



CATTLE COUNCIL OF AUSTRALIA

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Bright future for the beef industry

The Cattle Council of Australia (CCA) has spoken enthusiastically about the future of the industry, referring in particular to the projections released by Meat and Livestock Australia (MLA).

Speaking at the annual CCA politicians breakfast in Canberra today, CCA President, Bill Bray, said although Australian agriculture has been through a difficult period with increasing costs of production, an appreciating Australian dollar, increasing global competition, and the devastating drought across our country, the beef industry has risen to the challenges.

"Even during the toughest of times, Australian beef producers have continued to produce a healthy, delicious and safe product, which is not just highly sought after in Australia, but overseas as well," Mr Bray said.

Mr Bray said the beef industry has benefited from reduced competition in some of our major international markets.

"However, even with increased competition in the future, the prospects for sales of Australian beef still remain bright predominantly due to Australia's disease free status and safety image."

Mr Bray said consumer expenditure of beef continues to increase, not only due to continual improvements in quality, but also as Australian's recognise the importance of red meat in a healthy, balanced diet.

"This recognition will be enhanced in a forthcoming marketing campaign, which has been funded by the recent Cattle Transaction Levy increase," Mr Bray said.

"The campaign, which will be launched during this month's Commonwealth Games, will not only expose the beef industry to our international visitors and domestic customers, but it will make people sit up and think about red meat and its importance in our diets."

Further information: Bill Bray, 0429 307 561 or David Inall, Executive Director, 0418 165 340
Released by: Sally Brown, Pegasus Communications, (03) 9329 6447