

More to Meat: **About The Campaign**

Innovation Showcase
Brisbane, September 2025





Campaign Director

Jack Piggott

Head of Campaigns
CT Group Australia

Why we campaign

Why we campaign

1



Challenging Employment Landscape

Two-thirds of processors are **unable to run at full capacity** due to workforce shortages, and **just 85%** of processing roles available, are **being filled**¹.

Research finds a **lack of understanding of roles** in the sector, **perception issues from parents and teachers** and for younger workers **that they didn't consider processing at all**.

International worker schemes are also heavily scrutinised by unions and are under review.

¹ AMIC Report

2



Coordinated and Funded Activism

Community concern about **animal welfare** in processing is rising and has **increased by around ten points** in the last three years.

Activist organisations **Animals Australia** and **Farm Transparency** raised **\$12.04m last financial year** and actively advertise, protest, and lobby for legislative reform.

There is a significant risk that processors may face further regulatory changes, leading to operational difficulties and additional overheads.

3



Day-to-Day Reputational Issues

Australians are overwhelmingly concerned with cost-of-living pressures and **processors are in a weaker reputational position to producers**.

Ongoing issues such as dietary guidelines, service kills, trade requirements or disruptions and sustainability can also **continue to drag on the reputation of the industry and distract** from fundamentals.

All of these could drag on the industry's reputation, and pull-down support over time, unless balanced proactively.

About the More to Meat campaign

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More to meat
than meets the eye

- In 2022, AMPC launched the More to Meat campaign to **enhance and protect the reputation of the red meat processing industry**, the people who work in it, and the communities it supports.
- Over 3 phases, research has shown the campaign has helped to **increase support** for processing and **reduce negative perceptions** of the industry. Research results show a range of political and industry stakeholders now have a **greater understanding of the industry** compared to before, and **public support for the industry has grown sustainably**.
- The campaign's latest quantitative research also reveals that **support for red meat processors has now reached the highest level** recorded since More to Meat began in 2022.

Support for the industry is significantly higher amongst those who have seen the More to Meat campaign.



What is the “Campaign”?



The Western Herald

Bourke NSW
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Women excel at Bourke Meatworks



Myu Ishikawa with Aime Tapafeto and Putu Sari. Photo contributed

TAKE IT AS RED

From paddock to plate, the steaks in Australia's billion-dollar beef industry are high, writes FIONA MYERS

It's a long road from the cattle stations of outback Australia to the dining plates of some of the world's finest restaurants. It is a journey not just measured in kilometres but in the blood, sweat and tears it takes to produce beef safely and sustainably in a global environment increasingly aware of where its food comes from.

But in good news for Australia's \$20-billion-plus cattle producers, inevitably global demand for the premium protein continues to defy the struggles of a tough economy and cost-of-living challenges.

That's despite difficulties across the entire supply chain – from farmers battling droughts, floods and fires, to processors grappling with labour shortages and container delays, butchers fighting to remain viable and rising overheads, and chefs working to justify the cost of dishes served on white-clothed tables.

Experts agree: no matter how you slice it, beef is a sector breathing new ground.

Last year, Australia exported \$14 billion worth of beef, a staggering 24 per cent increase from 2021. The surge was largely driven by a post-drought recovery of cattle numbers, which soared to 30 million cows, alongside a strong global appetite for Australian beef known for its quality, sustainability and provenance.

Beef market analyst Matt Dalgleish says the nation's beef industry earned \$14 billion in 2022, up 22 per cent from the previous year and significantly more than a five-year average of \$10 billion.

A big factor in this growth, he points out, has been the competitiveness of Australian beef against US

product. He says six years of drought has reduced the US cattle herd to its smallest size since 1961, driving domestic beef prices to record highs. "It's meant they [the US] are taking more exports from Australia and are less competitive in supplying other key markets like Japan, South Korea and China," he says.

Australia has managed to increase market share in those key Asian markets due to the US supply situation.

Importantly, Australia is its own biggest consumer of beef. Internationally, the top three markets – the US, Japan and South Korea – consistently score

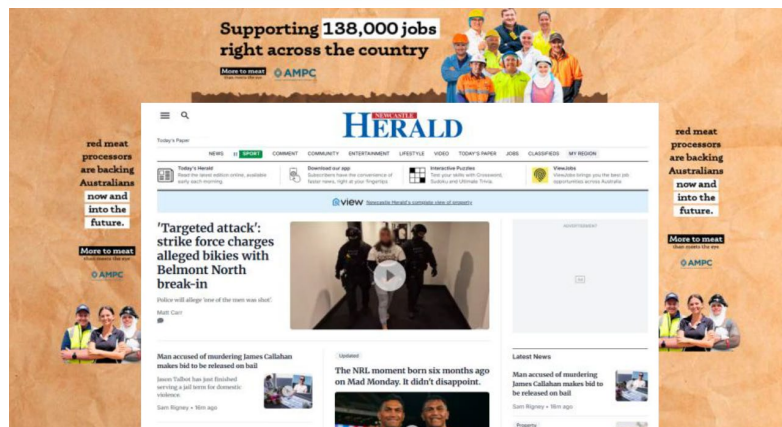
producer to processor to butcher to chef, as for a future they know will have as much of an opportunity.

