



## CATTLE COUNCIL OF AUSTRALIA

# MEDIA RELEASE

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### NLIS empowers the beef industry

The National Livestock Identification System (NLIS) plays an important role in securing market opportunities for the Australian beef industry, according to the peak producer organisation representing Australia's beef cattle producers.

Addressing more than 50 industry leaders and politicians at a breakfast in Canberra this morning, Cattle Council of Australia (CCA) President, Bill Bray, said the NLIS is a lynch-pin providing our overseas customers with the satisfaction that Australian beef is fully traceable.

"Now mandatory throughout the country, the NLIS still has its vocal opponents. However, it is clear that the NLIS provides Australia with a tremendous competitive advantage," Mr Bray said.

"It is time for the vocal minority to wake up and realise that NLIS is the cornerstone of the industry's future."

Mr Bray said the NLIS not only supports our competitive edge, but also provides direct on-farm benefits.

"Many producers are now recognising the full benefits of the NLIS in enhancing their management practices," Mr Bray said.

"There are now systems and products that use the NLIS to collect information on weights, health treatments, movements and other areas of animal production, and then produce reports that assist on-farm decision making to save cattle producers time and effort."

Mr Bray thanked the Federal Government for its continued support of the Australian beef industry, and its assistance with the implementation of the NLIS.

"We see a bright future ahead, and we are looking forward to working as closely as ever with the Government, and in particular with the Federal Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran, in driving the prosperity of the beef industry, not only for the benefit of producers, but the nation as a whole," Mr Bray said.

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