THE REAL DEAL IN LIVESTOCK EXPORT EDUCATION



ONFARM, 5th April 2023.

If anyone was 'remotely' interested in educating themselves about the process and the role that Australia plays in supplying livestock to countries around the world for the sustenance of millions of people every day, it's the team behind The Livestock Collective who have compiled an amazing collection of resources and experiences to inform and educate the public on the complete export journey from the paddock to the mouths of millions.

Not everyone is as privileged as we are in having the resoures (such as refrigeration) and access to fresh produce to feed their families. The role that Australia plays to enable other countries to provide fresh milk and meat for their citizens is a humanitarium responsibility that should be taken very seriously by those in a far more fortunate position that could otherwise close down this all important supply chain.

The Livestock Collection in conjunction with LiveCorp have put together an immersive virtual tour and 360 video production produced by Think Digital to take any person through the journey from the Farm > Truck > Feedlot > Voyage > Markets > Nutrition.

There is no excuse for anyone to make an uninformed decision about what really goes on in supplying live cattle and sheep to those who don't have the resource base that we do in this lucky country of ours.

For your own guided tour through the facilities on board, from the farmers themselves through to the logistic operators involved you can start your adventure here.

The journey finishes with a video from..... Tom Slaughter - the CEO of the business who pioneered this live export trade - Austrex

With 50 years experience in the global livestock industry they have built a reputation for prioritising animal welfare.

I invite you to see it all for yourself from the luxury of your lounge room chair.

Click to enter here.


AUSTREX
Tom Slaughter
CEO Austrex
- So I'm Tom Slaughter from Austrex,