

Industry Overview

The new millennium

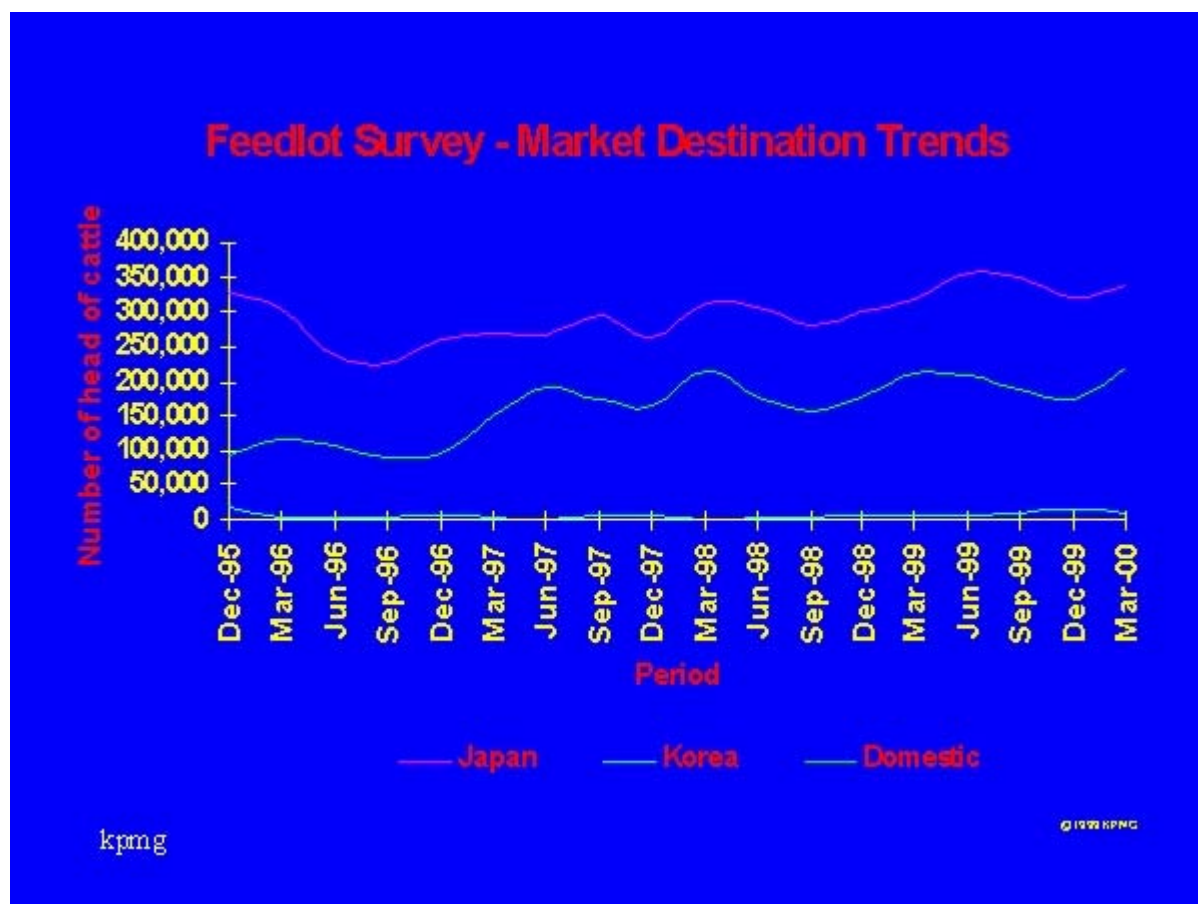
- **Market impact of world parity pricing**
- **New competitors for export markets**
- **Food safety - supply chain management**
- **MSA**
- **Supply of feeder cattle - v - live exports**
- **grain - supply and pricing**

