



NSW DEPARTMENT OF  
PRIMARY INDUSTRIES

# Steps in the beef marketing chain

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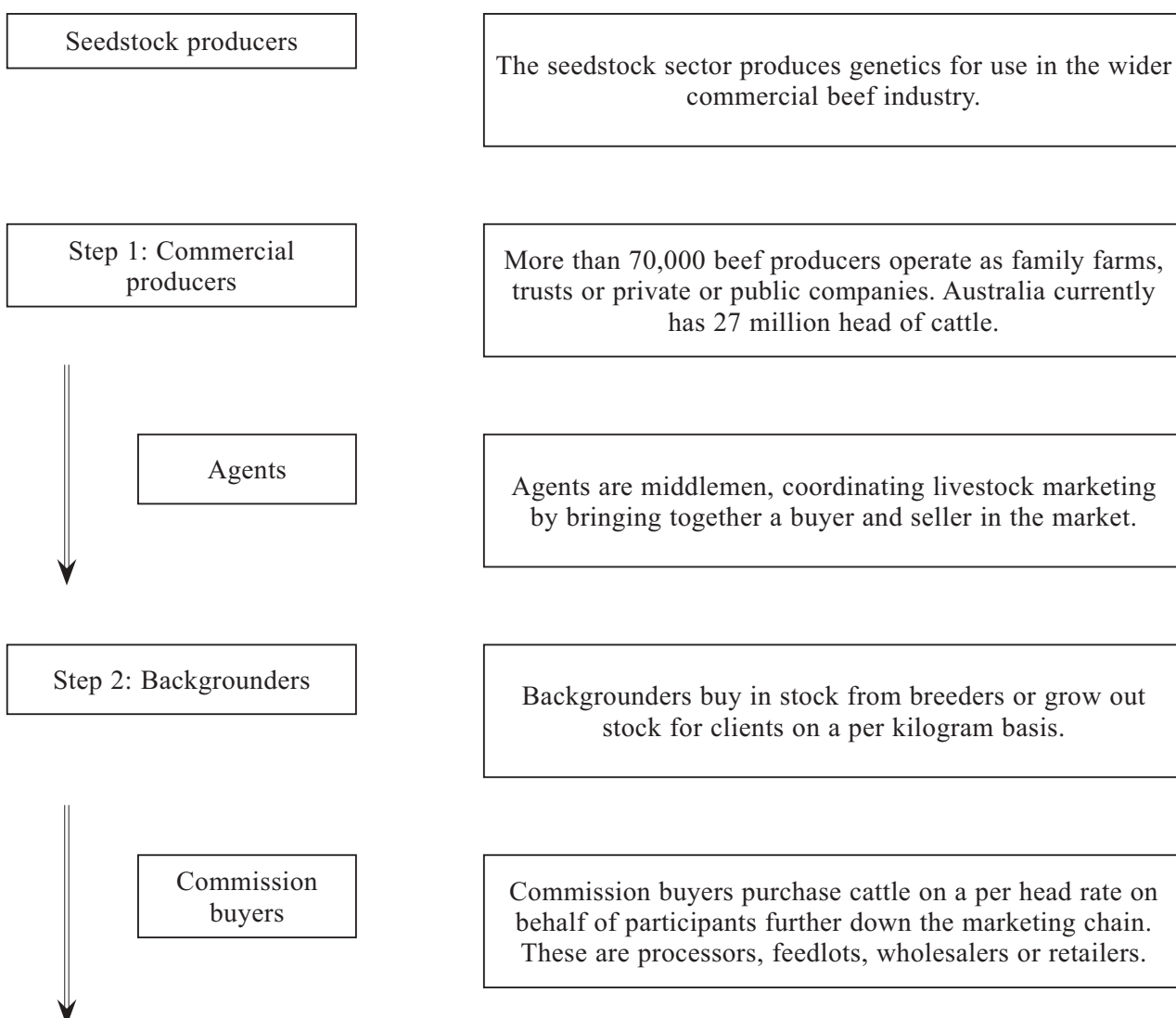
**David Llewelyn**