It will seem hours northwest of Brisbane, both men of beefing, school, and parents to break their management program can be home for key events such as beef week.

While producing beef is in the show farm, it's been a rollercoaster ride over the past decade, with the industry's record price and then crash of financial prosperity during 2021.

Managing profitability throughout the boom and bust, he says, has called for a broader

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Key Workstreams and Recent Results



More to meat
than meets the eye

Government Engagement

- A Parliamentary Friends of Red Meat **hosted by the Speaker in one of the last sittings before the election** with more than **50 MPs and 70 staff**
- **60 State and Federal Parliamentarians receiving campaign toolkits** and phone calls
- Research briefings provided to key decision makers and parliamentarians
- Multiple MPs now publicly supporting More to Meat.

Regional Advertising

- **100+ million impressions on digital channels** across all phases
- **300,000+ people reached in regional markets via radio, outdoor and print** alone
- Strong value across offline channels, receiving \$300,000 in bonus media spend for 2025 due to beneficial negotiated rates.

Industry Engagement

- Conducted over **16 industry site visits** to interview the red meat processing workforce.
- **40 organisations from local and industry sectors supporting More to Meat** online
- Launched the Plant Engagement Best Practice Guide
- Multiple research briefings with AMPC members, AMIC and MLA and by AMPC to international conferences.

Social Media and Digital

- **Doubling of Facebook followers** from 3,000 to 7000+
- 167,000+ link clicks on campaign
- ~800 supporters subscribed to the emailing list and receiving monthly campaign updates.
- **1.7 million people reached via campaign's digital accounts.**

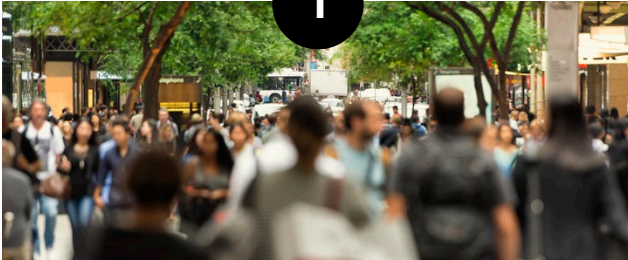
Regional Media

- **1.6m+ in earned media reach including print, digital, and radio** in regional markets
- **980,000+ audience readership** in key regions
- **70% of hits featured the More to Meat key messages**
- Stories featured in **every state of Australia.**

Evidence-based Campaigns

How do we build this evidence base?

1



Nationally Representative Tracking Surveys

More than 10,000 survey respondents, with “boosted” sample in processing communities over four years of tracking research.

Using advanced analytics to find key drivers of support or opposition – to determine what really matters – not just headline results.

2



Qualitative Focus Groups & Stakeholder Interviews

Speaking to locals in processing communities and exposing them to potential campaign messages.

Interviewing Ministers, their staff, bureaucrats, regulators, journalists and industry representatives.

More than just what we think, but what our audience thinks and testing our messages, ads and what is most persuasive.

