



# US MARKET ACTIVATION

## Queensland Grain Fed Beef



Queensland  
Government



## WELCOME FROM MEAT & LIVESTOCK AUSTRALIA

At [Meat and Livestock Australia \(MLA\)](#), we are passionate about Australian Beef and are excited to share that passion with you.

For more than 200 years, Australian farmers have been passing their knowledge down from generation to generation, creating a proud meat and livestock industry.

Our world-leading supply chain, together with the advantages of raising animals in an unspoiled environment, has underpinned Australia's reputation for producing the highest quality beef.

Australian beef is certainly a product of its environment. Our unique climate, wide open spaces and natural

environment allow animals to live in their natural habitat and helps provide consistent supply all year round. As Australia is a huge island, animals are naturally protected from diseases. Technological advancements in the areas of eating quality, food safety and shelf life makes Australian beef second to none.

Australia is one of the world's largest exporters of Beef and is enjoyed in more than 100 countries across the globe. To build awareness for Australian Beef, MLA designs and delivers tailored marketing programs on behalf of the entire beef industry. These various activities are committed to building long term loyalty and demand for Australian Beef.

With the support of the Queensland Government, TSBE and beef producers throughout Queensland, we are excited to welcome you to this US Market Activation.

## US MARKET ACTIVATION - QUEENSLAND GRAIN FED BEEF

[TSBE](#) has partnered with MLA and the Queensland Government to collaboratively grow Queensland's market share of high value, long day grain fed beef into the US with local red meat producers invited to participate in a 5-day collaborative market activation.

TSBE's aim is to explore the opportunities presented by the American market, ultimately strengthening Queensland's position as a premier supplier of high-quality, grain-fed beef on a global scale. Attendees can expect strong outcomes, including expanded market opportunities, valuable networking connections, developing in-depth industry knowledge and market entry strategies, while increasing brand recognition and our global competitiveness in the US market.

Delegates will travel to Las Vegas to build brand and consumer awareness, advocate for growing the region and Queensland's market share of high value beef into the United States. The tour kicks off with a luncheon and behind-the-scenes look at the Wynn Las Vegas,

followed by an industry networking event targeting local foodservice operators. Hosted at the Border Grill Mandalay Bay in collaboration with Executive Chef John Baez, the event will feature Aussie Beef Mates Alex Espinoza, Jason Fullilove and Tiffany Sawyer and their culinary delights.

Delegates will venture out for a foodservice immersion led by Menu Matters, to gain insights on Vegas operators and the U.S. foodservice market before taking some time off for the National Rugby League season opener. Delegates will then travel to LA for the second leg of the trip - to include a retail store expedition and closing out with a retail insights and marketing workshop, tying the key takeaways together.

The trip is designed to empower Queensland beef growers to thrive in the competitive US beef market, make connections and facilitate meaningful exchanges in developing market share for Queensland beef.

## DELEGATION STAFF



**Rowena Beveridge**

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# US FOOD SERVICE AND RETAIL LANDSCAPE

**\$890 Billion**  
expected consumer  
spend in 2024

**63,385**  
Supermarkets in the  
US as of 2023

**77%**  
of which is in  
food industry

**837,000+**  
restaurants in the US of  
which just 30% are casual or  
fine dining

Consumers more  
likely to indicate they  
won't sacrifice on  
the quality of meat,  
particularly beef

**3.5%**

us retail market projected  
compound annual growth rate  
between 2023 and 2027

**\$87.1b**  
meat related product  
sales in 2023 in the US

**115,526**  
food stores sell more than  
**\$717 billion**  
of retail food products

Research supports the  
notion that a strong  
meat department  
reputation drives traffic  
for the entire store



# TOP 5 MEAT TRENDS TO WATCH IN 2024

## 1 | Convenience

Case ready products continue to rule the meat case: In 2022, 83% of the meat case was case ready – up from only 66% in 2010. Meat companies with an eye on product innovation, focused on interesting flavors and cuts can help further entice those willing to put a premium on convenience.

## 2 | Health & Wellness

As the definition of “health” continues to evolve, packer/processors and retailers will need to assess how to communicate the value of meats nutritional profile to keep it in the mix for wellness-conscious consumers. Even simple on-pack callouts like “high in protein” remind shoppers what fresh meat offers.

