workforce.

Congratulations to the Grand Finalists listed below, and Erin Gaff who was named 2024's Medal Winner.

- **April Kratzmann** - Livestock Movements Supervisor, Sapphire Feedlot QLD - nominated for Fundamentals of Livestock Handling - Team Leader
- **Erin Gaff** - Q&A Compliance Coordinator, Drury Farming Company - Condabri Beef QLD- nominated for Fundamentals of Livestock Handling - Team Leader
- **Kate Anderson** - Logistics & Admin Manager, Reid River Export Depot QLD - nominated for ALFA Animal Welfare Officer Accredited Training



Erin Gaff - Winner Education Medal 2024

2024 AUSTRALIAN FEEDLOT OF THE YEAR

Australian Feedlot of the Year 2024 Winners

Running for more than 30 years, the Australian Feedlot of the Year Competition is one of the highest business accolades in our sector. Led by ALFA, the competition recognises feedlots that excel in animal care, environmental stewardship, innovation and people management.

The 2024 winners across the three size categories*, selected from a pool of top-performing feedlots nationwide, were announced at BeefEx 2024.

Each demonstrated industry-leading practices and exceeded the stringent standards of the National Feedlot Accreditation Scheme (NFAS), showcasing the professionalism and operational excellence of Australia's grain fed beef industry.

The 2024 Feedlot of the Year Competition was judged through a two-stage process, beginning with AUS-MEAT assessments alongside NFAS audits, followed by independent site visits. Two independent judges were appointed in Des Rinehart and Craig Firrell to form the final panel who recognised finalists for their innovation, environmental stewardship, staff engagement and community contribution. ALFA would like to thank both Des and Craig and also the AUS-MEAT NFAS team for their assistance with the awards.

GUNDAMAIN

Winner 3,000 - 8,000 head category



BARMOUNT

Winner 8,000 - 15,000 head category



TEYS CONDRAMINE

Winner Above 15,000 head category



* Under 3,000 head category was not awarded in 2024 due to a lack of entries.
For more information on the Competition visit feedlots.com.au/floty

Outstanding Services Award

At BeefEx 2024, ALFA honoured veteran lotfeeder and veterinarian Dr David Brown with its prestigious Outstanding Services to the Australian Lot Feeding Sector Award, a distinction awarded only occasionally to individuals with long-standing, valuable contributions to the industry.

ALFA Life Members, Kev Roberts and Malcolm Foster, who presented the award on the night, praised David for combining "scientific and practical experience" and consistently contributing constructive, informed guidance for R&D initiatives.



David Brown - Recipient of ALFA Outstanding Services to the Australian Feedlot Sector Accolade

ALFA Community Heroes Award

Proudly sponsored by Lallemand Animal Nutrition, the Community Heroes Award showcases the variety of ways that feedlots go above and beyond in supporting and nurturing their local communities and environment.

These can include community initiatives, such as outreach and engagement with local schools or groups, and environmental initiatives, including conservation and protection of land and wildlife or regenerative practices such as planting trees.

In its fourth year, the ALFA Community Heroes Award was awarded to Mort & Co, for its comprehensive mental health initiative, "Mort's Mates" which included fundraising events, partnerships with mental health organisations, employee training, and support for preventative research.



Mort & Co's 'Mort's Mates' Initiative - Winner Community Heroes Award 2024

Student Conference Scholarship

Thanks to the generous support of MLA and grain fed levies, ALFA was able to award 11 student scholarships to attend BeefEx 2024. Scholarships were awarded to Alexandra Kelly, Charlie Lawler, Gebremeskel Mamu Werid, Hayley Parker, Holly Speers, Jack Mayhew, Nicholas Makeham, Sam Platts, Sarah Pearce, Shania Gough, and Tayah Davey.

Industry Scholarship to ARLP Course 31

The Australian Rural Leadership Program (ARLP) is based on the Australian Rural Leadership Foundation's (ARLF) 30+ years of experience, with a leadership model that reflects current thinking and practice in the areas of adult education, leadership and capacity building. ALFA, with the support of MLA and grain fed levies, supported Greg Zillman to participate in Course 31.

Industry Scholarship to TRAIL Program

In March 2025, ALFA, with the support of MLA and grain fed levies, funded a position in the ARLF's TRAIL Program – a cross-sector, challenge-based leadership program held in Canberra and a regional location, designed for emerging rural leaders. Angus Lee, winner of the 2024 Young Lot Feeder Award, was initially nominated to take part; however, due to unforeseen circumstances, he was unable to attend. As a result, the open scholarship position was awarded to Brenton Watterson to support his participation in a professional development opportunity.

ALFA Innovation Competition

The ALFA Innovation Competition, sponsored by Integrated Animal Production, showcases feedlots and their employees' clever ground-roots ideas that have been incorporated into day-to-day operations on site.

Determined by popular vote, the winning innovation was Barmount Feedlot's 'Bunk Call Guide' innovation, designed to make the bunk calling process more efficient. The runner-up innovation was AACo - Aronui Feedlot's 'Cattle Scratcher 2000', designed to improve animal welfare outcomes by fostering grooming and scratching behaviour.



Barmount's 'Bunk Call Guide' - Winner Innovation Competition 2024



Aronui's 'Cattle Scratcher' - Runner Up Innovation Competition 2024

Communicate Your Research Competition

The ALFA Communicate Your Research Competition provides students and early career researchers with a platform to showcase projects that have the potential to benefit the Australian feedlot industry. The competition not only highlights innovative research but also helps participants refine their communication skills by presenting complex ideas in a clear and practical way. By fostering this connection between research and industry, ALFA is encouraging knowledge exchange, fresh thinking and the development of future talent.

Winners of the 2024 Competition were Kira Picknell (1st place) Holly Speers (2nd place) and Madison Luke (3rd place).



Research Competition Winners - Pictured with Sponsors, Bovine Dynamics

The ALFA logo is displayed in a bold, white, sans-serif font in the upper left corner of the image. The background of the entire page is a photograph of a man in a blue shirt, yellow safety vest, and blue cap with the ALFA logo, standing in a feedlot with cattle in the background.

ALFA

Our Customers, Consumers & Community

Our Goals

- Influence the operating environment to enable feedlots to continually improve, adapt and innovate
- To be the recognised voice of the Australian cattle feedlot industry

Our Initiatives

- Promote the feedlot industry's production, welfare and environmental credentials
- Promote industry career opportunities
- Community engagement

2024-25 Highlights

PROMOTING INDUSTRY CREDENTIALS

- Grainfedbeef.com.au continues to showcase animal welfare, sustainability, and community credentials of the grain fed beef sector
- Launched the pilot Meet the Makers dinner with MLA and chef Adrian Richardson, connecting consumers with producers and the beef supply chain
- Expanded online resources with videos, blogs, and social media content to address consumer questions and highlight industry practices

CAREER OPPORTUNITIES

- Represented the feedlot industry at seven career expos nationwide, promoting student memberships, scholarships, and training pathways
- Expanded the ALFA Careers Hub with a virtual feedlot tour and live jobs board at feedlots.com.au/careers
- Continued to support research engagement through the Communicate Your Research Competition

COMMUNITY ENGAGEMENT

- Launched the Future Feeders Network in 2025 to connect and empower professionals under 35, with 60+ participants at its launch event
- Youth-led FFN Committee established, planning the inaugural Toowoomba Forum and Soirée networking event for September 2025
- Strengthened alumni engagement through networking events and ongoing leadership development initiatives

STAKEHOLDER ENGAGEMENT

- Built strong relationships with government, industry partners, research bodies, and the supply chain
- Ensured feedlot voices were represented in policy, consultation, and decision-making processes
- Delivered webinars on manure value and summer heat management, with recordings now available on Feedlot TECH



Promoting Industry Credentials

As the trusted voice of the Australian feedlot industry, ALFA is committed to shaping an operating environment that enables feedlots to continually improve, adapt and innovate.

Promote Industry Career Opportunities

Career Expos

On behalf of the feedlot industry, ALFA actively represents lot feeders at various career expos and events across the country. In 2024-2025, ALFA attended Approaching Ag Wagga, ICMJ Wagga, PIEFA Conference, UNE Armidale's Farming Futures, ICMJ Rockhampton, Tamworth Agricultural Careers Expo, and AgVision Sydney.