3



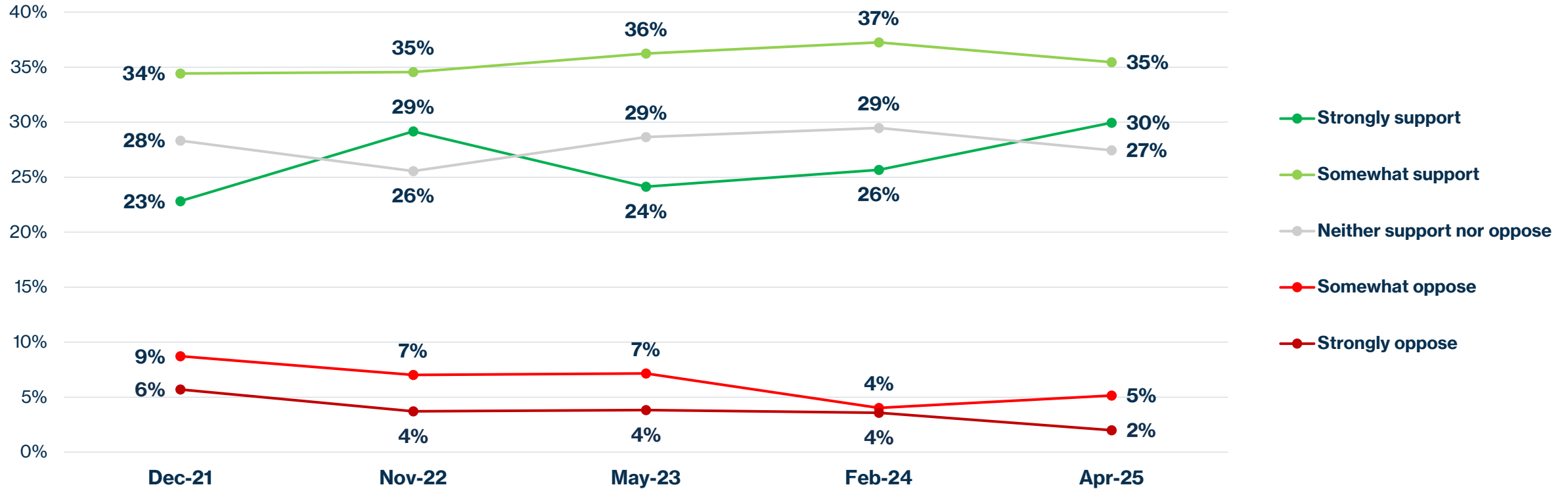
Optimisation and Real-Time Digital Data

Using live feedback loops from our digital advertising into what performs most strongly.

Analysis of comments and sentiment to determine key performing messages and execution.

Performance in specific audiences and platforms to optimise campaign spend and formats.

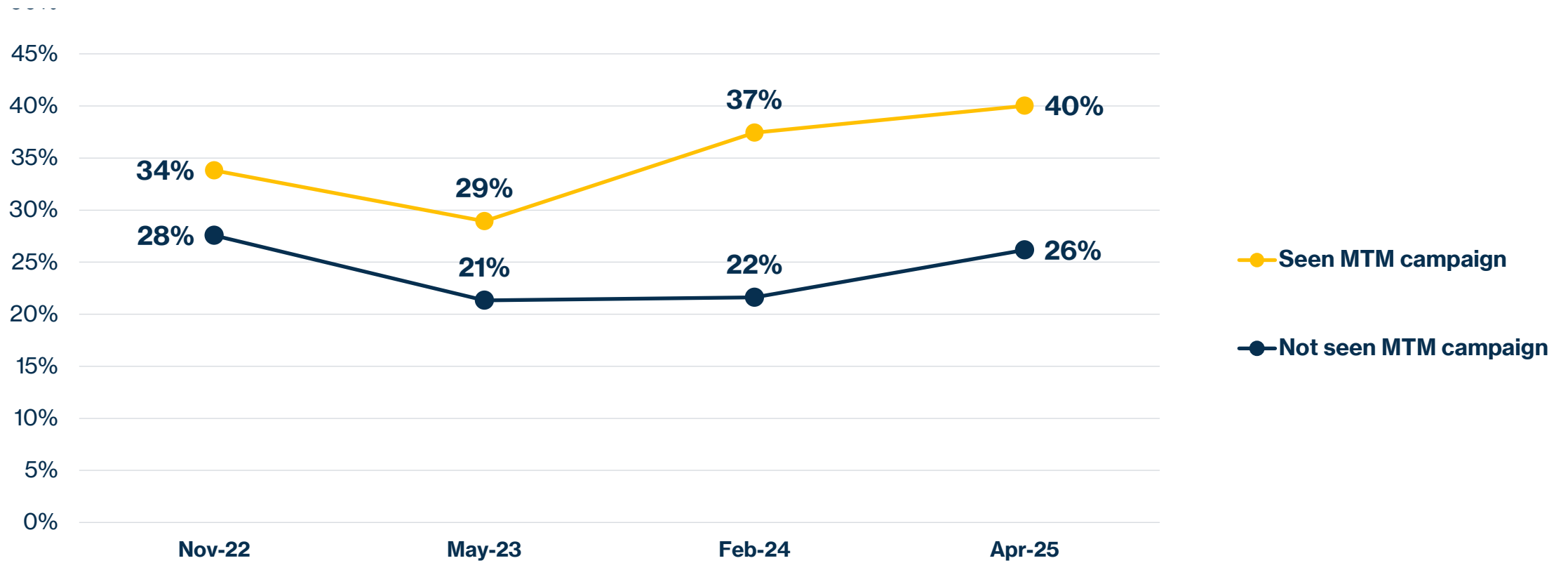
Industry Support in Processing Communities



To what extent do you support or oppose the red meat processing industry? Base: all local community participants, Dec-21 n=736, Nov-22 n=965, May-23 n=644, Feb-24 n=752, Apr-25 n=778

Is the Campaign Working?