## 3 | Inflation

Consumers aren't just talking about inflation; they are taking action to mitigate it:

- Private and store labels are winning - Private brands should continue to foster retail partnerships that help capitalise on this trend.
- Belt-Tightening = Just the Basics
- Consumers are also concentrating on essentials right now. Almost half (46%) of shoppers say they're focusing on specific pre-planned items when grocery shopping and avoiding impulse shopping. This is a signal to the meat industry to focus on affordable meat staples like ground beef.

## 4 | Protein Supply

Beef has been flat and inching toward constriction in recent months due to drought conditions and higher feed costs. The USDA is currently estimating that the global beef supply will be down 3% next year, while pork supply is expected to increase in 2024. Beef will be a harder sell in 2024 but processors and retailers should play up its value and also remind consumers that nothing else compares to the taste of beef.

## 5 | Sustainability - Regenerative agriculture is the new frontier

Sustainability is a multilayered initiative whose definition will continue to evolve; right now, regenerative agriculture is what's getting a lot of buzz within the meat space. For some consumers, simply doing what's right for the earth, for the animals and for people is the essence of sustainability – and younger consumers like Gen Zs and some Millennials now expect those values to be foundational to a brand. Are you able to incorporate a regenerative ag piece into your sustainability story?

# LAS VEGAS AND LOS ANGELES FOOD SCENE AT-A-GLANCE

Las Vegas and Los Angeles both play significant roles in the food scene, attracting trend-seekers for various reasons:

## 1 | Culinary Innovation Hubs

Both cities are known as culinary innovation hubs, where chefs push the boundaries of traditional cuisine and experiment with fusion flavors and techniques. Los Angeles, with its diverse population and cultural influences, offers a melting pot of cuisines, while Las Vegas boasts celebrity chefs and high-end dining experiences.

## 2 | Celebrity Chef Culture

Las Vegas, in particular, has become synonymous with celebrity chef restaurants, with big names like Gordon Ramsay, Wolfgang Puck, and Bobby Flay having multiple establishments on the Strip. Los Angeles also hosts numerous celebrity-owned or endorsed eateries, drawing food enthusiasts eager to taste dishes curated by their favorite chefs.

## 3 | Trendsetting Dishes and Concepts

Both cities often introduce trendsetting dishes and dining concepts that quickly gain traction nationwide. For example, Los Angeles is known for its vibrant food truck scene, which has inspired similar movements in cities across the country. Las Vegas, on the other hand, is renowned for its extravagant buffets and themed dining experiences that set new standards for indulgence and spectacle.

## 4 | Influence on Beverage Trends

Beyond food, both cities also influence beverage trends. Los Angeles, with its focus on health and wellness, has popularised trends like cold-pressed juices, kombucha bars, and craft coffee shops. Las Vegas, with its lavish nightlife scene, often sets trends in mixology and cocktail culture, with innovative bars and lounges offering creative libations.

## 5 | Global Influence

Due to their prominence as tourist destinations, both cities attract visitors from around the world, contributing to a diverse culinary landscape that incorporates flavors and ingredients from various cultures. This global influence can be seen in the wide array of international cuisines available in both cities, catering to the adventurous palates of trend-seekers.

## 6 | Food Tourism Destinations

Las Vegas and Los Angeles have become food tourism destinations in their own right, with travelers planning trips specifically to indulge in their culinary offerings. Food-centric events, such as food festivals, restaurant weeks, and culinary tours, attract visitors seeking to explore the latest dining trends and iconic eateries.

# DELEGATE PRE DEPARTURE HOMEWORK

## OVERALL

1. Write a brief reflection on your expectations and goals for the trip and any specific areas of interest you hope to explore further.
2. What is the main reason for joining the Australian delegation to the US?
3. What are the top three issues you currently face in exporting to the US?

HOMEWORK: Review "The Business Model Canvas" Resources to familiarize yourself with the model (particularly the Value Proposition, Customer Segments, and Sales & Communications)

- [Click here for Resource #1](#)
- [Click here for Resource #2](#)

## FOODSERVICE

1. What are the top 3 questions you have about foodservice in the US?
2. What was the best restaurant experience you've had recently?
3. What type of food have you never had but would love to try?

HOMEWORK: Review the 2024 Consumer Needs State report to come up with ideas on how their product/ brand could be positioned against one or more of those need states.

## RETAIL

1. What are the top 3 questions you have about retail in the US?
2. What are the best retail experiences you've had recently?
3. What type of retail experiences get you to buy?

HOMEWORK: Review [Midan Marketing Top Trends to Watch](#) and come up with areas where your offering can be a fit.

