



NEWS RELEASE

Date: 5 March 2026

Producer voice central as Livestock SA steps up regional engagement and industry consultation

Livestock SA is urging sheep and cattle producers across South Australia to actively participate in the current consultation on the Sheep Industry Fund (SIF) and Cattle Industry Fund (CIF) regulations, with producer voting scheduled to take place in April. The review will shape how industry funds are collected and invested into the future, and Livestock SA says strong participation is critical to ensuring the funds remain fair, effective and aligned with producer priorities. Feedback gathered through consultation and voting will directly inform the final recommendations put to government.

Livestock SA will continue its strong regional presence across South Australia in the coming months, reinforcing the organisation's commitment to listening to producers, strengthening local connections and delivering practical support where it matters most.

Through a combination of Regional Round Ups, Sticky Beak Days delivered under the Red Meat Challenges Project, and other locally focused engagement activities, Livestock SA is maintaining an active, on the ground program designed to ensure regional voices are heard and reflected in advocacy, policy development and industry investment.

Livestock SA Chair Gillian Fennell said connecting directly with producers remains critical, particularly in the leadup to the 2026 South Australian State Election, where industry priorities must be clearly articulated and grounded in real, regional experience.

“Our role is to champion the interests of red meat and wool producers across the state. That starts with being present in our regions, listening carefully, and making sure what we take to government is informed by lived experience on the ground,” Ms Fennell said.

Livestock SA's Regional Round Ups continue to be a cornerstone of member engagement, providing an open and informal forum for producers to hear updates, ask questions and help shape the organisation's advocacy direction. The 2026 Regional

Round Up program reflects this commitment, with events scheduled across multiple regions to ensure broad geographic coverage.

Chief Executive Officer Travis Tobin said the Round Ups play a vital role in ensuring advocacy remains member led.

“Regional Round Ups are about two-way conversations. They allow us to explain what we are doing on behalf of members, but just as importantly, they allow us to hear what matters most in each region and adjust our focus accordingly,” Mr Tobin said.

Alongside formal engagement events, Livestock SA continues to support practical, producer focused assistance through the Red Meat Challenges Project, including the popular Sticky Beak Days.

Funded through the South Australian Government’s \$73 million Drought Support Package, the Red Meat Challenges Project is designed to support producers through challenging seasonal and market conditions by combining technical information with social connection.

Sticky Beak Days, delivered in partnership with AWI Extension SA, focus on real-world, on farm learning, with topics including flock rebuilding, nutrition, feed management, animal health and financial decision making. These workshops respond directly to producer feedback and are structured to encourage peer to peer learning and open discussion.

Mr Tobin said these activities demonstrate Livestock SA’s commitment to delivering value beyond advocacy.

“Activities like the Sticky Beak Days are about providing practical tools for producers to use immediately, while also reinforcing the importance of connection, wellbeing and shared learning,” he said.

As the state election approaches, Livestock SA will continue to advocate strongly for its 2026 State Election Priorities, which are firmly aligned with the SA Red Meat & Wool Blueprint 2030, the industry’s long-term roadmap for growth, profitability and sustainability.

Livestock SA’s regional engagement program ensures these priorities are continuously tested against producer feedback and regional realities, strengthening the organisation’s credibility and influence during the election period.

“The Blueprint provides the ‘why’ behind our advocacy. Our regional events provide the proof,” Mr Tobin said. “Together, they ensure our election priorities are credible, grounded and genuinely representative of our members.”

Other

CEO Travis Tobin is available for interview.

Further information:

Cathy McHugh

Communications Manager

0412 515 819

comms@livestocksa.com.au

About Livestock SA:

Livestock SA is the peak industry body representing South Australia's livestock producers, including more than 5,200 sheep producers, 2,700 beef cattle producers and several hundred goat producers across the state.

South Australia's red meat and wool industries contribute approximately \$4.49 billion to the state's economy each year, and employ over 21,000 South Australians, accounting for 28% of all agricultural sector jobs.