Industry Support in Processing Communities



Messages that work: AKA Things you should say!



More to meat
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- Red meat processing is an **essential** part of the food supply chain.
- The red meat processing **industry has the world's highest standards, for the environment, for worker safety, and in animal welfare.**
- Red meat processors **support 189,000 jobs in 300 towns and cities throughout Australia.**
- Red meat processors are one of the **largest employers in regional towns, contributing \$81.7 billion** a year to the economy through the entire supply chain.
- Red meat processors help **create long-term careers in regional Australia** where you can learn valuable skills.
- There's never been a better time for a career in red meat processing: there's **a huge variety of roles, with on-the-job training, and the opportunity long-term career development.**
- Red meat processors are proud to **provide opportunities for young Australians to stay in the towns that they grew up in.**
- Red meat processing is a leading regional employer and is **cementing Australia's reputation as the home of world-class red meat products.**

What the campaign isn't

What the Campaign isn't



Not focused on major metropolitan communities. The campaign **spotlights local processing communities.**



Not selling a 'product' or a company – focused on industry reputation and what it's like to work in industry.



No actors – all real employees with genuine stories, no scripting.

Best Practice Guide



More to meat
than meets the eye

Using the research and expertise created More to Meat, AMPC have published the **Plant Engagement Best Practice Guide**.

- These are evidence-backed ways to **promote and advocate for your plants, your business and the industry**.
- **What it does:** Helps you plan and understand the best way to interact with key stakeholders and build engagement with local media.

Register for the next Session

Mon, Sep 29

12:30 PM - 2:00 PM GMT+10

Online (Teams)



A positive reputation means political stakeholders are **more likely to support our industry** and locals are more likely to consider **long-term employment**.



More to Meat site visits across Australia



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**Visited 16+ regional
meat processors across
Australia**



**Conducted 200+
interviews**



**Reached 1.9m+ views
on our More to Meat
YouTube channel**



**Accrued over 7000+
followers on the More
to Meat Facebook page**



**Total digital impressions
since campaign launch
100m+**



Please get involved!



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We are always looking for red processors and plants to feature in **More to Meat**.

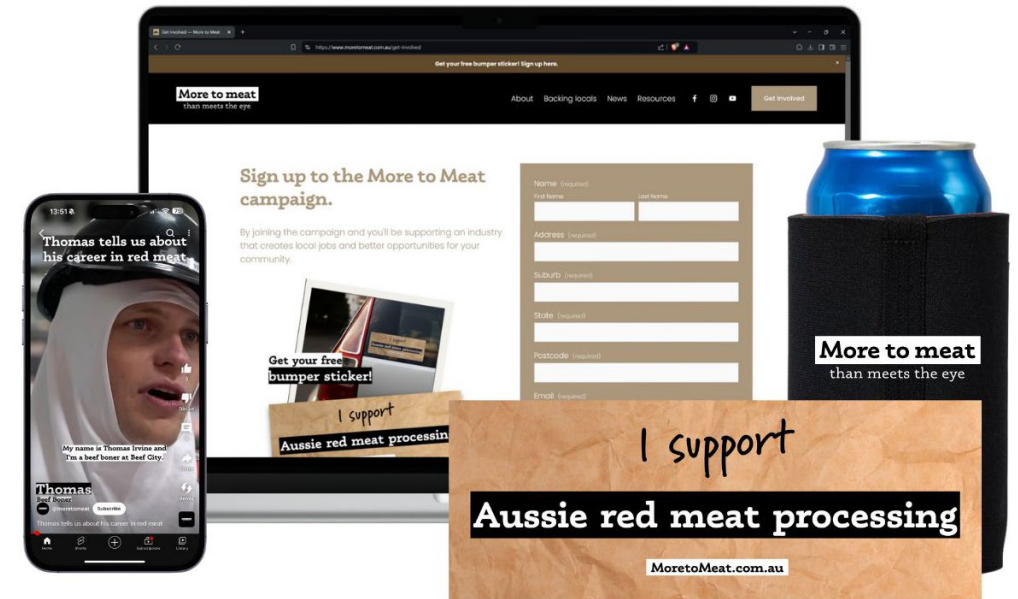
If your team would like to chat about a site visit, please contact the campaign team below or using the QR code.

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Nominate your plant for

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Find out more at
MoretoMeat.com.au