## TRAVEL INFORMATION...

Have you organised your ESTA visa required for entry to the US? Click [HERE](#) to apply

Need more information on travel in the US and travel insurance required?  
- visit [Smart Traveller](#) to find out





## WHAT MAKES AUSSIE BEEF SO GOOD?

### Sustainably Raised

For Australian beef farmers, caring for animals and the environment are at the core of what they do. Along with strict industry guidelines and government legislation to assure safe and ethical production, farmers also invest in ongoing research to ensure high standards and continuous improvement in the health and well-being of the animals.

### Aged to Perfection

The time in ocean transit actually benefits the tenderness of Aussie Beef, as it wet-ages en route to the set destination.

### Shelf Life

Trimmed to specification for maximum yield and with minimal waste. Aussie Beef's superior

20-week shelf life helps with this too.

### Paddock to Plate Traceability

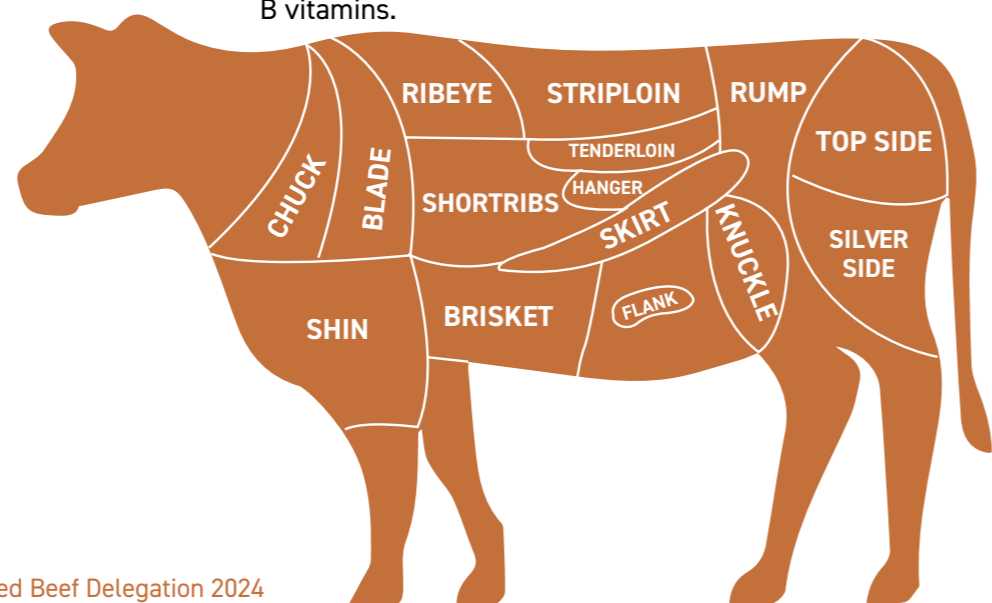
World-class quality systems including state-of-the-art identification make Aussie Beef traceable all the way back to the farm.

### MSA-Graded

Meat Standards Australia (MSA) is the world's leading eating quality program and was developed by the Australian red meat industry to improve the eating quality consistency of beef. Aussie beef, an MSA graded product has met strict criteria to ensure it meets consumer expectations for tenderness, juiciness and flavour.

### Packed with Nutrition

Aussie Beef contains 13 essential nutrients required for good health, including Iron, Zinc, Omega-3 and B vitamins.



## MEET THE PRODUCERS



### ALLIED BEEF

[alliedbeef.com.au](http://alliedbeef.com.au)

Allied Beef's vision and passion is to produce premium beef, while delivering an exceptional experience to its stakeholders. The company is not a large-scale commodity producer nor a short-term beef trader, instead they focus on long-term partnerships with select customers.

Allied Beef's customers see their commitment and dedication in it's people, on their farms, and in their ownership of premium Wagyu, Angus and other breeds of beef cattle. Everyday, the Allied Beef team builds on their experience and their desire to tailor procedures deliver to customers' an exceptional experience every time.



### JBS AUSTRALIA

[jbsfoodsgroup.com/businesses](http://jbsfoodsgroup.com/businesses)

JBS Australia, part of the global JBS business, is the largest and most respected beef and lamb processor in Australia, with a strong portfolio of award-winning brands.

They are proud to offer retail, wholesale, and food service customers a wide variety of product ranging from grass fed and grain fed to organic and hormone free. Sourcing cattle from far north Queensland's outback to the lush rolling hills of Victoria, JBS's quality product is produced with pride.

