



Global Insights How-to's

P O W E R E D B Y



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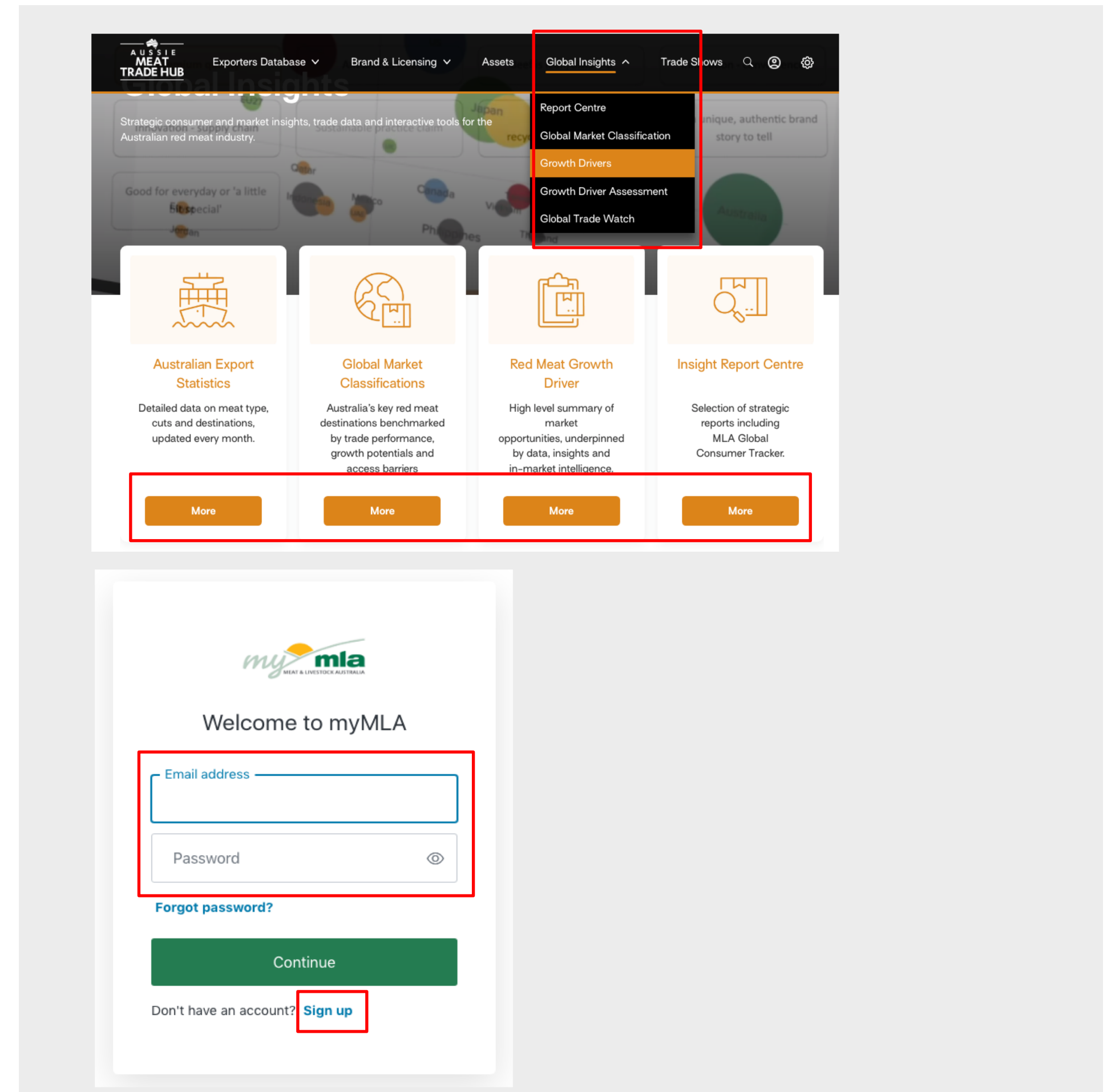
How to: Access the tools and reports

Many of the tools and reports require the user to be 'logged in' to access them*.

If a user is not logged in they will be prompted to do so when they select the tool or report. The user should enter their existing myMLA details (email address and password).

If a user does not have a myMLA account, they can sign up by following the prompts.

**Restricted content is available to Australian red meat exporters and MLA members only*



How to use: Insight Report Centre

LOGGED IN USERS

1. Logged in users have access to all the reports available on the site.
2. Users can filter reports by Domestic, International or Global Trackers.
3. Users can also filter reports by Tags and Categories.
4. These reports are available for download on their respective pages.