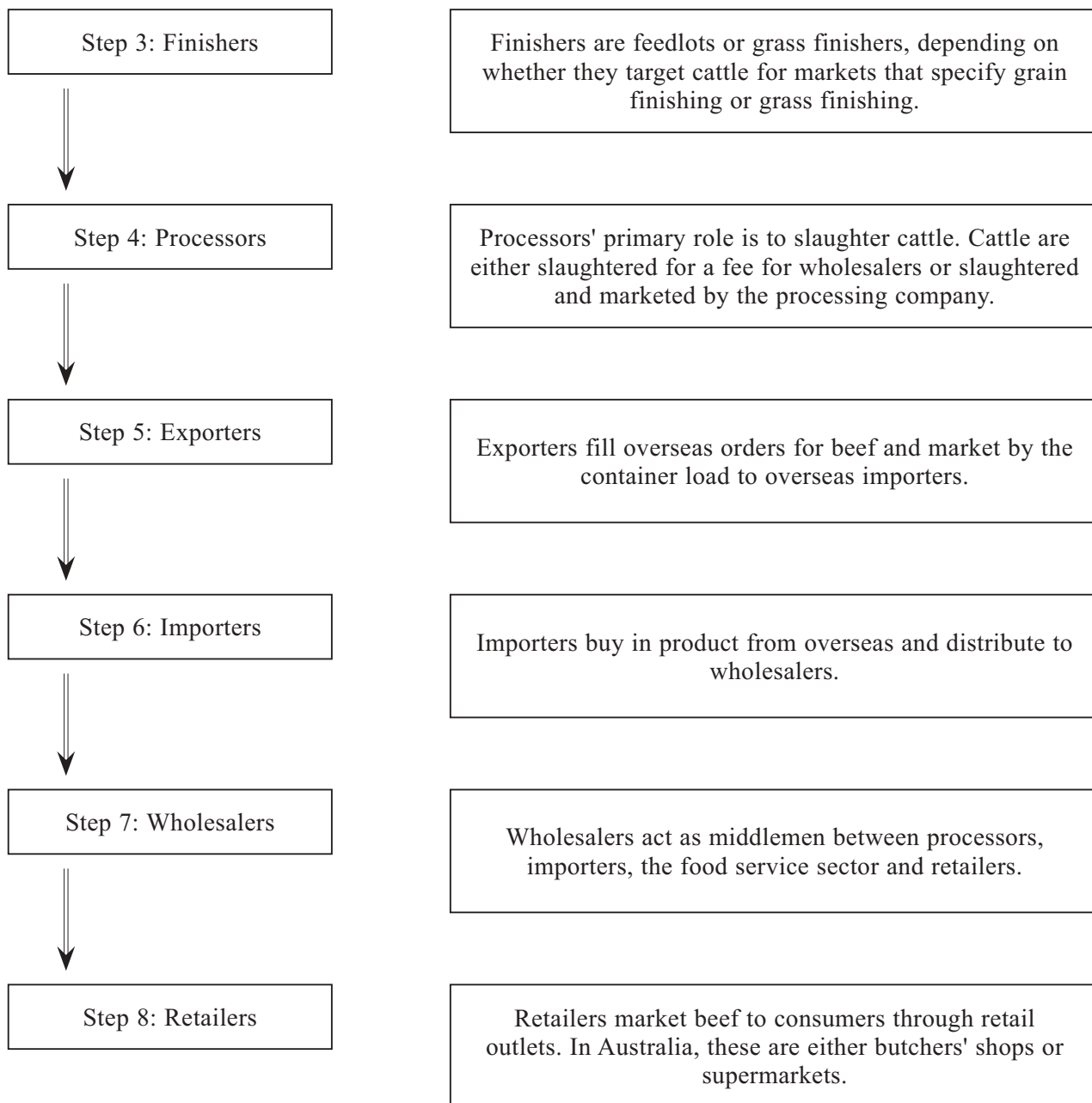
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[www.dpi.nsw.gov.au](http://www.dpi.nsw.gov.au)

The beef marketing chain is complex. It can be very short with retailers purchasing directly from producers using service kill facilities but it can also be long. An individual animal could change hands many times before it is finally slaughtered and sold in the retail outlets. The various players in the supply chain for beef are shown below.





**Further references**

- Breedplan: [breedplan.une.edu.au](http://breedplan.une.edu.au)
- NSW Agriculture: [www.agric.nsw.gov.au](http://www.agric.nsw.gov.au)
- Meat and Livestock Australia: [www.mla.com.au](http://www.mla.com.au)
- Meat Standards Australia: [msa.une.edu.au/](http://msa.une.edu.au/)
- Australian Quarantine Inspection Service: [www.aqis.gov.au](http://www.aqis.gov.au)
- Australian Meat Council (AMC): [www.amc.asn.au](http://www.amc.asn.au)

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