

**MEDIA  
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# The South Australian Sheep Industry Blueprint

– a plan for industry growth from 2015 to 2020

Tuesday, March 8, 2016

## Blueprint for sheep industry growth set to launch in SA

A STRATEGY that aims to drive sheep industry productivity to a 20 per cent increase by 2020 will be launched on Tuesday, April 12, at the Adelaide Hills Convention Centre at Hahndorf.

The South Australian Sheep Industry Blueprint is set to boost the SA sheep industry's production and value from \$1.48 billion in 2015 to \$1.8 billion by 2020 and develop a united value chain workforce plan to attract new and energetic people to the industry.

Blueprint Working Group Chairman Allan Piggott, a producer near Taillem Bend, said the launch was an exciting milestone.

"It will be a landmark day for the sheep industry, heralding a new, united and coordinated push to boost the industry's productivity and I encourage all participants in the sheep industry to register and come along for a great day of learning and networking," he said.

"The launch will be held in conjunction with a Sheep and Beef Industry Forum, alongside Meat & Livestock Australia's inaugural Meat Standards Australia Excellence in Eating Quality Awards, recognising SA's top performing MSA producers for 2014-15.

"The combined event will feature concurrent sheep and beef sessions which focus on growing the value and productivity of SA's sheep industry and the MLA Future of Beef Eating Quality Forum.

"These sessions will provide a fantastic opportunity for industry stakeholders to hear more on MLA's research and funding priorities and planned outcomes, and their continued focus on grassroot producers."

Members of the Blueprint Working Group – who are also part of the Southern Australia Meat Research Council – will attend, providing an opportunity for producers to hear the latest on future research and development of their industry. SAMRC is a MLA initiative encouraging grassroots cattle and sheep producers across southern Australia to drive the future direction of levy-payer funded research and development for their area.

Members of Livestock SA and the SA Sheep Advisory Group will also be in attendance giving producers an ideal opportunity to help set the future direction of their industry.

Australian Wool Innovation will also discuss opportunities and challenges facing the wool industry.

The Blueprint is an initiative of Livestock SA and South Australian Sheep Advisory Group and is supported by Primary Industries and Regions SA and the University of Adelaide.

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**Details:**

SA Sheep Industry Blueprint Launch, Adelaide Hills Convention Centre, Hahndorf, Tuesday, April 12, 10.30am-7.30pm. RSVP to Meat & Livestock Australia by March 29 at 02 9463 9391 or [events@mla.com.au](mailto:events@mla.com.au)

**More information:**

Visit [www.livestocksa.org.au/pages/blueprint.php](http://www.livestocksa.org.au/pages/blueprint.php)

**Media interviews:**

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