

# The WA Beef Industry

The lows, highs and where to  
from here

- Presented by Elders Commercial Livestock  
Manager, Michael Longford
- Looking at the past, present & future





# Past/ History

- 1990s to 2020
- Lowest number of cattle in Australia since 1990s – 24.6 million head
- Prior to 2020, numbers had been declining
- Demanding lifestyle & farmers attracted to cropping prices
- Years of low pricing
- Eastern States re-stocked with 88,499 sent from WA





## Present

- Prices have continued to increase since 2020
- Experiencing highest prices for Australian cattle in history
- Driven by re-building breeding herds, drought, flooding, fires
- Huge overseas demand for Australian red meat
- Domestic demand increased



# Future

- Weiner sales in Spring strong
- Reduced number of grassfed cattle available
- Opportunity for backgrounding
- Demand outweigh supply
- Export markets strong
- Economies recovering from COVID-19
- Australian Beef predicted to to grow with confidence

A photograph of several cows in a grassy field. In the center, a white cow with yellow ear tags looks directly at the camera. To its left, a brown cow is partially visible. To its right, another brown cow is partially visible. The background shows more cows and a bright sky. A large, dark blue circular overlay is positioned in the foreground, containing white text.

-Thank you

“Coming together is a beginning,  
keeping together is progress,  
Working together is Success.”