When selections are chosen they will be highlighted.
To clear or remove a selection, simply click the selection again.
The highlight will be removed.

LOGGED OUT USERS

1. Logged out users will have access ONLY to a limited number of publicly available reports.

The screenshot displays the 'Insight Report Centre' interface. At the top, there are four navigation cards: 'Australian Export Statistics', 'Global Market Classifications', 'Red Meat Growth Driver', and 'Insight Report Centre'. The 'Insight Report Centre' card is highlighted with a red box. Below this is a main content area with a search bar and filter tabs for 'All', 'Domestic', 'International', and 'Global Tracker'. The 'All' tab is selected and highlighted. To the right, there are 'Popular Tags' and 'Categories' sections, both highlighted with red boxes. The 'Popular Tags' section includes tags like 'Cattle', 'Sheep', 'Consumer', 'Retail', 'Market', 'Projection', 'Tracking', 'Domestic', 'Research', 'Snapshot', 'Trade', 'Report', 'Tracker', 'Global', 'China', 'Indonesia', 'Japan', 'Korea', 'Malaysia', 'Saudi Arabia', 'UAE', 'USA', 'Vietnam', 'Kuwait', 'Qatar', and 'Taiwan'. The 'Categories' section includes 'Retail Tracking' (1), 'Projection' (2), 'Market Snapshots' (1), 'Domestic Tracking' (3), 'Sentiment Research' (2), 'Global Reports' (1), and 'Tracker' (23). Below these are several report cards, including 'Community Sentiment Research - 2021', 'Retail tracking - Nielsen Homescan Annual', 'Vietnam 2022', and 'USA 2022'. Each card features a date, a brief description, and a 'View More' link.

How to use: Growth Drivers

1. Users must be logged in to access Red Meat Growth Drivers.
2. Users make their selection from the dropdowns available. Only one selection can be chosen per request.
3. Click on 'Search' button to see the associated data. Selecting 'All markets' (By Framework) will provide an overview of all drivers by market.
4. To preview the drivers (in case of multiple drivers), users can navigate forward or back using the arrow at the bottom.
5. To download the results, click on the 'Download PDF' button, which will print the results into a PDF. It may take a few seconds for the PDF to begin download.
6. Additional videos explaining Growth Drivers, their benefits, and how users can apply them to their business, are available on the page.

The screenshot displays the Red Meat Growth Drivers interface. At the top, there are four navigation cards: 'Australian Export Statistics', 'Global Market Classifications', 'Red Meat Growth Driver' (highlighted with a red box), and 'Insight Report Centre'. Below these is a search section titled 'Search Red Meat Growth Drivers' with a link to 'Try Our Growth Driver Assessment tool'. The search filters are 'By Framework', 'OR By Market', 'OR By Opportunity Area', and 'OR By Driver', each with a dropdown menu and a 'Search' button. Below the search filters is a 'Download PDF' button. The main content area shows a 'RED MEAT GROWTH DRIVER SUMMARY | MENA' card with a vision statement: 'VISION: For Australian red meat to be the PREMIUM CHOICE for consumers in MENA'. The card also features a table of driver benefits:

Driver name	Benefit
Peace of mind	Safety & Trust
Simply the best	Quality
Ultimate experience	Superior & Unique
New & different	Experience driven
Let's get together	Experience driven
Make life easier	Convenience

How to use: Growth Driver Assessment tool

1. If users are unsure which driver to choose, they can use the Growth Driver Assessment tool to help.
2. Select ONE 'Defining Feature'.
3. Select UP TO FIVE 'Key Attributes'.
4. Click on 'Find Matching Drivers'. The results will appear in a pop-up window.
5. The results can be downloaded as a PDF by clicking on 'Download PDF'. It may take a few seconds for the PDF to begin download.
6. You may repeat the process with different feature and attribution combinations.
7. There is also a video available with more information about why and how to use Growth Drivers.

