

## SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project. This statement is required to be updated with your annual report

Grantee name	Australian Wagyu Association
Project title	The Australian Beef Export Capability Development Hub
Project number	SMEXB000026
Project period	01 April 2019 to 30 June 2022

### 1. Public description

The project will establish an Export Hub to develop export capability for SMEs working in the Australian Wagyu Industry through the implementation of Japanese Meat Image carcass grading cameras. The Hub will assist SMEs to use and develop skills in the use of these cameras to assist the Australian Wagyu Industry to build on product quality and brand recognition.

### 2. Proposed activities

- a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Export strategy complete	Finalise Wagyu Hub export development strategy to underpin Hub operational activities	01/04/2019	30/06/2019
Carcase Imaging Camera acquisition	Agreements complete and carcase imaging cameras secured for use by the Wagyu Hub participants with the project	01/04/2019	30/06/2019
Online image analysis website and data access facility	Establish online website and data access facility for Wagyu carcase image analysis for participant use	01/04/2019	30/06/2019
Onboarding of Hub participants 1.	Engage industry SMEs and commence 6 participants within the Hub	01/04/2019	30/09/2019
Carcase cameras implemented	Demonstrate and implement carcase cameras at 3 processing sites.	01/04/2019	30/09/2019

Activity title	Activity overview	Start date:	End date:
Establishment of Industry Committee	Formation of Wagyu Hub Industry Committee and holding of first meeting	30/09/2019	21/12/2019
Participant engagement program drafted	With Wagyu Hub Industry Committee established, develop requirements for a new participant engagement program to introduce participants to the Hub supported activities	21/12/2019	31/03/2020
Onboarding of Hub participants 2.	Engage industry SMEs and commence an additional 6 participants within the Hub	01/10/2019	31/03/2020

- a. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

The Australian Beef Export Capability Development Hub (Wagyu Hub) will link with the Food and Agribusiness Growth Centre (Food Innovation Australia Ltd (FIAL)) and will target increasing export opportunities and product value to Asia Pacific, specifically China and Taiwan.

The Wagyu Hub will specifically address the FIAL Research and Development Priorities of;

**A Global Market Place:** by enabling implementation of technology within Australian red meat processing sector that will allow Australian Wagyu Beef non-packer exporters to accurately describe product to customer specifications.

**Future Consumers:** by allowing for discrimination of product quality that enables development of new premium brand categories to target high-end consumers.

**Enhanced Production and Value Addition:** by enabling accurate and controlled quality assurance systems with certification branding to build integrity and value in Australian export brands.

**Food Security and Sustainability:** By increasing the recognition and competitiveness of Australian Wagyu Brands within the Asia Pacific region.

The Wagyu Hub will also directly address the FIAL Management Capability Priorities of;

- Physical and technical systems such as software and robotics that improve efficiencies and reduce costs of production through automation, whilst improving data management of business and customer information, through the use of customer relationship management platforms: by implementing carcass grading camera technology within the Australian processing sector to enable real-time objective data with equivalence to Japanese Wagyu industry grading descriptors to deliver improved product description, data management, traceability and quality assurance.

### 3. Key performance indicators

- a. Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

#### 1. Staffing:

Matthew McDonagh; Export Hub Manager - Chief Executive Officer of the AWA since April 2017. Matthew served as General Manager of On Farm Research and Development with Meat and Livestock Australia from 2015 to 2017 overseeing investment totaling \$40 million per annum. Matthew was Centre Director for the NSW DPI Beef Industries Centre from 2012 to 2015. (40% allocation to project).

Aaron van den Heuvel; Wagyu Hub Camera Technician since May 2019. Aaron has 5 years' experience working in Australian Processing Facilities including sheep meat and beef production. Aaron has prior experience as a senior laboratory technician in Meat Science with the University of New England from 2014 – 2018 including working with Meat Standards Australia and AusMeat (100% allocation to project)

2. Implementation of Japanese Meat Image Japan (MIJ) carcass grading cameras: Cameras to be implemented within the Australian meat processing sector to enable optimal quality verification of Wagyu carcasses, improved data management and efficiency/reliability of sorting within brand categories. **Status:** On track – 4 cameras in place.

3. Imaging of 28,000 Wagyu carcasses for 2019, increasing to 38,000 for 2020 and 42,000 by 2021. **Status:** Uptake at 50% of expected rate, uptake expected to increase for 2020

4. Development, implementation and maintenance of an Australian Wagyu Export Partnerships Webpage to assist Australian and export market partnership development. **Status:** Under construction – expected complete March 2020 then maintain and update.

5. Providing regular export market development networking, training opportunities and a peer-support network with industry leaders to build export market knowledge and strategy. **Status:** Training material and content under construction – expected initial draft March 2020.

6. Delivery of an MIJ camera grading certification quality mark for use by program participants to support objective quality claims underpinning their brands. **Status:** On track – trademark application in progress.

7. Provide support for brand-development, brand recognition and integrity within export markets providing credibility for new brands to meet market specifications for high-value beef products.

#### b. Participant statistics

	2019-20	2020-21	2021-22
Current number of participants:	10	TBC	TBC
Number of participants currently exporting:	8	TBC	TBC
Average employees (FTE)* of participants:	TBC	TBC	TBC

\*FTE denotes Full-time equivalent