



13/09

MEDIA ALERT

17.08.09

Leaders unite for the 30th Anniversary of the Sheepmeat Council and the Cattle Council of Australia

[begins]

Current and former leaders of the nation's sheep and beef cattle producers will unite to celebrate the continued success of the Sheepmeat Council and the Cattle Council of Australia at University House tonight in Canberra.

The Hon. Tony Burke MP Minister for Agriculture will address former and present Sheepmeat Council and Cattle Council Presidents and Executive Directors, members and distinguished guests.

This event will revisit the challenges and opportunities of the past 30 years and highlight the power behind one national voice for sheep and beef cattle producers.

"The strength of the Australian beef industry today is underpinned by the contributions of our former industry leaders. It's through their input into robust policy development and efforts in lobbying the Federal Government that have undoubtedly contributed to the industry's success," said Greg Brown, President of the Cattle Council of Australia.

"For example, the hard work and lobbying effort Cattle Council is pursuing today on climate change policy will impact the business of tomorrow's beef cattle producers," said Mr Brown.

Both national peak industry councils have supported sheep and beef cattle producers since 1979, autonomously representing their interests to the Federal Government on issues affecting their profitability.

"I know from my own experience, that being a leader of the national peak industry council for sheepmeat producers is not easy. Currently we have a prosperous industry but face a myriad of challenging issues such as the Government's proposed Carbon Pollution Reduction Scheme and increased animal welfare activism. In saying that, the sheepmeat industry has a very bright future indeed," said Sheepmeat Council President, Kate Joseph.

"Tonight is about recognising the outstanding contributions made by industry leaders, to the strength of the industry today and building for the future," said Ms Joseph.

[ends]

Invited media will be present on the night. Opportunities for other media following the event may include interviews with former and current Presidents to highlight some of the past and future challenges faced by the beef and sheep industries. For instance, the United Kingdom BSE crisis in 1994 affecting cattle prices, and opening dialogue with the United States and Canada concerning increased Australian lamb to the US.

To arrange comment please contact:

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