



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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CCA welcomes new MLA leadership

The Cattle Council of Australia is pleased to congratulate Dr Michele Allan on her recent appointment as Chairperson of the Meat and Livestock Australia board.

Cattle Council endorses Dr Allan's skills in governance and strategy and looks forward to working with her during her tenure as MLA Chairperson.

Cattle Council President, Andrew Ogilvie, says "Cattle Council and Meat and Livestock Australia share a strong working relationship, with MLA being the service provider for the Australian beef industry's marketing and research & development.

"The Cattle Council of Australia has identified a number of key priorities for the beef industry and looks forward to working with Dr Allan and her board to advance them.

"Specifically, Cattle Council looks forward to working with MLA on achieve improved market access in South Korea and other important regions, improving animal welfare outcomes for beef cattle and increasing beef producer profitability by delivering improved research, development and extension outcomes combined with increased demand off the back of improved marketing campaigns for beef.

"Cattle Council would also like to extend thanks to outgoing Chairman, Robert Anderson, for his work on behalf of the Australian red meat sector," Mr Ogilvie said.

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Cattle Council of Australia

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