



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Cattle Council welcomes levy announcement

The Cattle Council of Australia has welcomed today's announcement by the Australian Government that industry's request to increase the transaction levy from \$3.50 to \$5.00 per head has been granted.

Cattle Council of Australia's President, Mr Bill Bray, sees the announcement as a clear vote of confidence in industry-managed programs.

"The time is right to bolster industry marketing programs. In particular, increased expenditure is required, both in Australia and in key overseas markets, if we are to remain competitive," 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," Mr Bray added.

The Government's levy increase announcement includes a condition that an evaluation will be carried out in 2010 as to how levy funds are being spent. Prior to 2010, industry will need to present to Government a new proposal for a revised levy rate.

"Providing strategic input into Meat and Livestock Australia's programs is one of the principal tasks of Cattle Council," Mr Bray added.

"We will ensure that all programs, including those funded from the levy increase, are timely and relevant. This is particularly important as I know that for many producers this was not an easy decision.

"Cattle Council embraces the requirement to review industry programs. This will be part of an ongoing process that ensures the delivery of marketing programs that continue to promote Australian beef as the best in the world," Mr Bray concluded.

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