Use the Assessment Tool

1. Select ONE 'Defining Feature' of your brand

Angus, Wagyu, BMS 9+, Organic, Grassfed, HGP free, Premium quality, Sustainable practice claim

2. Select UP TO FIVE 'Key Attributes' of your brand

Lamb, Angus, Wagyu, Mutton, BMS 9+, Organic, BMS 3-4, BMS 5-8, Grassfed, **Grainfed**, HGP free, GMO feed free, Premium quality, Antibiotics free, Beef is lean/BMS 0-2, Innovation - convenience, Innovation - supply chain, Sustainable practice claim, Innovation - recyclable/sustainable, Has a unique, authentic, Good for everyday or 'a little bit special'

Find Matching Drivers

Driver Assessment Tool Summary Table

Market	Growth Driver	Opportunity Area	Key Factors for this driver	Prime Targets (Key Consumer profile)	Retail	Channel Focus	Feedbacks
US	New & different	Experience driven	New experiences through food (delicious, authentic)	Millennials, Young and Older females, health & equity	High-end	Mid to high-end	Mid to high-end
China	Simply the best	Quality	Premium quality, Better execution, special	Young females, Older females, Older Males	Mid to high-end, including online	Mid to high-end	Mid to high-end
UK	Trust the Tools	Quality	Trustworthy product quality & independent brands to use	25 to 45-year working males and females, open to new things	Mid to high-end, including convenience stores	Convenience	Convenience
USA	Trust the difference	Quality	Premium quality & taste Consumers willing to pay knowledge on premium & new brands	Families and individuals in target class	High-end	High-end	High-end
USA	Food Equipment	Experience driven	Quality suited to different occasions (great for everyday premium)	Consumers seeking equipment and innovation with other things	High-end	High-end	High-end
USA	Trust the difference	Experience driven	Dynamic, exciting, unique experiences (new things)	Young and 'young at heart' substance consumers	Mid to high-end, including convenience stores	Convenience	Convenience
USA	Healthy & Natural	Quality	Food that enables pleasure & natural ability to (GMO) free, healthy, sustainable	25 to 45-year working healthy and ability to pay for quality	All-end	All-end	All-end

Return to [Red Meat Growth Drivers](#) page to review and download details of each driver

DOWNLOAD PDF

How to use: Global Market Classifications

1. Users must be logged in to access Global Market Classifications.
2. Select Species AND Meat Type from the drop downs. Click on 'View Results' to see the graph and associated data.
3. Hover over bubbles to view the values. Hover over axis and labels to view the definitions.
4. Click 'Download' to download and view the information in PDF format. It may take a few seconds for the PDF to begin the download.
5. Additional videos explaining Global Market Classifications, their benefits, and how users can apply them to their business, are available on the page.

The screenshot displays the 'Global Market Classifications' interface. At the top, there are four navigation cards: 'Australian Export Statistics', 'Global Market Classifications' (highlighted with a red box), 'Red Meat Growth Driver', and 'Insight Report Centre'. Below these, there are two dropdown menus: 'By Species' (set to 'Beef') and 'By Meat Type' (set to 'Grassfed'), with a 'View Results' button. A 'Download' button is also visible. The main chart is a bubble chart titled 'Beef Grassfed' showing 'MARKET ATTRACTIVENESS' on the vertical axis and 'ABILITY TO IMPACT' on the horizontal axis. The chart is divided into four quadrants: 'Unlock' (top-left), 'Maximize' (top-right), 'Stretch & protect' (bottom-right), and 'Foster' (bottom-left). Bubbles represent different countries, with Australia being the largest bubble in the 'Stretch & protect' quadrant. Other countries shown include China, US, Japan, UK, EU27, Qatar, Indonesia, Malaysia, Mexico, Philippines, Saudi Arabia, UAE, Kuwait, Egypt, Jordan, and Hong Kong.

How to use: Global Trade Watch

1. Users must be logged in to access Global Trade Watch.
2. The latest Export PowerBI dashboard is presented on screen.
3. Click and download the 'Dashboard Basic' PDF for more detailed instructions about how to navigate the dashboard.
4. To download export stats as a PDF, click on the Export Stats tab and select the report you want to download.

The screenshot displays the Global Trade Watch dashboard. At the top, there are four main navigation cards: 'Australian Export Statistics' (highlighted with a red box), 'Global Market Classifications', 'Red Meat Growth Driver', and 'Insight Report Centre'. Below these is the 'Export Dashboard' section, which includes a 'Dashboard Basics' tab and a 'Filters' panel. The main content area features several charts: 'Monthly red meat exports' (a stacked bar chart), 'Storage type' (a bar chart), 'Volume share by market' (a line chart), 'Distribution of cut categories' (a pie chart), and 'Primal cut categories' (a line chart). At the bottom, the 'Export Statistics' section lists various reports with 'Download' buttons, such as 'Red meat pivot - 2207 - July' and 'Red meat pivot - 2201 - January'.



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