## KILCOY GLOBAL FOODS



[kilcoyglobalfoods.com](http://kilcoyglobalfoods.com)

Kilcoy Global Foods is a highly acclaimed food solutions provider with a focus on premium beef and other high quality animal protein products. They are a vertically integrated global business with operations and processing facilities strategically located around the world.

Their award-winning Wagyu, Angus, and grain-fed beef programs provide their foodservice and retail clients with quality, consistent and sustainable beef solutions for their center of the plate and direct to consumer needs. Kilcoy Global Foods provide food the world loves to eat!



## KING RIVER

[kingriver.com.au](http://kingriver.com.au)

King River are fifth-generation cattle farmers, based in northern Australia. Their Wagyu comes from a full paddock-to-plate operation, where their farming land raises cattle and grows the feed for them. All of King River's grain-finished cattle is MSA graded and Grain-Fed certified, meticulously raised for excellence.

Exporting only the finest-quality Wagyu beef to global markets. They are seeking quality importers and distributors for the US market, to provide high-end Wagyu to your discerning customers.



## KNUDSEN CATTLE

[knudsenattle.com](http://knudsenattle.com)

Knudsen Cattle: A leading Australian agribusiness specialising in breeding quality cattle. With a heritage deeply rooted in Australian agriculture, and a focus on robust genetics, carefully selecting and breeding cattle with superior traits and resilience.

With a family legacy that spans generations, their dedication to excellence extends to their land, people and community. Knudsen Cattle: Where tradition meets innovation in pursuit of happy livestock and healthy pastures.

## MORT & CO



[mortco.com.au](http://mortco.com.au)

Mort & Co is the largest privately owned lot feeder in Australia, producing a premium grainfed beef range under its Phoenix brand. The company proudly operates an integrated supply chain which allows them to produce some of the best quality Wagyu and Angus beef brands in the world. The award-winning Wagyu brands Master Selection and The Phoenix are joined by a 200 day fed Angus brand: Sir Thomas.

The time and effort invested in the grainfed process ensures all three brands deliver an exceptional eating experience for the most demanding beef connoisseur.

## STANBROKE



[stanbroke.com](http://stanbroke.com)

Stanbroke is a family owned Australian integrated beef and cattle company. At Stanbroke their aim is to consistently provide the finest quality beef to it's valued customers. They achieve this by owning and managing each step of the beef production process. By utilising the pristine environment of their cattle stations and combining this with state of the art production facilities, Stanbroke constantly deliver the highest quality, tender, flavoursome beef chefs demand.

Stanbroke offers a full range of Grain and Grass-fed beef categories and export to over 35 countries globally.



# ITINERARY

## DAY 1 - BRAND ACTIVATION

Thursday, 29 February 2024

### Hotel Information

Mandalay Bay Hotel, Las Vegas  
[mandalaybay.mgmresorts.com](http://mandalaybay.mgmresorts.com)

up to 11:30am • Free time for the morning

12 - 3pm • Delegate welcome luncheon

Wynn Hotel, Las Vegas

Hosted at the Wynn Las Vegas, a seated luncheon featuring Australian Beef dishes and a back of house tour for 25 guests.

*\*Delegates are responsible for their own transportation to and from the Wynn Hotel - approximately 15-20 min travel time between Mandalay Bay and The Wynn*

3 - 5pm • Free time

6 - 8pm • Australian Beef Industry Event

Mandalay Bay Hotel, Las Vegas

An industry networking event for up to 75 guests featuring Australian Beef dishes created by Aussie Beef Mates, hosted at Mandalay Bay's Border Grill with Chef John Baez

### Some interesting reads...

Read [HERE](#) about how Caesars Palace's Restuarant [Peter Luger Steak House](#) is capitalising on the demand for high quality beef in Vegas.

### Australian exports to fill gap in the USA

Australian red meat exports have started off strong in 2024 with total red meat exports 41% higher than the start of 2023 and lower production in the United States has generated demand for red meat in North America, resulting in export volumes more than doubling. Read more about it at [MLA](#).

## DAY 2 - MLA WORKSHOP

Friday, 1 March 2024

1 - 6pm • Food service dine around and immersion

Las Vegas *\*Transportation from hotel to immersion will be provided to delegates*

Hosted by Menu Matters, an engaging and unique immersive experience focused on the menuing of and opportunities for Australian beef in America through curated visits to three restaurants menuing and innovating against beef, scheduled between lunch and dinner.

