



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Participation from those who know industry best

The Cattle Council of Australia, which in 2014 is celebrating 35 years of beef industry representation, has turned over a new leaf, and last week invited all beef producers to join as direct members for the first time.

Once members, cattle producers have the opportunity to comment on a range of pertinent beef industry issues, including increasing farm profitability, the Cattle Council of Australia's submission to the Agricultural White Paper and also a poll on the manner EUCAS is funded.

"Cattle Council is seeking the participation from those who know the industry best, Australian beef producers," said Andrew Ogilvie, President.

"Through the introduction of Direct Membership, the Cattle Council of Australia is gaining the ability to broaden the scope of industry consultation."

"In particular, the Cattle Council's online facilities have been developed to provide an important platform for policy consultation and allow for all beef producers to have input into significant policy issues affecting Australian beef production."

"The current volatility in the industry emphasises the importance of producer involvement in policy development, particularly in the areas of profitability, market viability and drought policy. I urge producers to sign-up and join the discussion," Mr Ogilvie said.

Membership is \$110 (including GST). This fee is waived for producers who are current members of a State Farming Organisation. For more information visit: <http://www.cattlecouncil.com.au/members/about>

Direct Membership rights will allow producers to:

- Stand for the Cattle Council Board;
- Vote on Board elections;
- Communicate directly to Cattle Council on national policy issues;
- Receive regular updates from Cattle Council;
- Nominate to participate on Cattle Council policy sub-committees; and
- Receive members-only access to the Cattle Council interactive website.

Ends

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Cattle Council of Australia

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