The goal of having presence at these events is to spotlight the career paths and prospects in lot feeding, focusing on our student memberships, scholarships, graduate programs, and traineeships. We also invite PhD candidates to join our Communicate Your Research Competition, offering a forum to present and gain insights on feedlot-related studies.

ALFA has built a Careers Hub on its website for easy access to careers information, the virtual feedlot tour resource, and an active jobs board. Check it out at feedlots.com.au/careers.



Community Engagement

Alumni Engagement

For over 30 years, ALFA has supported the development of industry leaders through its leadership programs, awards, and scholarships - creating a respected and diverse alumni network that continues to share knowledge and drive industry progress.

Now in its third year, ALFA's pre-BeefEx networking function provided the ideal platform to launch a new initiative aimed at building capability and connection among emerging professionals under 35: the ALFA Future Feeders Network. Over 60 individuals gathered to celebrate the launch and hear from a panel of respected leaders on their varied career journey's.

Stakeholder Engagement

ALFA is committed to fostering meaningful and constructive engagement with a broad range of stakeholders to advance the interests of the lot feeding sector. Through proactive communication, collaboration, and consultation, ALFA builds strong, trusted relationships with members, industry partners, government, research bodies, and the broader supply chain. These connections enable ALFA to influence decision-making, shape policy, and ensure that outcomes are informed, practical, and aligned with the needs of feedlot operators and the industry more broadly.



Future Feeders Network

Established in late 2024, the ALFA Future Feeders Network (FFN) was initiated to foster a vibrant, inclusive community for next-generation professionals in Australia's grain fed beef industry. Driven by a youth-led FFN Committee, including inaugural members:

- April Kratzmann (Smithfield Cattle Company)
- Brianna Meacle (Whyalla Beef)
- Caitlin Herbert (Gundamain Pastoral Co)
- Edwina Warby (Black Box Co)
- Cassandra Lees (McIntyre Agriculture - Mooramanna Feedlot)
- Timothy Mitchell (Condabri Feedlot)
- Tim Brennan (2023 Young Lot Feeder Winner)
- Tom Harrington (Australian Country Choice, R&D Manager Agribusiness)

The FFN is currently focused on delivering two major initiatives:

- A regional Forum set for September 2025 in Toowoomba - featuring keynote speakers, panel sessions, interactive workshops and mentorship opportunities to build leadership and industry knowledge.
- A Soirée networking event that will follow the Forum, offering a relaxed setting for emerging professionals to connect, celebrate and deepen industry relationships.

ALFA offers membership to the FFN - to view membership benefits visit feedlots.com.au/membership.



This year's Friends of Red Meat event was co-hosted by Speaker Milton Dick MP, and the co-chairs of the Parliamentary Friends of Australian Red Meat, Senator Susan McDonald and Senator Raff Ciccone

ALFA Future Feeders Network Establishes Inaugural Committee

The ALFA Future Feeders Network (FFN) aims to build a dynamic, inclusive network where the next generation can explore career paths, develop skills, and actively contribute to the future of the sector.

In January 2025, the inaugural FFN Committee was announced. Under the guidance of ALFA's Industry Capacity Committee, the ALFA FFN Committee will take the lead in delivering strategic, industry-focused activities aimed at fostering connections and collaboration.

ALFA offers membership to the Future Feeders Network - to view membership benefits visit feedlots.com.au/membership.



Tim Brennan
FFN Committee Chair



April Kratzmann
Livestock Moves Supervisor at
Smithfield Cattle Company



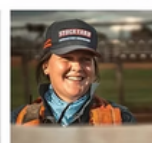
Brianna Meacle
Livestock Production Manager
at Whyalla Beef



Caitlin Herbert
Managing Director at
Gundamain Pastoral Company



Edwina Warby
Senior Client Manager at Black
Box Co



Cassandra Lees
ZIC at McIntyre Agriculture



Timothy Mitchell
Livestock Procurement
Manager at Condabri Beef



Tom Harrington
R&D Manager - Agribusiness at
Australian Country Choice

The inaugural Future Feeders Network Committee Members

Production, Welfare And Environmental Credentials

Community Sentiment Research

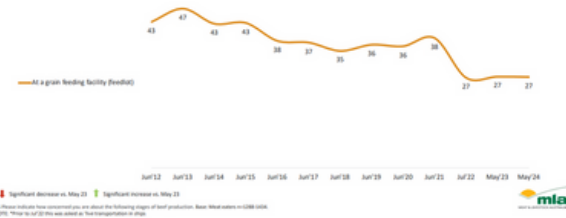
Since 2010, MLA has partnered with Pollinate Market Research, providing invaluable data on consumer trust, attitudes, and red meat consumption in Australian metropolitan areas.

The graph to the right shows how concerns have decreased around beef production in grain feeding facilities over the past decade, of which ALFA & MLA community engagement activities have contributed to.

Current trends indicate generally favourable consumer perceptions of all red meat production. Importantly, there is a strong link between consumer knowledge of our practices and their overall attitude toward red meat, so it is crucial that we continue to build on this progress.

Concerns about beef production at grain feeding facilities

Concern of beef production stages (extremely/very concerned %) – Among meat eaters



Grainfedbeef.com.au

Launched at Beef Australia 2021, grainfedbeef.com.au showcases the strengths of grain fed beef production and the dedicated professionals in our sector. The platform is aimed at empowering the feedlot industry to share its story of nurturing cattle, land, and communities.

Created to highlight our practices, educate consumers, and address questions about food origins, this resource provides a unified voice in response to misinformation, alternative protein competition, activism, and changing dietary trends. It emphasises our commitment to livestock care, environmental stewardship, and community support. The platform also aids brand owners, suppliers, and food service providers in addressing queries about Australian grain fed beef production.

The website, @grainfedbeef Instagram account, and blog posts feature engaging stories about grain fed beef production, dedicated lot feeding professionals, and the distinctive flavours of grain fed beef. Educational videos covering topics such as the role of feedlots, animal welfare, community impact, NFAS standards and more are available on the website.

Visit www.grainfedbeef.com.au to explore these informative resources.



'Meat the Maker' Pilot Event

In June 2025, ALFA launched a pilot "Meat the Makers" event in collaboration with MLA, ALFA members, and celebrity chef Adrian Richardson - an immersive, ticketed dinner held at a restaurant in Brisbane. Guests enjoyed a curated menu showcasing premium grain fed beef and heard from producers, chefs and industry leaders during an interactive panel discussion, offering rich insights into the people, processes, sustainability and ethics behind Australia's beef supply chain.





Our Livestock



ALFA

Year In Review 2024-25 |

Our Goals

- To lead in animal welfare, environmental and production standards.
- Increase the profitability and sustainability of our members' businesses.
- Influence the operating environment to enable feedlots to continually improve, adapt and innovate.

Our Initiatives

- Responding to Emergency Animal Disease risk
- Continual improvement of feedlot animal welfare practices
- Partnering with MLA on Feedlot research and development for the betterment of grain fed levy payers

2024-25

Highlights

BIOSECURITY & DISEASE PREPAREDNESS

- Launched the Biosecurity Hub with MLA - free training and tools now available at feedlots.com.au/resources/biosecurity
- Ongoing industry preparedness for FMD and LSD through Emergency Animal Disease planning and resources

ANIMAL WELFARE IMPROVEMENT

- Shade adoption increased to 1.2m cattle under shade (72% of capacity), up from 810,000 in 2020
- Shade Hub resources and best-practice manuals accessed widely by feedlot operators
- Ongoing promotion of antimicrobial stewardship as a mandatory NFAS requirement since 2022

RESEARCH & DEVELOPMENT IMPACT

- Feedlot TECH expanded with new courses on bunk management, office/admin, maintenance, and biosecurity
- 700,350 cattle processed under short-duration lairage, improving carcase weights by 6-7kg per head
- Major methane reduction trials completed (3-NOP and Bovaer), with promising productivity results
- The commercial adoption of the bunk scanning technology continues with over 250,000 head of cattle scanned each day
- FeedMetrix 2.0 automated feed bunk interface trial commenced
- Automated disease and animal well-being detection trials underway in commercial feedlots



Advancing Livestock Practices

ALFA is committed to leading in animal welfare, production and environmental standards. We are proactively addressing emergency animal disease risks and driving continual improvement in welfare practices. Through research partnerships with MLA, we ensure levy investments deliver long-term value for the feedlot sector.