Stop 1 • Echo & Rig

Stop 2 • Mijo Modern Mexican

Stop 3 • Harlo



**Mike Kostyo**  
Vice President,  
Menu Matters

Mike Kostyo, Vice President of Menu Matters, has been one of the most sought-after voices and trend experts in the food industry for over a decade. He loves working one-on-one with clients to think critically about the industry, trends, and research and create those moments where "suddenly it all makes sense." A relentlessly inquisitive researcher and creative thinker, he works collaborative with clients to craft their future story together.



**Maeve Webster**  
President, Menu  
Matters

Maeve Webster is a leading consultant for foodservice manufacturers and operators. She has spearheaded hundreds of major industry studies during her 18 years as a foodservice specialist, and today runs a private consultancy focused on helping manufacturers and operators analyze, understand, and leverage foodservice trends. Maeve's expertise is in the areas of trend analysis, market assessment, consumer behavior, product testing, and brand optimisation.

### Event takeaways

- Q&A scheduled with the operation's executive chef, general management or purchasing director (as possible and available).
- A pre-immersion deck will be created and distributed to attendees to provide information, level, set expectations, and provide broader details on the foodservice scene.
- Exercises will be created and facilitated in lieu of operation interviews where not available to continue the discussion and focus attendees on opportunities for positioning Australian beef in the US.



## DAY 2 - NRL SEASON OPENER

Saturday, 2 March 2024

- Free time until game
- 6.30pm - 8.30pm ● Season opener
  - 📍 Allegiant Stadium, Las Vegas
  - Game 1 - Manly Sea Eagles v South Sydney Rabbitohs
  - Game 2 - Sydney Roosters v Brisbane Broncos

## DAY 4 - TRAVEL TO LOS ANGELES

Sunday, 3 March 2024

- 9am ● Bus departure Las Vegas to Los Angeles
  - 📍 Mandalay bay Hotel
  - Bus will collect delegates from hotel

## DAY 5 - STORE EXPEDITION

Monday, 4 March 2024

- 📍 Hotel Information
  - Andaz West Hollywood Hotel, 8401 Sunset Blvd, West Hollywood, CA 90069
  - [hyatt.com/andaz/laxss-andaz-west-hollywood](https://hyatt.com/andaz/laxss-andaz-west-hollywood)


- 8.30am ● Retail Store Expedition
  - 📍 Los Angeles
  - A curated experience visiting grocery and specialty stores in Los Angeles to highlight an overview of the retail landscape as it applies to the US beef and grocery market.
  - PLEASE NOTE\* Tour bus will pick delegates up and return to hotel, please meet in lobby at 8.30am**
- 9 - 9.45am ● Stop 1 - [Erewhon Beverly Hills](#)
  - 📍 339 N Beverly Dr, Beverly Hills, CA 90210
  - A holistic, health-focused grocery shopping experience with a unique product selection and commitment to sustainability. This visit will include opportunity for delegates to grab some coffee, a smoothie or a quick bite for breakfast
- 10.05 - 11am ● Stop 2 - [Bristol Farms](#)
  - 📍 9039 Beverly Blvd. West Hollywood, CA 90048
  - Reputation as being a high-end and upscale market offering a curated selection of premium and gourmet products, creating a unique and elevated shopping experience
- 11.20am - 12.50pm ● Stop 3 - [Grove Farmers Market / The Grove](#)
  - 📍 The Grove, 189 The Grove Dr, Los Angeles, CA 90036
  - A historic L.A. landmark, this visit will include a walk-through of LA's most popular shopping and dining destination
- 1 - 1.45pm ● Stop 4 - [Trader Joes](#)
  - 📍 175 S Fairfax Ave, Los Angeles, CA
  - Stands out among grocery stores in the US retail landscape due to its distinctive blend of affordable, high-quality products, quirky store ambiance, and a curated selection of unique, private-label items.
- 1.55 - 2.55pm ● Stop 5 - [Whole Foods Market](#)
  - 📍 6350 W 3rd St, Los Angeles, CA 90036
  - Notable for its extensive range of organic and premium products, commitment to sustainability, and a diverse array of culinary offerings, providing a holistic and upscale shopping experience
- 3.10 - 4pm ● Stop 6 - [Ralphs](#)
  - 📍 260 S La Brea Ave, Los Angeles, CA 90036
  - Blending convenience and variety in a central location, offering a diverse selection of grocery items along with a focus on customer service.
- 4.15 - 5pm ● Stop 7 - [Vons](#)
  - 📍 1430 S Fairfax Ave, Los Angeles, CA 90019
  - A traditional grocery in a diverse and culturally rich shopping experience, surrounded by unique stores, restaurants, and local businesses contributing to the vibrant atmosphere of the area.
- 5pm ● Tour bus returns delegates then free time



