



Meat & Livestock Australia

MLA's purpose is to foster the long-term prosperity of the Australian red meat and livestock industry, by:

- delivering research and development that contributes to producer profitability, sustainability and global competitiveness;
- growing demand for red meat in Australia and overseas.

MLA is a service provider to the red meat industry, not an industry representative body or lobby group.



FUTURE-FOCUS

Supporting our company value of future-focus, our Wiley Innovation team is committed to delivering exceptional market research, technological development and design thinking services to the food industry.

Wiley is passionate about creating a better future, and our innovation specialists are among the most skilled in the industry. With over a century of collective business experience, our in-house specialists are ready to help with your business innovation needs.

Relationships built on trust and integrity

One of our most innovative clients is Meat and Livestock Australia (MLA)—Australia's peak body for beef, lamb and goat. Primarily representing Australia's growers, MLA helps the Australian beef industry succeed through a variety of projects, including innovation programs designed to enhance the whole value chain. Wiley has been working with MLA for several years to deliver industry-leading insights, research and world-first technological developments.

Augmented reality for meat grading

In partnership with MLA, Wiley performed the first research into augmented reality for meat grading. Our concept enhances the capabilities of experienced meat graders with computer vision technology; presenting information directly in the field of view of the user.

Our hands-free augmented reality solution can deliver meat grading information in real time. While the platform is still in development, initial demonstrations have garnered substantial support from industry members. The main question we are asked is "when will this be ready for my processor's operation?".

Wiley and MLA have partnered to perform four projects in this exciting field. Wiley meat industry specialists look forward to accelerating the delivery of powerful technologies, such as the augmented reality meat grading platform.

Solar and battery technology for food production facilities

Wiley in-house food industry financial experts are constantly on the lookout for ways to transform business models for greater efficiencies. Green technology is one of the most promising tools at our disposal to cut costs and enhance sustainability.

In partnership with MLA, Wiley performed research into the viability of solar battery solutions for the red meat industry. This investigation included the development of a solar facility simulator, ex-ante cost benefit analyses and consultation with solar industry experts. While it was found that the financial returns from large scale batteries aren't yet ready for the industry's commercial applications, solar energy is a strong business proposition for the red meat industry and one which Wiley is excited to bring to Australian red meat.

Innovative dried meat product market research

Dried meat products are one of the most promising areas of innovation for Australian red meat producers. These products are called "value added" products, meaning they compete in different markets to the commodity meat products. Value added products enable red meat industry members to achieve greater returns, access new markets and enhance long term stability.

Our consumer marketing and product specialists worked with MLA to investigate the best solutions for Australian red meat producers to help enhance return, accelerate growth and reach a whole new international audience.



the project delivery company