Continual Improvement Of Feedlot Animal Welfare Practices

Adopting Shade & Shelter

To maximise cattle wellbeing, meet welfare standards, increase productivity, and meet community expectations, ALFA is committed to encouraging the adoption of shade in feedlots over time.

To support this, ALFA launched the ALFA Shade Initiative in November 2020, asking all Australian feedlots to make a pledge to provide cattle under their care with access to shade by 2026.

To support lot feeders implementing shade, ALFA continued to promote shade adoption throughout 2024-25:

- ALFA's dedicated Shade Hub houses a range of key resources including the 'Unlocking the benefits of Shade' Handbook, which contains information on the benefits of shade to animal welfare and feedlot productivity, the design and construction of shade and answers to frequently asked questions.
- Continue to provide access to the MLA publication 'Feedlot covered housing systems - Best practice design and management manual', a document built upon the best available knowledge from around the world for covered housing and shade systems, along with knowledge gained from visits to a variety of covered housing systems operational in Australia. The manual details design, construction, regulations, bedding, manure management, welfare standards, animal health considerations, and costs of these systems.

Biosecurity Commitment

As a member of Animal Health Australia and a signatory to the Emergency Animal Disease Response Agreement (EADRA), ALFA has played an active role in evaluating Australia's response strategies following the detection of Lumpy Skin Disease (LSD) and Foot-and-Mouth Disease (FMD) in Indonesia in 2022.

ALFA remains focused on strengthening preparedness across the feedlot industry, with Rachael O'Brien continuing in her full-time role as Feedlot Industry Biosecurity Manager supported by the ALFA Biosecurity Working Group. Rachael brings extensive expertise in livestock biosecurity, animal welfare, and supply chain management, along with a proven track record of developing practical tools that enhance biosecurity readiness.

Our sector is proactively adopting best biosecurity practices to protect livestock health, ensure business continuity, and secure a sustainable future. At ALFA, biosecurity is recognised as the foundation of a thriving industry - extending beyond disease prevention to also safeguard people, improve animal welfare, reduce risks, and increase productivity.

To support industry-wide biosecurity efforts, ALFA launched the Biosecurity Hub, developed with support from MLA and grain fed levies. The Hub provides comprehensive training and free resources designed to assist feedlot operators in implementing and refining effective biosecurity strategies tailored to their operations. This initiative reflects ALFA's ongoing commitment to protect the lot feeding sector and secure its future in Australia.

Access the Biosecurity Hub at: feedlots.com.au/resources/biosecurity



BE AWARE, BE PREPARED

Early detection and reporting is essential to containing the spread of an EAD.

If you suspect an EAD is present, you must report it immediately by calling the Emergency Animal Disease Hotline on 1800 675 888 or your feedlot vet.

Make sure you:

1. Know the signs of animal diseases
2. Inspect animals regularly
3. Report unusual signs in animals to your vet or 1800 675 888
4. Implement a Feedlot Biosecurity Management Plan on your feedlot
5. Review your Emergency Animal Disease (EAD) Action Plan

Managing Summer Heat in Australian Feedlots

Throughout the year, and especially in the lead up to summer, it is important that feedlots remain vigilant and ensure their heat load management plans are fit for purpose.

To assist members, ALFA has introduced an annual Preparing for Heat Events Webinar for feedlots to hear from industry professionals and find out exactly what steps they needed to take. Featuring experienced industry professionals, from lot feeders themselves to vets and nutritionists, the webinar enables shared experiences and knowledge on how to prepare and plan for heat events.

Alongside this, ALFA's [Guide on Managing Summer Heat in Australian Feedlots](#) supports feedlot operator's decision-making process leading up to a during the summer period and provides practical management tools that can reduce the risk of heat and help protect cattle welfare.

Continuing to be a valuable resource, the Guide assists lot feeders in preparing for and managing extreme heat events. Its promotion and dissemination remain a priority for ALFA to benefit the industry.

Adoption of Antimicrobial Stewardship in Feedlots

Antimicrobial Stewardship is a key action industry is taking to maintain the effectiveness of medicines, combat resistance development, and ensure continued access to vital tools for future livestock care.

As of January 1, 2022, Antimicrobial Stewardship became a required component of the National Feedlot Accreditation Scheme (NFAS) for all feedlot operators.

ALFA is encouraging the implementation of the Antimicrobial Stewardship Guidelines for the Australian Cattle Feedlot Industry. First introduced in 2018, these world-leading guidelines provide feedlot managers with structured guidelines to minimise antimicrobial resistance risks and protect future antimicrobial use.

In addition to Antimicrobial Stewardship, ALFA endorses the establishment of national usage reporting systems as well as regular industry-level surveillance monitoring.

Handbook of Best Practice Guidelines for the Australian Feedlot Industry

Continual improvement and adherence to best practice are of key focus to the feedlot industry. Developed by ALFA and MLA, the [Handbook of best practice guidelines for the Australian feedlot industry](#) provides a concise reference document for feedlot operators and staff to promote improved management practices in the Australian feedlot industry.

This handbook serves as a resource to help feedlot operators identify optimal outcomes and key operational procedures that align with National Feedlot Accreditation Scheme (NFAS) standards.

The document is not a substitute for existing quality management systems in feedlots, but rather a practical guide for feedlot operators to consider in their operational and management programs and assist in the development of in-house procedures.

Partnering With MLA on Feedlot Research and Development for the Betterment of Grain Fed Levy Payers



MLA's Feedlot Program is funded by grain fed levies, with a matching contribution from the Australian Government. It addresses the specific research, development and adoption requirements of the cattle feedlot sector.

Red Meat 2030 is the industry's shared 10-year plan. It shaped MLA's Strategic Plan 2025 and continues to guide MLA's direction with the new Strategic Plan 2030. Key strategic priorities include; i) optimising demand by expanding markets and capturing value, ii) driving profitable, productive and sustainable growth, and, iii) strengthening industry's foundation.

To bring the MLA Strategic Plan 2030 to life, MLA will invest in five main areas; i) contributing to Australia's net zero ambitions, ii) delivering value based marketing, iii) establishing multibreed genetic evaluation and livestock credentials, iv) driving demand through marketing, market access and social capital & v) investing in our industry's people.

For Feedlot specific initiatives, MLA continues to work to the joint MLA-ALFA 5-year Feedlot Program R&D strategy endorsed by the ALFA Board in 2022-23, with focus on investment areas including people, preventative health & welfare, environmental sustainability, productivity, and automation.

ALFA, through our Research & Development Committee, develops and approves research and development priorities aligned with the 5-year strategy. MLA takes these priorities and develops them into actionable research and development projects, which undergo approval by the committee before being tendered by MLA.

Through this process, priorities for feedlot industry research are identified, key projects are developed, and levy funds are allocated judiciously to ensure delivery and impact driven research for Australian lot feeders. These investments equip the Australian feedlot industry to be world leaders in animal health, welfare and production practices.

During 2024-2025, several key projects were delivered or commenced by MLA in partnership with the ALFA Research & Development Committee and grain fed levy payers. Read more about the key project highlights overleaf.

New Australian-Specific Methane Calculation Method Adopted by Australian Government

In a major update to national emissions reporting, the Australian Government adopted a new Australian-specific method for calculating enteric methane emissions from grain fed cattle.

This results in a 56% average reduction in reported emissions over the past five years – and 57% for 2021-22 alone.

This was a landmark moment for our industry. The previous equation – developed using data from US dairy cattle – has now been updated by a scientifically robust, locally developed method that more accurately reflects Australian grain fed diets and production systems.

What this means for lot feeders:

- Emissions from feedlot cattle are now officially recognised as significantly lower – a 56% average reduction in reported emissions over the past five years.
- Provides stronger evidence to support your on-farm decisions, environmental reporting, and our sector's sustainability messaging.
- Helps address public misconceptions about the feedlot sector's environmental footprint.
- Aligns with Australia's global climate obligations
- Aligns with Industry driving emissions reduction and contributing to Australia's net zero ambitions while advancing profitability, productivity and sustainability.

The new method was developed by the University of New England (UNE) through research funded using grain fed levies by Meat & Livestock Australia (MLA) on behalf of ALFA.

The feedlot sector has invested in understanding and reducing its emissions for more than two decades in strong partnership with MLA through the Feedlot R&D Program.

This latest scientific breakthrough represents a major return on investment and lays the groundwork for the next phase of innovation – including securing productivity gains through methane abatement technology.

