



CATTLE COUNCIL OF AUSTRALIA

MEDIA ALERT

MR 15/06

6 June 2006

Cattle Council of Australia Rural Awareness Tour comes to South Gippsland tomorrow

Having already been to New South Wales and South Australia this week, the Cattle Council of Australia (CCA) Rural Awareness Tour will end in South Gippsland tomorrow morning.

The annual Rural Awareness Tour (or RAT as it is affectionately known) provides Canberra-based government departments involved in the development and implementation of federal policies affecting beef cattle producers with an on-the-ground understanding of the industry and the effects of Government policy.

This year's RAT, which has been hosted by Cattle Councilor, Leonard Vallance, will give representatives from Animal Health Australia (AHA), the Australian Quarantine and Inspection Service (AQIS), The Australian Bureau of Agricultural and Resources Economics (ABARE), the Department of Agriculture Fisheries and Forestry (DAFF), The National Residue Survey and The Australian Pesticides and Veterinary Medicines Authority (APVMA) a detailed, yet whirlwind insight into the Australian beef industry.

Representatives will be visiting Cattle Council of Australia President and Victorian Farmers Federation (VFF) Cattle Committee member, Bill Bray's property at Walkerville to see first-hand the benefits of implementing an Environmental Management System (EMS).

Representatives have this week visited the Wagga Wagga Selling Centre, Charles Sturt University and Rockdale Beef in Yanco, before flying to Naracoorte to tour the surrounding area, which included a visit to the property of Cattle Council of Australia and South Australia Farmers' Federation (SAFF) representative, Andrew Ogilvie.

More than 140 people have participated since the first tour in 1991, and have not only increased their awareness of the strong and dynamic beef industry, but have been able to establish a good network of people in the beef industry at the grass-roots level.

The Cattle Council of Australia would like to extend an invitation to your media outlet to attend. You are invited to join the group at:

Wednesday 7 June

Property of Bill Bray – 12.30pm
"Yaringa"

Fish Creek-Walkerville Road Walkerville

Please meet at the entrance to the property. If you have any problems in locating the property, or will be arriving later than 12.30pm, please contact Bill Bray on 0429 307 561 on arrival. If you are unable to make the tour, but would like to do a follow-up interview, please don't hesitate to contact tour host, Leonard Vallance, on 0417 551 547, or Bill Bray on 0429 307 561.

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REPRESENTING AUSTRALIAN CATTLE PRODUCERS SINCE 1979

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