



CATTLE COUNCIL OF AUSTRALIA

MEDIA ALERT

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Yearbook commemorates 30 year milestone for beef industry's peak body, the Cattle Council of Australia

The Cattle Council of Australia will release its 30th Anniversary Yearbook today at its General Council Meeting in Canberra.

"The 2009 Cattle Council Yearbook is always well regarded by producers, government, industry and overseas stakeholders who are eager to learn about the beef cattle industry's past year triumphs and future challenges," said President of the Cattle Council of Australia, Greg Brown.

The theme of Cattle Council's 30th Anniversary Yearbook is Research, Development and Extension.

"Targetted, relevant and high quality research that can be readily adopted by beef producers is critical to the future viability of this industry.

"We remain extremely concerned as to the likely impact that an emissions trading scheme will have on the beef industry and it is apparent that until the science is in place and further research conducted, the beef industry is without a clear path forward," said Mr Brown.

The Yearbook highlights the climate change research currently being undertaken by industry and Cattle Council's involvement in developing a suitable policy for beef cattle producers.

"The next 12 months will be a challenging time for Australia's beef cattle producers and I have no doubt that Cattle Council, with the support of its State Member Organisations, will overcome the hurdles and harness opportunities to sustain a strong and competitive beef industry," said Mr Brown.

Copies of the Yearbook are available from the Cattle Council office by calling (02) 6273 3688. The Yearbook will be available online at cattlecouncil.com.au/yearbook from Friday 22 May 2009.

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REPRESENTING AUSTRALIAN CATTLE PRODUCERS SINCE 1979

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