



# CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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## Cattle Council launches 'Beef 2015 and beyond'

Cattle Council of Australia has launched the 'Beef 2015 and beyond' strategic plan, after thorough consultation with grass fed beef producers and other stakeholders with regards to future direction of the industry.

'Beef 2015 and beyond' is a national strategy that sets industry priorities and determines roles and responsibilities for action up to 2015 and into the future. The 'Beef 2015 and beyond' strategic plan provides a framework for defining and focusing the priorities of the sector and aligns with the framework provided by the wider Meat Industry Strategic Plan.

"The objective of 'Beef 2015 and beyond' is to deliver an influential, adequately-resourced, professional and unified voice representing beef producers in the public arena, along with government and within the broader red meat and livestock industry" says Cattle Council President, Andrew Ogilvie.

"In the process of developing these strategies, a number of key priorities have been identified as critical to the grassfed production sector, and the wider beef industry," Mr Ogilvie says.

"These include the need for enhanced coordination in achieving greater market access for Australian beef and live cattle, a stronger effort to reduce impediments placed on the industry through legislation, addressing a lack of suitable infrastructure to support industry competitiveness, and a need to reinvigorate our research, development and extension capacity.

"Global beef demand is forecast to grow and significant opportunities will exist for Australian beef to gain greater access to existing and emerging export markets and thus the long-term fundamentals for the beef industry remain positive.

"It is now up to the grassfed beef producers of Australia, and the organisations that represent and service them, to take ownership of the priorities they have identified and work together to deliver this strategy.

"Cattle Council of Australia is proud and enthusiastic to lead in this process" Mr Ogilvie said.

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**Media Contact:** Mary Johnson on 02 6269 5600, 0417 249 506 or [mjohnson@cattlecouncil.com.au](mailto:mjohnson@cattlecouncil.com.au)

**Cattle Council of Australia**

NFF House, 14-16 Brisbane Ave, Barton ACT 2600, PO Box E10, Kingston ACT 2604  
Ph: +61 2 6269 5600, Fax: +61 2 6273 2397, Email: [cca@cattlecouncil.com.au](mailto:cca@cattlecouncil.com.au)  
[www.cattlecouncil.com.au](http://www.cattlecouncil.com.au)

