



## CATTLE COUNCIL OF AUSTRALIA

# MEDIA RELEASE

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### **Australia's robust traceability system = whole of food chain confidence**

Australia's National Livestock Identification System (NLIS) is doing what it was implemented to do and that is trace cattle.

Recognised as representing beef cattle producers at the National level, the Cattle Council of Australia (CCA), said being able to track the location of cattle movement is critical to the livestock industry.

"Currently there are 41 million electronic devices on the NLIS database, which is the accumulated total of all tags sold since NLIS tags became accredited in 1999," CCA President, Bill Bray said.

"It is important that all devices remain on the database for the time being. Devices from deceased animals may sometimes need to be traced in the event of a disease or food safety incident."

Mr Bray said customers demand and expect safe, wholesome, and delicious beef, and the NLIS provides our customers overseas confidence that Australian beef is fully traceable.

"NLIS is working to expectations and will continue to develop and improve day-by-day," Mr Bray said.

"Our robust traceability system will improve confidence along the whole food chain, from the farmgate to the consumer, both in Australia and overseas.

"NLIS not only shows that we are leading the world in individual animal traceability systems, but it shows we understand and accept our responsibilities as beef producers.

"As the Director for McDonald's worldwide supply chain management system, Garry Johnson, said the World Meat Congress in Queensland earlier this year, "trust is a gradual commodity. It can take years to earn it, but one mistake to burn it."

"Just last week Japan lifted its ban on US beef after 28-months, however, there have been many restrictions put in place as to what shipments of beef will be accepted."

Mr Bray said NLIS will continue to help the Australian beef industry grow and prosper, and will create better market access to the \$11 billion beef industry.

"Comments made in the press recently by the President of American Cattlemen's group R-CALF USA, Chuck Kiker, that NLIS is not working in Australia could not have been any further from the truth," Mr Bray said.

"Mr Kiker clearly must have attended a different World Meat Congress to the rest of us given the string of positive and independent comments made by international guests about Australia's traceability.

**REPRESENTING AUSTRALIAN CATTLE PRODUCERS SINCE 1979**

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“Not only did Mr Johnson “congratulate Australia on its proactive approach towards traceability and thanked Australia for our leadership on the issues, but he said there was a need to establish a system of animal traceability around the world.”

“These comments were also backed by US Agriculture Secretary, Mike Johanns, who just weeks earlier said “it is critical that the US have this (a national traceability system) in their trade arsenal.”

Mr Bray said it is necessary to track and isolate disease threats effectively and Australia’s traceability system was the key to achieving this.

“This will not only lead to product continuity, but the longevity of the Australian beef industry,” Mr Bray concluded.

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