



# CATTLE COUNCIL OF AUSTRALIA

20/09

## MEDIA RELEASE

30.11.09

### **Cattle Council & Australian Lot Feeders' Association take \$5 levy recommendation to the Minister for Agriculture**

The Cattle Council of Australia and Australian Lot Feeders' Association today will take to the Minister for Agriculture, the Hon Tony Burke MP the recommendation that the \$1.50 marketing component of the \$5 cattle transaction levy be retained.

In consultation with its members\* and beef producers, Cattle Council seconded a resolution at Meat and Livestock Australia's (MLA) Annual General Meeting that the \$5 levy be retained.

MLA members voted 72.5% in favour of the resolution (grassfed producers – 70.7%; grainfed producers – 75.8%).

"The ultimate decision as to the retention of the levy rests with the Minister for Agriculture, the Hon. Tony Burke," Greg Brown, President of the Cattle Council of Australia said.

"I am confident that he will respond in accordance with industry's support to retain the levy, which is clearly reflected in the producer vote," Mr Brown said.

Cattle Council represents Australian beef producers' interests to the Federal Government and plays a key role in overseeing the distribution and performance of the cattle levy income utilised by MLA for marketing, research and development purposes.

"Beef producers are generally pleased with the progression of MLA activity in the areas of product and market development both domestically and internationally," Mr Brown said.

Mr Brown said that as economies recover, middle class populations increase and the global demand for food rises, investment in the promotion of Australian beef internationally will be vital to ensure the industry secures its share of the market.

"There is huge opportunity in the global market for Australian beef, particularly when we consider there are around 6 million new mouths to feed every month," Mr Brown said.

"On the domestic front, the \$1.50 levy retention is very necessary to combat the growing misconceptions about the beef industry and its impact on the environment.

"We are already making headway through MLA campaigns that target misleading information about the environmental 'hoof print' of the cattle industry," Mr Brown said.

The Cattle Council will continue to keep a close eye on MLA activities and question the industry's marketing and research and development organisation to arrive at the best possible spend for producers' buck.

For comment please contact:

Heidi Dennis, Cattle Council of Australia Media and Communications Officer:  
02 6273 3688 | 0409 654 015

\*NSW Farmers' Association, AgForce Queensland, Victorian Farmers' Federation, Western Australian Farmers' Federation, Pastoralists and Graziers Association of Western Australia, Tasmanian Farmers' & Graziers' Association & Northern Territory Cattlemen's Association.