



FACTSHEET: A VALUABLE INDUSTRY

The KIAA contributes to employment, conservation and the supply of high-quality, responsibly sourced products.

The commercial industry plays an important role in helping conserve Australia's natural ecosystem. Without it, kangaroos would still be kept at sustainable levels through government culling and non-commercial harvests, which could result in poorer animal welfare outcomes.

Commercial harvesting is the responsible alternative because:

1. animals remain in their natural habitat;
2. the meat and skins - that would otherwise be discarded - are turned into valuable products;
3. jobs are created for thousands of Australians including many indigenous people; and
4. the industry can be tightly regulated and monitored.

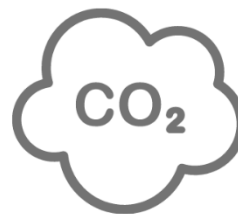
The commercial industry produces responsibly sourced lean kangaroo meat and strong leather. Kangaroos are better for the environment than cattle and sheep because they don't emit methane, which is 21 times worse than carbon dioxide as a global warming gas. It's estimated that kangaroo meat has one-third the carbon footprint of beef.

The commercial kangaroo industry is worth more than \$200 million to the Australian economy. This includes ancillary benefits such as reduced agricultural damage, reduced road accidents and broader benefits to the community. It also employs more than 3,000 people across the country, predominantly from rural and remote areas, and supports local farmers.

QUICK FACTS: VALUABLE



ENVIRONMENT:



KANGAROO MEAT HAS ONE-THIRD THE CARBON FOOTPRINT OF BEEF AND SKINS ARE SAVED FROM ENDING UP IN LANDFILL

ECONOMY:

THE INDUSTRY IS WORTH \$200 MILLION TO THE AUSTRALIAN ECONOMY AND EMPLOYS MORE THAN 3,000 PEOPLE



ANIMAL WELFARE:



A STRICTLY REGULATED COMMERCIAL INDUSTRY RESULTS IN BETTER ANIMAL WELFARE OUTCOMES FOR KANGAROOS