



# CATTLE COUNCIL OF AUSTRALIA

**MEDIA RELEASE**

14 May 2013

## **Cattle Council on the Casino Beef Week program**

Cattle Council of Australia (CCA) will be holding a grassfed beef producer forum in Casino, NSW, as part of the Casino Beef Week celebrations.

CCA President, Andrew Ogilvie, said that the producer forums, which will be rolled out across Australia over the next twelve months, are part of a new consultative process that aims to provide another mechanism for Cattle Council to have a two-way dialogue directly with Australian beef cattle producers.

“The first forum will be held at the Casino RSM Club on Tuesday, 28 May, from 9am to 1pm followed by lunch. This will precede the Casino Beef Week Carcase Competition results which commences at 2pm and NSW Farmers’ Association will also be hosting a free dinner for beef producers that evening from 6pm,” he said.

“The free one day event will be open to all beef cattle producers and I strongly encourage producers to come along to this information exchange as well as the NSW Farmers’ Association dinner.

“Cattle Council has two distinct roles. One is to represent the interests and views of Australian beef cattle producers and the other is to provide strategic policy advice and direction to Meat & Livestock Australia (MLA) on the investment of grassfed cattle levies,” he said.

“The producer forums will provide ongoing opportunities for CCA to consult directly with more producers in fulfilling these two roles,” Mr Ogilvie said.

Producers will have the opportunity to hear about, discuss and provide feedback into MLA levy investments in domestic marketing on-farm research & development and eating quality research and development. CCA will use producer feedback to inform its advice to MLA on program development.

CCA will also be providing producers with an overview of its goals and priority areas, as well as the new Pasturefed Cattle Assurance System and an open panel discussion at the end of the day, which will include the Cattle Council President, Andrew Ogilvie on the panel.

When: Tuesday, 28 May 2013

Time: 9am – 1pm followed by lunch

Where: Casino RSM Club, 162 Canterbury St, Casino, NSW

Dinner: NSW Farmers’ Association will also be hosting a free dinner from 6pm at the Casino RSM.

RSVP by 20 May for catering purposes. Call (02) 6269 5600 or email [cca@cattlecouncil.com.au](mailto:cca@cattlecouncil.com.au)

### **Cattle Council of Australia**

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