This was a great result, driven by research, collaboration, and leadership – and we thank MLA's Feedlot R&D Program team and ALFA's R&D Committee in delivering this outcome on behalf of the feedlot industry.

Key R&D Project Highlights

Feedlot Labour

- Several training courses on Feedlot TECH were developed during the year. This included the launch of the Fundamentals of Feed Allocation and Bunk Management and Fundamentals of Office and Administration courses, and the development of new courses, focusing on the fundamentals of Feedlot Maintenance and another on the fundamentals of Biosecurity.
- Continued support of scholarships for emerging leaders in the industry. Course 30 ARLP scholar, Simon Kensit graduated in September 2024, whilst Course 31 Scholar, Greg Zillman graduated in September 2025. Brenton Watterson was awarded an industry scholarship to participate in the Australian Agribusiness Leadership Program (AALP), graduating in May 2025.
- Sponsorship of 10 student scholars to attend ALFA's BeefEx Conference in October 2024 to network and engage with the feedlot industry.
- Successful presentation of key feedlot R&D initiatives to 150 stakeholders at the Western Australia Lotfeeders' Association BetterBeef Event on 21st March, with focus on projects and outcomes relevant to WA including shade and shelter, feedlot cattle performance, feedlot cattle health.

Feedlot Automation

- A project to develop a customisable software interface for automated feed allocation was initiated. The interface is termed FeedMetrix 2.0 and automated bunk management will be trialled across three feedlots over a 12 month period. FeedMetrix 2.0 can integrate with bunk scanners where present at a site.
- A project on evaluation of automated disease and animal wellbeing detection continues in a commercial feedlot environment.
- A project to automate feed delivery, with a solution retrofittable to feed trucks and mixers has commenced. Parts have been sourced, with engineering and electrical plans underway to modify a Roto-Mix 920 feed truck.
- A strategy to develop next generation extreme weather prediction system has begun which will utilise computer vision to classify animal behaviour during three summer periods, refine and improve the currently used HLI and AHLU algorithms and develop a new model using the latest machine learning techniques.
- The commercial adoption of the bunk scanning technology continues to increase across Australian feedlots. The bunks of over 250,000 head of cattle are currently scanned each day.



Feedlot Productivity

- Continued research on short duration lairage, including the initiation of a project to evaluate short lairage over winter conditions. To date, it has been shown that limiting time in lairage to less than 4 hours can increase hot carcase weight of mid-fed export cattle by 6.2 to 7.4kg (advantage over 26.5 & 16.5 hours in lairage, respectively).
- The number of grain fed cattle processed under short duration lairage conditions reached 700,350 in 2024-25, up from 596,178 head of the grain fed supply chain in the previous financial year.
- The first phase of the feedlot sorting and endpoint model was concluded. In what was a world first, calibrations developed for determination of chemical fat from computed tomography (CT scan) were validated. In the future this may enable far less labour intense studies in the field of body composition and growth prediction research to occur. Validation and commercialisation of the performance prediction model is planned into the future.
- A project was commenced to evaluate a novel direct fed microbial product, containing *Megasphaera elsdenii* on the health and performance of feedlot cattle. The project will involve two studies. The first a small pen acidosis challenge study at QASP, Gatton, and the second a large pen animal health and performance study at a commercial feedlot in South East Queensland.



Preventative Health & Welfare

- Progressing a strategy and system to proactively establish a National Veterinary Antimicrobial Usage Reporting System.
- Results from a large pen study of a novel autogenous vaccine for two bacterial pathogens, known to play a role in Bovine Respiratory Disease were promising. Vaccinated cattle showed a 6.20 % lower prevalence of subclinical BRD than controls. Vaccinated cattle exhibited improved performance, with a 2.86% increase in average daily gain, a 0.50 % increase in hot standard carcass weight and a 2.68 % increase in dry matter intake compared to controls.
- A large, levy funded project commenced at the newly constructed covered research feedlot at Charles Sturt University, Wagga Wagga. The project will evaluate the performance, welfare and health of cattle at different stocking rates and bedding regimes. In addition, a project will be undertaken in parallel by specialist odour consultants to develop an odour model and s-factor co-efficient for calculation of separation distance for covered housing developments.
- A project to understand the current rate of shade and shelter installation under the industry pledge and planned future installations by industry was initiated. A large survey of Australian Lot Feeders' resulted in 130 responses. The results indicated that shade or shelter installation by industry is likely to peak and plateau at 84.5% of constructed pen capacity by 2029. There were a lot of learnings and valuable insights obtained from the project that are now with industry for further consideration.

Environmental Sustainability

- An MLA Donor Company study completed a large 8,000 head randomised block design evaluation of feedlot cattle health, performance and economics of the methane inhibitor Bovaer. The research highlighted no performance effect of Bovaer in cattle during the summer period summer and a loss of 4 kg HCW in cattle during wet spring conditions. As a result, two further research initiatives have been endorsed by the ALFA/MLA R&D Committee. These include; 1) evaluation of the use of a methane inhibitor at half the labelled dose rate, and, 2) a project on development of a direct fed microbial for hydrogen utilisation to target productivity.
- A levy funded trial evaluated Bovaer in grazing animals supplemented with a small allocation of a grain-based pellet (with and without Bovaer). In what was a world first result, average daily gain was 6.6% greater in cattle supplemented pellets containing Bovaer. The overall net result was a significant increase in production efficiency and a significant decrease in total emissions over the backgrounding period. Animals supplemented with pellets containing Bovaer took 28 days less to gain 200 kg live weight.
- Launched the Feedlot cattle staging facilities - Best Practice Manual which provides examples and information about best-practice design and management for animal housing systems used adjacent to licenced feedlots. The manual includes design and management principles for both existing and greenfield staging facilities. Best-practice principles to achieve positive animal production outcomes and mitigate risk to the environment were identified from site visits, soil sampling, literature, research, and guidance from other countries or Australian livestock industries.





Our Environment

Our Goals

- To lead in animal welfare, environmental and production standards.
- Increase the profitability and sustainability of our members' businesses.
- Influence the operating environment to enable feedlots to continually improve, adapt and innovate.

Our Initiatives

- Feedlot industry's contribution to achieving carbon neutrality by 2030.
- Feedlot industry's contribution to Australian Beef Sustainability Framework.

2024-25

Highlights

EMISSIONS REDUCTION

- Ongoing commitment to emissions reduction, with practical resources for feedlots via ALFA's Carbon Neutrality Hub
- UNE research revised enteric methane estimates for grain fed cattle down 56%, now adopted in Australia's National Greenhouse Gas Inventory
- Updated methodology provides feedlots with accurate data to target methane reduction and demonstrate sustainability progress

ENVIRONMENTAL STEWARDSHIP

- Continued investment in collaborative R&D with MLA to reduce feedlot sector emissions
- Tools and training developed to help feedlots measure, manage, and reduce their emissions footprint
- Revised emissions reporting incorporated into national reporting frameworks, strengthening industry transparency and credibility

AUSTRALIAN BEEF SUSTAINABILITY FRAMEWORK

- ALFA actively represented on the ABSF Advisory Board, helping shape governance and strategic direction
- Feedlot sector contributions recognised across key sustainability indicators: animal welfare, antimicrobial stewardship, and shade adoption
- Ongoing role in ensuring beef industry sustainability is evidence-based, credible, and aligned with community expectations



Environmental Leadership

Driving leadership in animal welfare, sustainability and production standards, ALFA is helping members strengthen profitability while addressing emissions and contribute to the Australian Beef Sustainability Framework.

Feedlot Industry's Contribution to Australia's Net Zero Ambitions

The Australian feedlot sector has an active commitment to environmental stewardship and supports the wider industry initiative of contributing to Australia's net zero ambitions while advancing profitability, productivity and sustainability.

Through collaboration with MLA in the Research & Development Feedlot Program, ALFA has identified best practices to help feedlots measure and, where feasible, reduce their emissions.

Carbon Neutrality Hub

ALFA maintains its support for feedlot operators in understanding and acting on the emissions reduction commitment through our dedicated [Carbon Neutrality Hub](#) on the ALFA website.



Feedlot Emissions: Revised Estimates Reflect Lower Impact

Recent research has significantly revised downward the estimated enteric methane emissions from Australian grain fed cattle, providing a clearer and more accurate picture of the feedlot industry's environmental impact.