## DAY 6 - BRAND ACTIVATION

Tuesday, 5 March 2024

### 9am - 5pm • Insights and Workshoring

 Panorama Ballroom, Andaz West Hollywood Hotel

Marketing workshop designed to support exporters to convert marketing insight to business action



**Maeve Webster**  
President  
Menu Matters

Maeve Webster is a leading consultant for foodservice manufacturers and operators. She has spearheaded hundreds of major industry studies during her 18 years as a foodservice specialist, and today runs a private consultancy focused on helping manufacturers and operators analyze, understand, and leverage foodservice trends. Maeve's expertise is in the areas of trend analysis, market assessment, consumer behavior, product testing, and brand optimisation.



**Michael La Kier**  
President, What  
Brands Want

Michael is a growth-focused senior leader who has helped build some of the most iconic consumer-loved and shopper-relevant brands. A classically trained marketer with a direct marketing bent, Michael has a proven record of uncovering how people make decisions and what motivates them to take out their wallets. Michael is an action-oriented marketer who helps build better brands by creating richer, more profitable customer relationships.

### TO DO

Delegates submit lunch selection by midnight Monday, 4 for the workshop on Tuesday, March 5. View the [MENU HERE](#)

Click [HERE](#) to submit your lunch selection. Individual credit card payments will be taken on site.

## FOOD AND FUN IN VEGAS!

[Top 11 must visit Las Vegas Restaurants](#)

[Celebrity Chefs and their restaurants:](#)

[Some fun things to do for first timers in Vegas](#)

## VEGAS RESTAURANT RECOMMENDATIONS FROM THE EXPERTS AT MENU MATTERS

### STEAK/SEAFOOD

Papi Steak  
Stanton Social  
Ocean Prime  
Nicco's Prime Cut & Fresh Fish  
Barry's Downtown Prime  
Catch  
Bazaar Meat by Jose Andres  
Craft Kitchen  
Cut by Wolfgang Puck

### LATIN/MEXICAN

La Popular  
Casa Calavera  
Javier's  
Edo Tapas & Wine  
Toca Madera

### ASIAN

Kase Sake & Sushi  
SushiSamba (Asian/Latin Fusion)  
The X Pot  
Mott 32  
Beijing Noodle No. 9  
Best Friend (Asian/Latin Fusion)  
Mikiya Wagyu Shabu House  
Wakuda

### OTHER GLOBAL

HaSalon (Mediterranean)  
Orla (Greek)  
LPM (Mediterranean)  
The Pepper Club (mixed)

### ITALIAN/PIZZA

Mother Wolf  
00 Pie & Pub  
Carama by Wolfgang Puck  
Lavo

### NEW-AMERICAN

1228 Main  
Sparrow & Wolf  
Cathedrale  
Delilah  
Herbs & Rye  
Retro by Voltaggio

TIME	TOPIC	DESCRIPTION	LEAD/FACILITATOR
9:15 - 9:30	Introduction to the Day	Overview of the day and any additional introductions needed	McNicholl/ La Kier
9:30 - 10:15	Reflections on Retail Tour	Facilitated conversation on insights derived from prior day	La Kier
10:15 - 11:15	Insights into US Retail	US economic trends and retail insights to help explore future pathways to drive growth	Webster
12:15 - 1:15	Insights into US Foodservice	Overview of consumer drivers and foodservice trends that impact beef	La Kier
1:15 - 1:45	Lunch	Lunch from on-site restaurant, Riot House (note: menus will be shared with group on Monday and orders taken ahead of time.)	All
1:45 - 2:15	Introduction to Afternoon Exercise	Explain Business Model Canvas and Strategic Position Action Grid	La Kier
2:15 - 3:30	Facilitated Individual Workshops	Individual groups to work on key elements of Business Model Canvas and Strategic Position Action Grid	La Kier + Webster
3:30 - 4:45	Report Out From Workshops	Individual groups to report back to group for input	Groups
4:45 - 5:15	Conclusion & Next Steps	Recap of two-day immersion, discuss Next Steps, and Adjourn	McNicholl

## FOOD AND FUN IN LA!

[Best restaurants in Downtown LA](#)

[Eater LA's Hottest New Restaurants](#)

[Find your Perfect LA Itinerary](#)





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