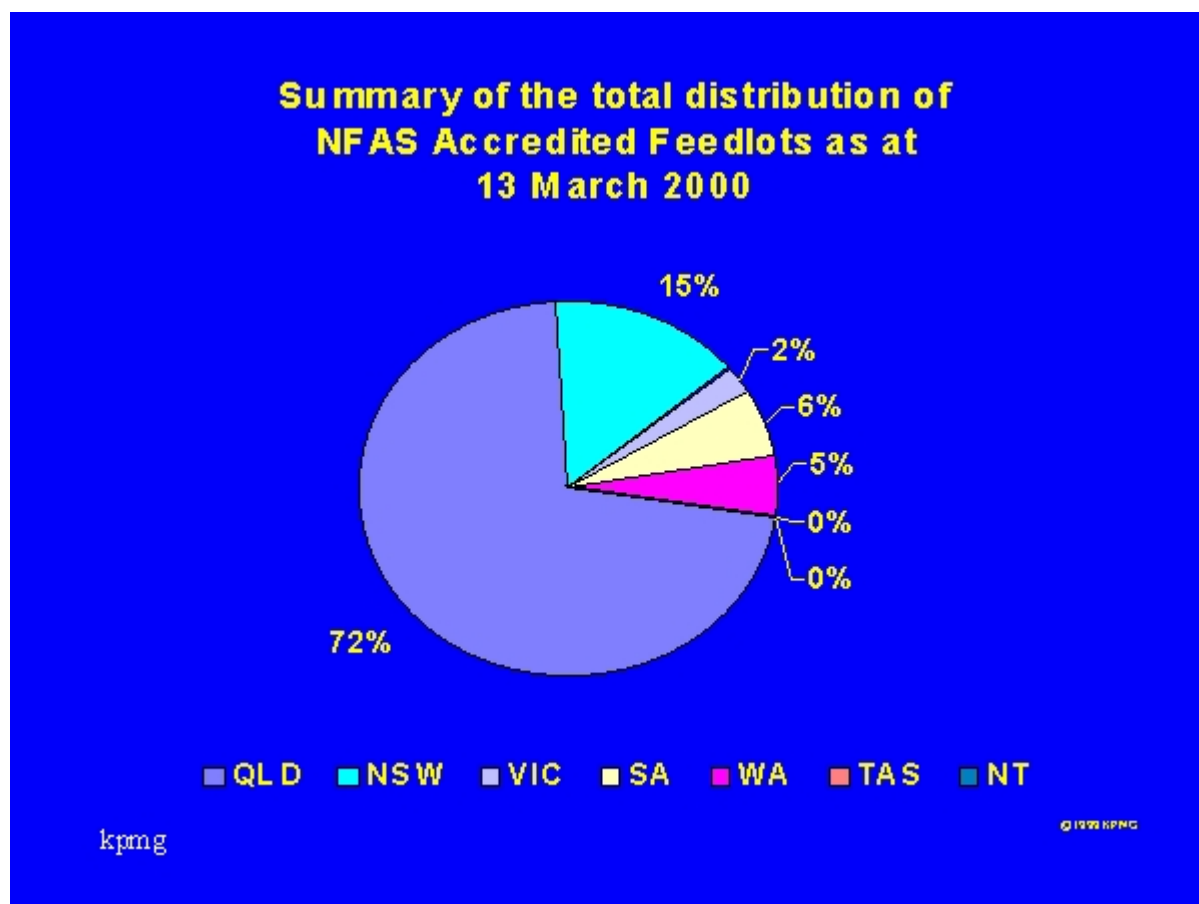
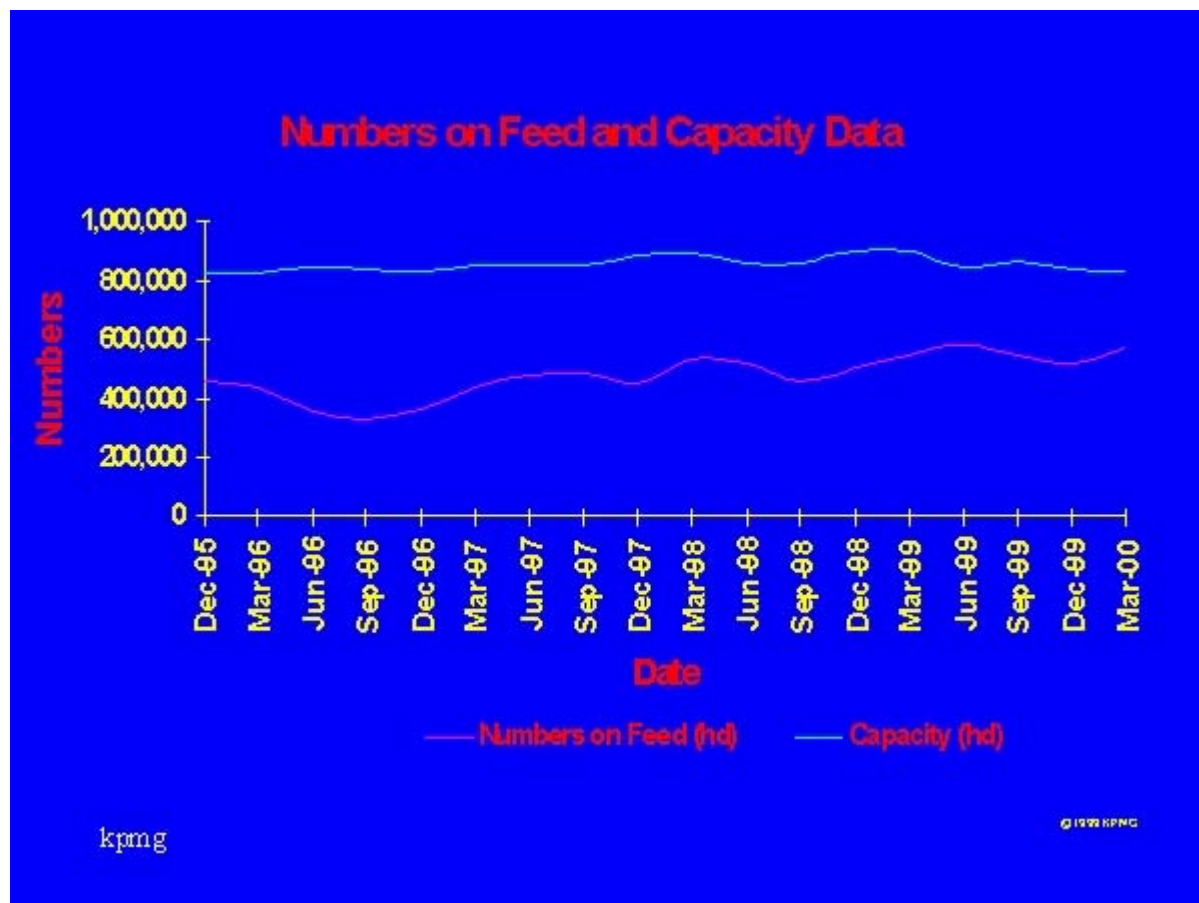
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The 1990's