Historically, Australia's National Greenhouse Gas Inventory has used the Moe and Tyrrell (1979) equation to calculate methane emissions from feedlot cattle. This equation, based on data from North American dairy cattle and developed over 40 years ago, did not fully reflect the dietary and production differences of Australian grain fed beef cattle.

In response, MLA, on behalf of the ALFA, funded research by the University of New England (UNE) to develop an Australian-specific equation for enteric methane emissions from grain fed cattle. The UNE study analysed new methane measurements from cattle fed typical Australian tempered barley-based diets and evaluated existing predictive equations. The results demonstrated that previous emissions estimates were overstated by more than 50% - specifically, a 56% reduction over the past five years and 57% lower in 2021-22 compared to estimates calculated using the Moe and Tyrrell equation.

"The adoption of an Australian-specific methodology offers a more accurate foundation for understanding our emissions and advancing sustainable practices. With improved measurement, the grain fed sector can better focus on reducing methane through innovative feed and management strategies, further enhancing the environmental sustainability of our product." - MLA Managing Director Michael Crowley.

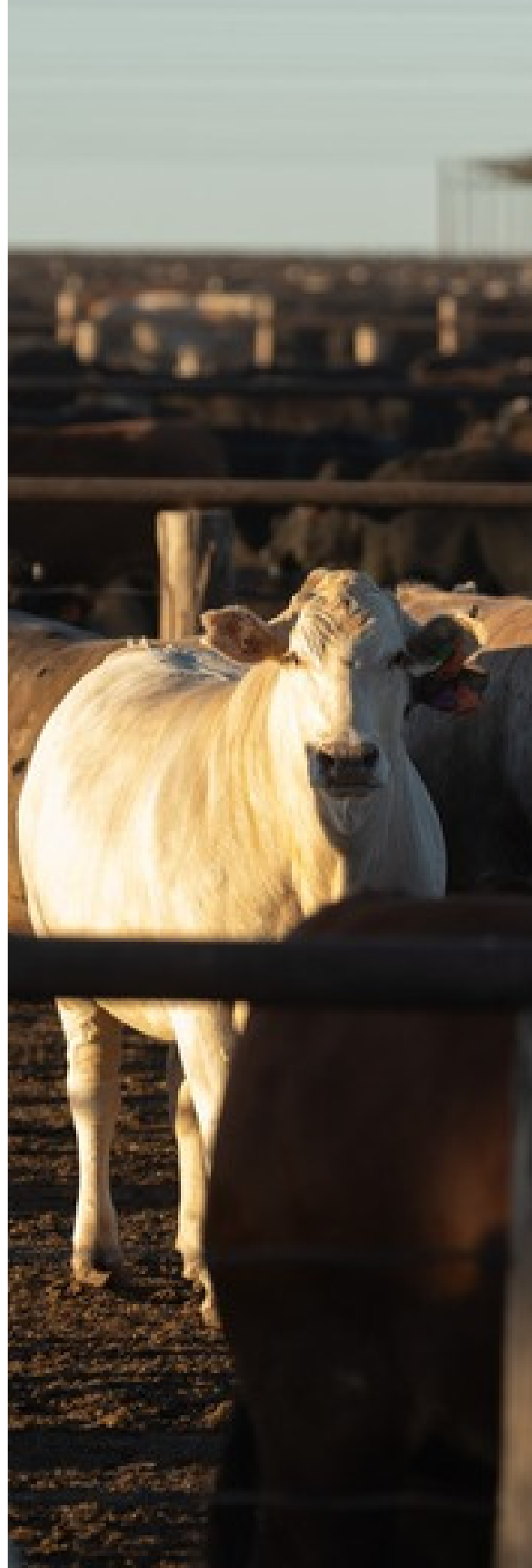
"For over two decades, ALFA and MLA have partnered to research and develop tools addressing the climate challenge. This latest advancement equips lot feeders with accurate data to meet growing demands for climate-related transparency and to effectively target methane reduction." - ALFA President Grant Garey

This research builds on earlier work, including a 2016 MLA-funded study led by the University of Melbourne that found previous methane and nitrous oxide predictions could overestimate emissions by up to 30% and 80%, respectively, depending on location.

The updated Australian-specific enteric methane equation has now been adopted by the Department of Climate Change, Energy, the Environment and Water (DCCEEW) and incorporated into Australia's National Greenhouse Gas Inventory Report 2023, marking a pivotal step for the feedlot industry's environmental reporting and strategy.

For further detail, the full research report is available: [Assessment of the Australian Feedlot Enteric Methane Inventory equation.](#)

National Greenhouse Gas Inventory reports can be viewed here: [National Inventory Reports.](#)



Feedlot Industry's Contribution to Australian Beef Sustainability Framework



Australian Beef
Sustainability
Framework

The Australian Beef Sustainability Framework (ABSF) promotes what sustainable beef production looks like in practice and conducts annual assessments of industry performance across a series of indicators.

The ABSF guides the Australian beef industry towards sustainable best practices, using independent evidence to evaluate performance. This evaluation covers critical indicators within four key themes: animal welfare, environmental stewardship, economic resilience, and people and community engagement.

Key feedlot industry indicators, including animal welfare compliance, Antimicrobial Stewardship Guidelines adoption, and shade implementation, remain integral to the framework. These indicators contribute significantly to the representation of the beef industry's sustainability efforts.

ALFA has played a key role in reshaping the governance structure of the Australian Beef Sustainability Framework (ABSF), helping to strengthen its credibility, effectiveness, and value to industry and stakeholders.

As a member of the ABSF Advisory Board - alongside the Australian Meat Industry Council (AMIC) and Cattle Australia (CA) - ALFA works in collaboration with the Steering Group to support the framework's strategic direction.

ALFA acknowledges and thanks all those involved in the ABSF for their valuable contributions and commends their ability to apply their expertise through a whole-of-industry lens.



A close-up photograph of a large, thick steak being cooked on a black electric grill. A hand is visible on the left, using metal tongs to hold the steak. Another piece of steak is cooking to the right. The grill is set on a wooden surface, and the background is a warm, out-of-focus outdoor setting. The text 'Our Markets' is overlaid in white on the left side of the image.

Our Markets

Our Goals

- Increase the profitability and sustainability of our members' businesses.
- Influence the operating environment to enable feedlots to continually improve, adapt and innovate.

Our Initiatives

- Active engagement in Australia's FTA process to ensure we maximise our market access opportunities.
- Continued provision of Quarterly Feedlot Statistics.

2024-25 Highlights

TRADE & MARKET ACCESS

- Strong advocacy in Australia-EU FTA negotiations, reinforcing the industry's position: no deal without improved beef access
- Australia-UK FTA commenced in 2023, providing progressive tariff-free access up to 110,000 tonnes by year ten
- ALFA continues to work with industry and government to maximise global market opportunities for grain fed beef

QUARTERLY FEEDLOT STATISTICS

- Quarterly Feedlot Survey delivered in partnership with MLA, providing essential industry data since 2007
- June 2025 results showed a record breaking high of 1.58 million head on feed, 93% pen utilisation, and feedlot capacity surpassing 1.7 million head for the first time.
- Grain fed cattle turnoff reached 894,178 head processed, driving record production and exports
- 5-year trends showing cattle on feed ↑ 38%, capacity ↑ 23%, turnoff ↑ 13%, grain fed exports ↑ 42%

INDUSTRY IMPACT

- Fifth consecutive quarter of growth, reflecting strong global demand and industry confidence
- Feedlots underpin consistent, high-quality beef supply for both domestic and international markets



Paving Pathways to Market Access

ALFA remains committed to strengthening member profitability and sustainability by shaping market access, driving innovation, and delivering trusted industry insights.

Active Engagement in Australia's FTA Process to Ensure Maximisation of Market Access Opportunities

A-EU Free Trade Agreement

ALFA maintains an active role as part of the Australia-EU Red Meat Market Access Taskforce, engaging with both industry and government in the ongoing Australia-European Union (EU) Free Trade Agreement (FTA) negotiations.

In the lead up to the final negotiation stages in October 2023, ALFA, as a member of the Taskforce, advocated strongly to secure better access for Australian beef. With the EU holding firm on its restrictive quota position, industry collectively reaffirmed its position that Australian officials must be resolute that there should be no deal for the sake of a deal - and importantly, no deal without addressing the red meat sector's disproportionately low volume access.

