



CATTLE COUNCIL OF AUSTRALIA

05/09

MEDIA ALERT

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Cattle Council President visits the Top End

This week, President of the Cattle Council of Australia, Greg Brown will travel to Alice Springs to attend Northern Territory Cattleman's Association's (NTCA) 2009 Annual conference, marking NTCA's 25th Anniversary of advancing and protecting the interests of the Northern Territory's (NT) beef cattle producers.

"The conference will explore the multiple opportunities and challenges facing the beef cattle industry and include topical guest speakers on pertinent subjects such as climate change and the future drivers to the global economy," said President of the Cattle Council of Australia, Greg Brown.

Mr Brown will participate in a panel discussion comprised of industry leaders, representatives and speakers and accompany speakers on a tour of one of the Northern Territory's oldest working cattle stations, Undoolya Station.

"Northern Territory beef cattle producers, through NTCA are clearly committed to growing and developing markets to support an expanding industry that adopts production efficiencies that are environmentally sustainable," Mr Brown said.

NTCA believes that over the next decade there is potential for the Northern Territory cattle herd to increase by 30 per cent, largely due to the industry reinvesting around \$30 million per year into its continued growth.

"Many are unaware that the pastoral industry is the Northern Territory's third largest Gross Domestic Product (GDP) earner, equating to more than 75 per cent of sustainable primary production in the NT," said the President of NTCA, Roy Chisholm.

"This event will bring together industry stakeholders to not only reflect on past triumphs but to confront, head-on, the big ticket issues that will affect the way we approach business into the future," said Mr Chisholm.

"Proactive and progressive lobby groups representing beef cattle producers' interests to government will ensure that the priorities of significant value to our industry are harnessed and delivered," concluded Mr Brown.

For further information please contact:

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