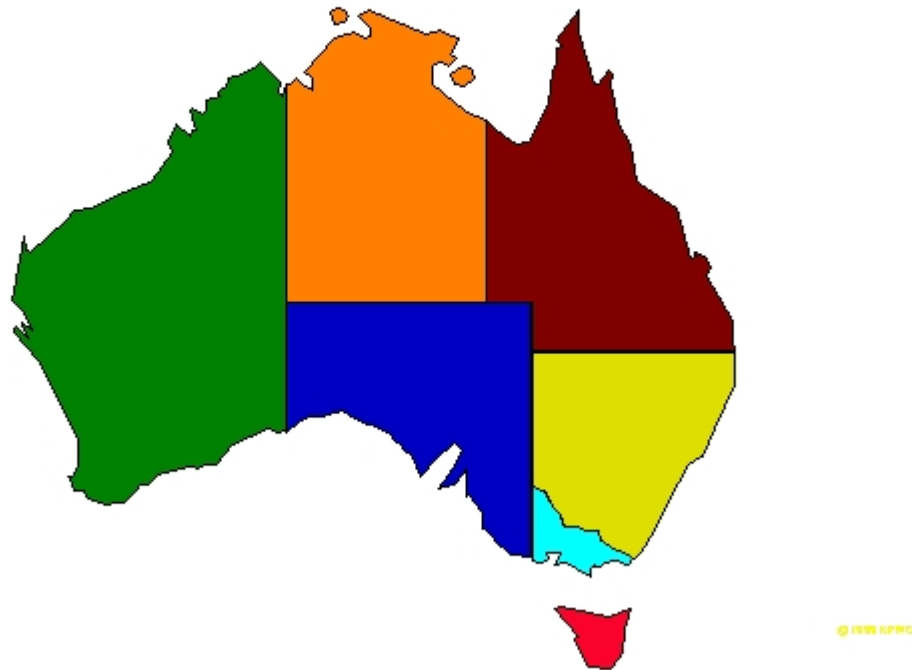
- Rapid expansion of Japanese market led to boom prices in early 90's
- Grain price squeeze in 1994
- BSE and e-coli scares in 1996
- Surge in cattle fed for domestic market
- Food safety, MSA

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Distribution of Accredited Feedlots (Over 1,000 head)



The next 20 years

- **70's specialist feedlots introduced**
 - **1972 State Lot Feeders associations formed**
 - **Crash of 1974 - (cattle 10c Kg)**
 - **Emergence of corporate feedlots in 80's**
 - **Domestic market still seasonal**
 - **1989 Japan grain fed imports exceed grass fed**
- A small yellow logo is visible in the bottom right corner of the list area.