To the government's credit, negotiators did hold firm, and with it being clear that not enough compromise had been made a deal was not reached. While not ideal to reach an outcome, this FTA is seen as a once in a generation opportunity for our industry, and too important not to improve market access for red meat into Europe.

While there is backing from both the Australian and EU perspectives to reach an agreement, there remains a need for further efforts to finalise a comprehensive deal that aligns favourably with the interests of both parties, and for our industry, a better deal for Australian beef into Europe.

A-UK Free Trade Agreement

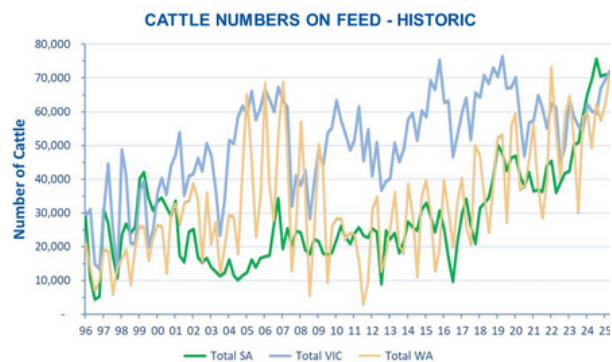
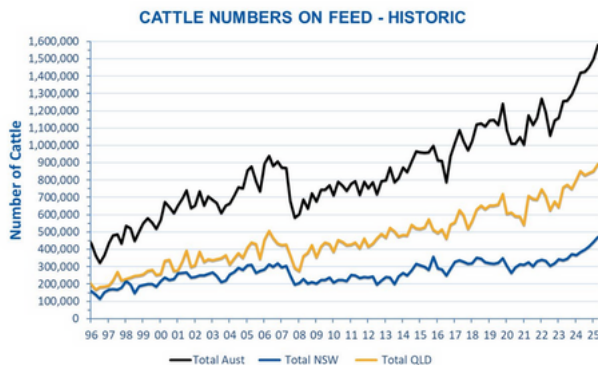
The Australia-UK trade deal commenced in 2023, introducing a new progressive tariff rate quota (TRQ) system increasing to 110,000 tonnes in volume by the tenth year. This represents a measurable increase in access to this market as products within these TRQ limits will enter the UK tariff-free. ALFA continues to maintain an active role in working with industry and government on how Australian beef can meet this opportunity to provide high quality beef to UK consumers.

“ *In 2024-2025, the number of cattle on feed in Australia reached 1.58 million head with feedlot capacity surpassing 1.7 million head, for the first time in history.* ”



Continued Provision Of Quarterly Feedlot Statistics

ALFA, with the support of MLA, continued to release the Quarterly Feedlot Survey results, offering significant data on cattle on feed and other key market indicators. The 2024-2025 period continued to follow the success of the previous 12 months seeing record growth and numerous record break.



Australian Grain Fed Beef Sector Reaches New Heights

Australia's grain fed beef sector continues its strong growth trajectory, with the number of cattle on feed reaching 1.58 million head and national feedlot capacity reaching a record 1.7 million head, according to the June 2025 quarterly feedlot survey released by the Australian Lot Feeders' Association (ALFA) and Meat & Livestock Australia (MLA).

ALFA President, Grant Garey said that industry has continued to invest in long term growth of the Australian grain fed sector.

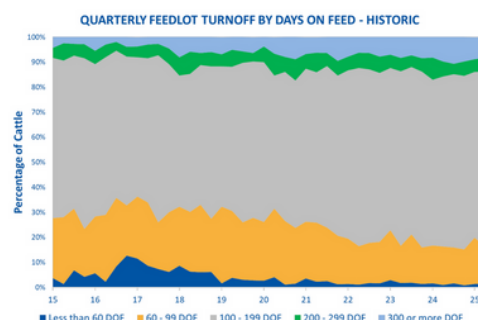
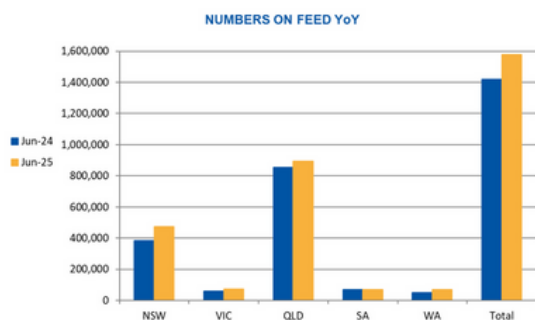
“This marks the fifth consecutive quarter of growth for Australian feedlots. The sector’s role in delivering consistent, high-quality beef to both domestic and international markets has never been more important,” Mr Garey said.

Feedlots continue to be utilised as part of long-standing programs supplying consistent beef to a range of markets. Additionally, the use of feedlots as a finishing and quality tool, alongside the systems adoption for drought mitigation has caused a subsequent lift in utilisation, with national pens 93% full, another record.

Grain fed cattle turnoff also hit a new high, with 894,178 head processed which drove record production and export volumes. More cattle are being placed into longer-fed programs, contributing to a significant lift in quarterly grain fed beef output.

National comparisons over 5-years show the change in the feedlot system. Numbers on feed have lifted 38%, capacity has lifted 23% and turnoff is up 13%, while grain fed exports are up 42%.

“The continued expansion in capacity and utilisation reflects strong confidence in the sector. As we break new records, Australian grain fed beef continues to find demand in global markets,” Mr Garey said.



To view all past survey results or subscribe to media releases to receive future results, visit feedlots.com.au/resources/figures

The ALFA logo is displayed in a bold, white, sans-serif font. The letter 'A' is stylized with a triangular cutout in the center. The background of the entire page is a photograph of a large industrial facility, likely a feedlot, featuring tall metal silos and complex piping structures against a clear blue sky. A faint, stylized graphic of a plant or leaf is visible in the lower-left quadrant.

ALFA

Our Systems

Our Goals

- Increase the profitability and sustainability of our members' businesses.
- Be a leader in animal welfare, environment and production standards.

Our Initiatives

- Continual improvement of the National Feedlot Accreditation Scheme.

2024-25 Highlights

BOLSTERING BIOSECURITY

- ALFA EAD Biosecurity Project delivered new tools, training and resources via the ALFA Biosecurity Hub
- National series of EAD Preparedness Workshops delivered late 2025 to upskill operators and service providers

TRAINING & INDUSTRY SUPPORT

- NFAS Open Forums continued, helping feedlots understand changes and compliance obligations
- New Biosecurity Fundamentals course launched on Feedlot TECH, expanding the Feedlot Fundamentals suite
- Ongoing collaboration with MLA to strengthen sector-wide capability in biosecurity and risk management

Continual Improvement Of The National Feedlot Accreditation Scheme

National Feedlot Accreditation Scheme

The National Feedlot Accreditation Scheme (NFAS) is the Australian feedlot industry's quality management system, underpinning the integrity of grain fed beef through robust standards in food safety, animal welfare, and environmental performance. Independently managed by AUS-MEAT and overseen by the Feedlot Industry Accreditation Committee (FLIAC), NFAS continues to play a critical role in strengthening the industry's reputation and credibility.

Following a 2020 review, FLIAC has revised the NFAS Rules and Standards, with a new suite of changes focused on biosecurity to be introduced in 2025 and made auditable from 1 July 2026. These updates reflect the feedlot sector's obligations under national biosecurity arrangements, following close consultation with the Commonwealth Government and alignment with best practice management for Emergency Animal Disease (EAD) preparedness. The changes aim to ensure that Accredited Feedlots can demonstrate strong, practical biosecurity systems that are responsive to current and emerging risks.

Strengthening Quality Assurance

ALFA is committed to bolstering quality assurance through continual improvement of NFAS, while driving profitability, sustainability, and leadership in animal welfare, environment and production standards.



Bolstering Biosecurity – preparing to respond to an EAD

ALFA has taken a proactive approach to biosecurity, recognising its importance in protecting livestock health, maintaining business continuity, and securing the long-term sustainability of the industry. Through the ALFA EAD Biosecurity Project, a suite of tools and training initiatives has been developed to support feedlot operators—now housed on the ALFA Biosecurity Hub. To further embed these practices across the sector, ALFA delivered a national series of Biosecurity EAD Preparedness Workshops in August, September, and October 2025, equipping feedlot operators and service providers with the knowledge and resources to prevent, prepare for, and respond to an EAD event.

