

CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Cattle Council supports levy increase

The Australian cattle industry has delivered a clear vote of support to increase the cattle transaction levy from \$3.50 to \$5.00.

Preliminary results of Beef Ballot 2005 showed 55 per cent support in the grassfed sector, and 67 per cent support in the grain fed sector, delivering an aggregate of 58 per cent overall support. A total of 9810 ballots were received.

Yesterday in Brisbane Cattle Council participated in a briefing from the Beef Industry Funding Steering Committee, where details of the ballot were announced.

Cattle Council President Mr Bill Bray is pleased that the industry had voted to increase investment in its own future.

"The industry must be congratulated," Mr Bray said.

"The Australian beef industry's current foothold in the world beef trade is strong. However, we must lift our investment in market development and promotion if we wish to maintain or grow our market share.

"I know that for many producers this was not an easy decision. Difficult seasonal conditions have plagued most cattle producing regions of Australia during the past year or so," Mr Bray added.

Early next week the Cattle Council of Australia and the Australian Lot Feeders Association will lead a delegation to The Hon Peter McGauran, Minister for Agriculture, Fisheries and Forestry. Both Peak Councils will be recommending to the Minister that he accept the will of the industry and activate an increase in the Cattle Transaction Levy (CTL).

"I am confident that the ballot process provided producers with sufficient awareness of the issues involved, that participation was strong and that support was delivered," Mr Bray said.

"It is great to see that producers were able to 'look over the horizon' and vote in this manner.

"Cattle Council is fully aware of its role in ensuring MLA's programs are relevant, timely and transparent. We will ensure that the programs delivered meet the needs of industry at a time when our exposure to the sensitivities of the global beef trade could not be greater," Mr Bray concluded.

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