

Media Release

The Hon Michaela Settle MP
Minister for Regional Development
Minister for Agriculture



Wednesday, 24 June 2026

BACKING FARMERS WITH DATA TO GROW PRODUCTIVITY

More farmers will have access to tools that will help grow more feed, improve productivity and manage costs.

Minister Settle today attended the Best Wool/BestLamb and BetterBeef Conferences in Ballarat to announce a new \$6 million partnership between Agriculture Victoria and Meat & Livestock Australia (MLA).

Sheep and beef farmers can participate in the program through local workshops, producer networks and on farm trials, helping them use farm data to make informed decisions.

Farmers will have better access to trusted advisors who understand local conditions, can offer clear, practical guidance and help reach farmers who may not currently participate in industry programs.

Farmers will also test new practices through on farm trials and access leading research and global innovation in ways they can apply directly to their businesses.

The new program will help farmers better use existing data such as livestock weight, reproduction results and pasture information with tools like electronic identification to make better decisions and improve productivity.

More on-farm data means more opportunities to improve efficiency, manage costs and plan for the future.

Beef and sheep meat are among Victoria's most valuable agricultural commodities, worth \$2.9 billion and \$2.0 billion respectively, while wool contributes around \$874 million.

Victoria's food and fibre exports have reached a record \$22.1 billion, reinforcing the state's position as Australia's leading agricultural exporter.

Labor has backed Victorian farmers with more than \$146.5 million as part of our Drought Support Package.

Victoria has secured a 10 million litre diesel reserve for the agricultural sector, giving farmers confidence that fuel will be available when they need it most.

For more information, visit agriculture.vic.gov.au/support-and-resources/networks/bestwoolbestlamb.

Quotes attributable to Minister for Agriculture Michaela Settle

"Stronger sheep and beef businesses mean stronger regional communities, and this investment is giving farmers practical tools to improve productivity, strengthen resilience and build long-term profitability."

"We're backing Victorian farmers with practical support that strengthens farm businesses, builds capability and helps position them for long-term success."

Quotes attributable to MLA General Manager for Research, Development and Adoption Sarah Strachan

"Whether it is improving lambing percentages, hitting processor specifications more consistently, or lifting pasture utilisation, this program is focused on outcomes producers can see in their own businesses."

"By helping producers better use data from paddock to processor, we can improve productivity, reduce risk and strengthen the long-term competitiveness of the Victorian red meat industry."

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