These resources also assist operators in meeting the new biosecurity requirements under NFAS from 1 January 2026. Complementing this, NFAS Open Forums, supported by ALFA, continue to address areas of change and compliance, including biosecurity. Additionally, to strengthen understanding and uptake of these standards, ALFA and MLA have expanded the Feedlot Fundamentals training series on Feedlot TECH, with the recent launch of the Biosecurity Fundamentals course.



The ALFA logo is displayed in a bold, white, sans-serif font. The letter 'A' is stylized with a triangular cutout in the center. The background of the entire page is a photograph of a white cow with a brown patch on its neck, looking over a metal fence. A faint, stylized graphic of wheat stalks is visible in the lower half of the image.

ALFA

Our Association

Our Goals

- Be the recognised voice of the Australian cattle feedlot industry.
- 100% representation of all Australian cattle feedlots.

Our Initiatives

- ALFA Constitution.
- ALFA enhanced operating model.
- ALFA policy and advocacy and strengthening government relations.
- Continued best practice governance management
- Member communications.

2024-25 Highlights

STRATEGIC DIRECTION

- Developed the ALFA Strategic Plan 2025-2030, setting a clear path for the next 5 years.
- Advocated on priority issues including animal welfare, EU deforestation rules, biosecurity, and livestock transport
- Contributed to national initiatives such as the Australian Beef Sustainability Framework and Australian Animal Welfare Strategy
- Lodged 28 government and industry submissions to advance member interests
- Strengthened relationships with peak bodies, government, and industry stakeholders

LEADERSHIP & GOVERNANCE

- Welcomed Grant Garey as ALFA's 18th President and Tom Green as Vice President
- Recognised the outstanding contribution of outgoing President Barb Madden
- Continued strong collaboration with the ALFA Board and committees to drive industry outcomes
- Strengthened governance protocols, risk management, and crisis response
- Maintained best practice policy framework and ongoing review of ALFA policies

COMMUNICATION & ENGAGEMENT

- Delivered timely updates through Around the Pens Newsletter, fact sheets, and the Lotfeeding Journal
- Facilitated member engagement via forums and open channels on NFAS and policy change
- Strengthened ALFA's presence as the trusted voice of the feedlot industry
- Promoted awards, scholarships, training, and professional development opportunities



Leadership Through Advocacy

Strengthening ALFA as the recognised voice of the Australian cattle feedlot industry through 100% representation, strong governance, and effective policy and advocacy.



ALFA's Enhanced Operating Model

A 5-Year Plan to Guide Strategic Outcomes

From its modest beginnings, ALFA has grown into a respected and influential Peak Industry Body, committed to delivering value to its members and advancing the interests of the Australian feedlot sector. Throughout the past year, ALFA has continued to strengthen its operating model to better serve the industry and support long-term growth.

A key focus has been the development of ALFA's Strategic Plan 2025-2030, which will set the direction for the organisation over the next five years and ensure it remains responsive to the evolving needs of members and the broader grain fed beef supply chain.

ALFA continues to operate to three Pillars:

PILLAR 1: Policy & Advocacy

PILLAR 2: Member Services & Community Engagement

PILLAR 3: Governance & Finance

The pillars are supported by six Committees:

ALFA Policy Committee

ALFA R&D Committee

ALFA Marketing, Trade & Market Access Committee

ALFA Industry Capacity Committee

ALFA Community Engagement Committee

Audit, Risk & Remuneration Committee

Learn more about the ALFA Board & Committee's at feedlots.com.au/council.



Member Communications

ALFA remains dedicated to keeping its members well-informed about the latest industry news, research and development, policy changes, and government updates through various communication channels, including:

'Around the Pens' newsletter

This fortnightly update features latest industry matters, events and training, recognition of excellence, and tools and resources.

General messages

Used to keep members up to date as matters arise, prime examples of this includes major weather event updates; available industry and government support; biosecurity advice and fact sheets.

Media releases

Distributed to members and media, releases facilitate the distribution of key information and talking points from ALFA, including quarterly survey data, awards announcements, and event promotion.

Lotfeeding Journal

Printed every two months by Australian Community Media, this publication is an in-depth roundup of all things lot feeding.

Fact sheets

ALFA develops and distributes fact sheets addressing a range of issues to keep lot feeders informed as matters such as the risk of Lumpy Skin and Foot and Mouth Disease incursion into Australia arise.

Awards, Scholarships and Professional Development opportunities

ALFA regularly distributes information on upcoming Awards, Scholarships and Professional Development Programs directly to our members inboxes, helping industry to be aware of the opportunities available to them.

Training and events communications

ALFA keeps members abreast of new training programs and events targeted towards the lot feeding sector. This includes ALFA run training and events, such as workshops, webinars and conferences, as well as broader industry upskilling opportunities.

Policy & Advocacy, Strengthening Government Relations

ALFA holds official recognition from the federal government as the Peak Industry Body representing grain fed cattle producers

With a bolstered policy and advocacy team, ALFA has again made significant progress in the past 12-months further advocating for policies that support the lot feeding industry and operating environment of our members. From regulatory reforms to sustainability initiatives, our efforts have been guided by the needs and interests of our members, the revitalised ALFA Policy Committee and the ALFA Board.

Throughout 2024-2025, ALFA engaged with both State and Federal Governments but also diligently cultivated crucial relationships with other Peak Industry Bodies and industry stakeholders to advance the operating environment for our members. ALFA, being a member of the Red Meat Advisory Council (RMAC), continued to advise and support them on a range of issues impacting ALFA members.

This year ALFA has actively lodged 28 submissions and contributed to RMAC submissions addressing diverse challenges and opportunities, channelled through platforms like government reviews, consultative processes, and direct engagement with politicians.

ALFA stands as a steadfast advocate for its members and the feedlot industry, actively involved in submissions, meetings and stakeholder engagements activities that impact the policy and operational landscape of feedlot operators.

Submissions Snapshot | FY24-35

- ALFA has been actively involved in the development of a strategy by the Queensland Government boost Queensland's primary production output to \$30 billion by 2030, with a 25-year Primary Industries Prosper 2050 blueprint co-designed, co-delivered and benefitting from co-investment with industry as the centrepiece.
- Increased ALFA's political advocacy presence, meeting with state and federal government representatives to discuss challenges and opportunities facing the feedlot sector.
- ALFA is a stakeholder and member of the Federal Governments push to renew the Australian Animal Welfare Strategy. The Federal Government has provided \$5 million over four years to renew the animal welfare strategy in Australia.
- New South Wales Government proposed changes to animal welfare legislation and provided a draft bill for comment. ALFA provided feedback on the bill to reflect a national approach to animal welfare enforcement.
- ALFA worked with supply chain members concerning the aspect of European Union Deforestation Regulation. Grain fed product is the largest share of the EU market and as such it is important ALFA members understand the obligations the EU will place on them going into 2026. ALFA is looking to provide updates on the requirements going into 2026.
- Advocated for access to reliable, affordable, resilient and quality connectivity, with the understanding that reliable mobile connectivity underpins modern agriculture, enabling efficient farm management, market access and daily business operations.
- ALFA is active within the biosecurity area working with Animal Health Australia (AHA) on emergency animal disease preparedness. ALFA has led a number of working groups, an example being the rework and updating of the Enterprise Manual for beef cattle feedlots. This manual is used by government and industry in the event of an emergency disease to gain an understanding of feedlot operations.
- ALFA is an active industry contributor to the Australian Beef Sustainability Framework (ABSF). ALFA is a member of the ABSF steering committee and provide regular feedback and input into the framework to ensure ALFA members' interests are considered and included.
- ALFA continues to work with the Red Meat Advisory Council (RMAC) concerning industry matters and submissions RMAC provides to Government and Stakeholders. ALFA provided input and feedback to a number of RMAC submissions throughout the year.

Key Issues Snapshot | FY24-25

- ALFA worked to increase the profile of feedlot occupations through the federal government's occupation classification system. In December 2024, achieved recognition of 'Feedlot Manager (Beef Cattle)' and 'Feedlot Worker (Beef Cattle)' within the Occupation Standard Classification for Australia (OSCA). This assists employers and migrants through the skilled visas application process.
- Livestock loading and road transport noting that the feedlot industry relies on the use of heavy vehicles to transport cattle to and from feedlots as well as for the delivery of feed commodities.
- Contributed to the review of the National Vendor Declaration (NVD), considering how the NVD is currently used, as well as attempting to identify any changes needed or potential opportunities for improvement. This is an important step in ensuring the NVD remains fit-for-purpose and is well-equipped to address any traceability or credential requirements the market may demand in the future.
- ALFA advocated on behalf of members concerning registration, water and environmental matters with government ministers and government departmental staff promoting and supporting members issues through discussion meetings and decision-making processes.
- ALFA worked with the transport industry, other supply chain members and welfare groups to develop a new set of transport standards for the livestock industry. These standards replaced old standards to ensure transport standards for livestock are reflective of modern animal welfare consideration and requirements.

