



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA



Call for grassfed beef producers:

Pilot a new sustainability platform



Producers are invited to get involved in the piloting of a new environmental credentials platform which aims to develop an environmental sustainability tool to measure and demonstrate sustainable production practices.

The platform will incorporate tools that measure carbon balance, tree cover, ground cover, drought resilience and biodiversity stewardship.

Grassfed beef producers and industry stakeholders have the opportunity to provide feedback to ensure the platform meets the requirements of the supply chain.

Beef producers with a passion for the industry and the environment, who want to be part of a project to enable market and community recognition of beef producers as environmental stewards, are encouraged to register.

When, where and how?

The piloting will be conducted through several online webinars in which producers will be taken through the platform and then provided an opportunity to use it themselves and provide feedback on its useability.

The webinars will be held between March-June 2023, with specific dates to be confirmed in early 2023.



This project is being conducted by a consortium of Meat & Livestock Australia, the University of Queensland and WWF, and is funded by the National Landcare Program Smart Farming Partnerships initiative.

[Sign up here](#)

or scan the QR code:



You will receive an email notification once the dates for the pilot webinars are confirmed.

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