Active Stakeholder Engagement

ALFA continued to ensure effective engagement with key stakeholder groups through the period, including:

- **Industry** - RMAC, Peak Bodies and Service providers
- **Regulatory** - State Agricultural Departments, Planning Departments, Environmental Departments
- **Regulatory** - Commonwealth Agricultural Department, Export Department
- **Political** - State Agricultural Departments and Environmental Agencies
- **Political** - Federal Agriculture and Trade
- **Feedlot Veterinarians and Nutritionists**
- **Environmental service providers**
- **RSPCA** at the State and Federal level
- **Industry** - Other intensive industries, including the Pork, Chicken, Eggs and Dairy research and advocacy industries

Continued Best Practice Governance Management

ALFA places a strong emphasis on effective governance and robust financial standing, ensuring the provision of quality service to its members. Over the year, the ALFA Board and the Secretariat continued to follow and refine ALFA's governance protocols. These encompass the execution of the Strategic Operating Plan, following ALFA's Corporate Governance Schedule, evaluating the Risk Framework, and sustaining the capacity to execute ALFA's Crisis Response Plan.

Best practice policy development framework

The ALFA Board remains steadfastly committed to implementing its best practice Policy Framework. This framework delineates procedures and tools that expedite streamlined and efficient policy development for ALFA and the feedlot sector.

ALFA Committees are tasked with the annual review of existing and the creation of new ALFA policies pertinent to their respective areas of expertise. The Policy Register of ALFA remains dynamic, subject to regular review and updates to ensure the ongoing relevance, current status, and appropriateness of ALFA's policies.

ALFA Annual General Meeting 2024

The AGM marked the conclusion of Barb Madden's three-year term as President, during which she led significant progress under ALFA's strategic objectives. ALFA sincerely thanks Barb, along with retiring Directors Andrew Rushford, Lauren McNally, Lucy Morris, and Scott Braund, for their valued contributions.

During the meeting, ALFA confirmed the election of Brad Robinson (Mort & Co) as a new Director, alongside the re-election of Andrew Talbot (Elders), Barb Madden (Smithfield Cattle Co), David Bailey (Australian Country Choice), and Grant Garey (Teys Australia). The newly elected Board later appointed Grant Garey as ALFA's 18th President and Tom Green as Vice President, signalling a new chapter of leadership for the Association.

Vice President Tom Green, an ALFA Board Director since 2020 and a former ALFA Young Lot Feeder of the Year, brings a practical and forward-thinking perspective to the role. Together with a strong Board, ALFA remains focused on delivering value to members and advancing the Australian grain fed beef industry.

Grant brings nearly 30 years of experience in the feedlot sector and has served on the ALFA Board since 2005 in various leadership roles. He is committed to strengthening ALFA's voice, advocating for members, and promoting best practice across the industry.



ALFA Board of Directors



ALFA's Board is comprised of directly elected feedlot representatives; a model that has stood the test of time in delivering passionate industry talent who strive to deliver on ALFA's value proposition to feedlot businesses.



Grant Garey
PRESIDENT



Thomas Green
VICE-PRESIDENT



Barbara Madden
(President 2021-2024,
Retired August 2025)



Paul Vogt



Amanda Moohen



Andrew Talbot



David Bailey



Marcus Doumany



Brad Robinson



Jeff Dight



Grant Melrose
(Retired February 2025)

ALFA Staff

ALFA staff collaborate closely with the ALFA Board to execute the Strategic Operating Plan and are readily available to provide assistance on member-related issues. You're encouraged to reach out to the ALFA office anytime to connect with one of our dedicated team members.



Christian Mulders
CEO



Madie Hamilton
COO



Michael Lancaster
GM - Policy &
Biosecurity



Susan Mills
GM - Communications &
Stakeholder Engagement



Emily Litzow
Manager - Training
& Education



Meg Rice
Manager - Policy



Abbey Stuart
Professional
Development
Coordinator



Niamh Bartley
Marketing &
Communications
Coordinator



Lorraine Mills
Administration
Coordinator



Rachael O'Brien
Manager - Feedlot
Industry Biosecurity



Jeff House
Feedlot Technical
Services Officer
(ALFA/MLA)

Technical Services Resource
Jeff House offers complimentary advice and assistance to both established feedlots and those looking to develop or establish new operations. Contact Jeff on 419 262 207.



Industry Fast Facts



QUALITY ASSURANCE CREDENTIALS

ACCREDITED

Operates under Australia's oldest agriculturally based quality assurance program, National Feedlot Accreditation Scheme (NFAS).

CERTIFIED

Certified 'Grain Fed' beef must come from an NFAS accredited feedlot.

ANIMAL WELFARE

90% compliance with NFAS Animal Welfare requirements in 2024.¹

ENVIRONMENT

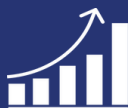
92% compliance with NFAS Environmental requirements in 2024.¹

ANTIMICROBIAL STEWARDSHIP

92% compliance with the requirement for NFAS accredited feedlots to have an Antimicrobial Stewardship Plan in place.¹

SHADE & SHELTER

The feedlot industry has voluntarily increased cattle under shade from 810,376 head in June 2020, representing 56% of capacity, to 1,204,342 head in June 2025, representing 72% of Australia's feedlot capacity.²



ECONOMIC IMPACT

VALUE

Turnover equated to \$6.03 billion and contributed \$731 million to Australia's GDP in 2022-23.³

ESSENTIAL INDUSTRY

The Australian economy would shrink by \$58.8 billion over the ten year period between 2026-2036 if feedlots ceased to exist.* Here, annual employment figures would decline, on average, by 28,000 full-time-equivalent employees over this same period.⁴

SUPPLY CHAIN DEPENDENCY

Feedlots support Meat Manufacturing and Pasture Finished Grazing. Under a scenario whereby the feedlot sector ceased to exist, the meat manufacturing sector is estimated to lose an estimated \$28.9 billion in value added over the period 2026-2036.**⁴



PRODUCTION

ON FEED

Cattle on feed averaged 1.5 million head per quarter in the year to June 2025.⁵

RECORD NUMBERS

Cattle on feed reached a record 1.6 million head and national pen utilisation reached a record 93% in June 2025.⁶

GRAIN FED BEEF

Grain fed turnoff in FY 2025 reached 3.4 million head, a 21% lift on FY 2024 levels.⁵

GROWTH

National comparisons over 5-years show the change in the feedlot system. Numbers on feed have lifted 38%, capacity has lifted 23% and turnoff is up 13%, while grain fed exports are up 42%.⁵



SIZE OF INDUSTRY

FACILITIES

333 NFAS accredited feedlots.⁷

CAPACITY

1.7 million head.⁶

EMPLOYMENT

Employs approximately 24,172 full-time equivalent (FTE) employees, consisting of 2,156 FTEs directly, as well as a further 22,017 FTE employees in upstream industries which supply the feedlot industry.⁴

OWNERSHIP

Australian Feedlots are owned and operated by families, businesses and corporate entities.

DIVERSITY

Over 1/3 of employees are female.

Source:

¹ Independently verified via 2024 NFAS audits, AUS-MEAT

² ALFA/MLA Technical Services Officer survey, 2025

³ State of the Industry Report 2024, MLA

⁴ 2025 Regional feedlot investment study national findings' Deloitte Access Economics 2025

⁵ ALFA/MLA Quarterly Feedlot Surveys, 2024-2025

⁶ MLFA/ALFA Quarterly Feedlot Survey, June 2025

⁷ NFAS Annual Report 2024, AUS-MEAT

* \$58.8 billion refers to the present value of lost GDP over the 2026-2036 period, discounted at 7% per annum.

** \$28.9 billion refers to the present value of lost industry value-added over the 2026-2036 period, discounted at 7% per annum.

Supporting your Industry & Association





GPO BOX 149
SYDNEY NSW 2001

(02) 9290 3700
FEEDLOTS.COM.AU