



# Celebrating 30 Years in 2009



Sustaining a strong and successful beef industry for over 30 years, this year...

The Cattle Council of Australia continues to play a pivotal role in delivering an environment of sustainability for Australian beef cattle producers.

Over the past 30 years the Cattle Council has been a tireless campaigner for the industry, raising awareness and providing support to all facets of the beef cattle industry from animal health and welfare to marketing and research. Significant events impacting industry have occurred since Cattle Council's inception, but hurdles have been overcome and opportunities harnessed to deliver a strong and thriving beef industry with a bright and buoyant future.

Cattle Council would like to thank its members for their continued commitment in ensuring an influential voice for cattle producers at the national level. 🐄

“Australia’s livestock export industry is committed to animal welfare and to the long-term sustainability of the trade. Our partnership with the Cattle Council of Australia has enabled our industry to continue to deliver valuable and lasting improvements in Australia, on board vessels and in overseas marketplace, and we look forward to continuing our relationship with Australian cattle producers for many years to come.”

*Australian Livestock Exporters' Council*

“Australian Registered Cattle Breeders Association congratulates the Cattle Council of Australia for its 30 years of leadership of Australia’s cattle industry. Cattle Council has accelerated important developments to the beef industry, including support for the establishment of the BREEDPLAN genetic evaluation system in 1986. This is now acknowledged as world-leading technology that adds tens of millions of dollars per year to Australia’s beef industry in terms of enhanced productivity and eating quality. Support for compensation of beef breeders that have had Johnes disease detected in their herds and lastly support for the establishment of standards to underpin a vibrant export industry of cattle for breeding thus enriching the livelihood of many cattle breeders”

*Australian Registered Cattle Breeders Association*

## WE WERE THERE

- 1980 Five National Beef Conference established
- 1985 Kerin-Andriessen Assurance for the Asian beef market signed
- 1987 AUS-MEAT established
- 1989 Australia achieves ‘freedom’ from bovine brucellosis
- 1989 Implementation of HGP program for access to the EU
- 1990 Annual Rural Awareness Tours for Canberra-based bureaucrats commenced
- 1992 Reduction in Japanese Tariffs achieved
- 1992 US Meat Import Law abolished
- 1993 Standard contact for over-the hooks selling developed
- 1993 Australian Quarantine Inspection Service Meat Industry Charging Review
- 1993 North Australia Beef Research Council formed
- 1994 CATTLE CARE
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- 1994 CATTLE CARE on-farm quality assurance scheme launched
- 1994 BSE crises in the European Union
- 1994 Cotton Trash crisis
- 1996 Australian Animal Health and Council formed
- 1996 National Vendor Declaration form introduced
- 1996 Protocol for live cattle exports to Mexico established
- 1996 Meat Industry Strategic Plan developed
- 1997 Australia achieves ‘freedom’ from bovine tuberculosis
- 1998 Red meat industry restructures
- 1998 Endosulfan residue crisis
- 1999 World Trade Organization (WTO) action against Korea
- 1999 National Livestock Identification System (NLIS) introduced
- 1999 Meat Standards Australia implemented
- 1999 Tally system agreed to be scrapped
- 2000 Outcomes for application of GST to livestock sales
- 2000 Industry Certification Reform: significant input into a review of Certification Requirements for industry
- 2000 Development of the endosulfan program
- 2000 Cattle Council host Five Nations Beef Conference, Yepoon, QLD
- 2000 Launch of Government policy paper, Australia’s Beef Industry – A new era
- 2001 AUSMEAT language formally adopted by the United Nations Economic Commission for Europe
- 2001 UK Foot and Mouth Disease outbreak
- 2001 Japan BSE detections
- 2001 DOHA round of WTO begins
- 2002 Exotic Animal Disease Response Agreement signed
- 2002 Producers selling under Meat Standards Australia also adopt on-farm Quality Assurance program
- 2002 Australian victory in WTO action against Korean import restrictions



“The NSW Farmers’ Association congratulates the Cattle Council of Australia on another year of hard work representing Australian cattle producers. Without your assistance, many of the industry issues which are raised would not be resolved.”

*NSW Farmers’ Association*

- 2002 Cattle Futures trading on SFE begins
- 2002 Cattle Disease Contingency Fund developed
- 2002 Japan applies 50% “Snapback” tariff on Australian chilled beef
- 2003 Renewal bid for Beef CRC III (gene discovery and expression)
- 2003 Free Trade Agreement between US and Australia
- 2003 BSE detection in US – exclusions of US in major markets, including Japan and Korea
- 2003 CCA launches the “Magellan Project” as part of the 5 Nations Beef Group global market liberalisation effort
- 2003 Emergency Animal Disease Response agreement signed
- 2003 Thailand FTA finalized
- 2004 USFTA Negotiations. CCA in Washington for final round
- 2004 Cattle Council plan achieves new risk based approach to BJD and reduces market restrictions
- 2004 Livestock Production Assurance developed
- 2004 Funding commitment by Federal Government for National Livestock Identification System (NLIS) of \$20 million
- 2005 Government announced the Australian Animal Welfare Strategy – national approach to animal welfare issues
- 2005 NLIS mandated across Australia
- 2005 Increase of \$1.50 cattle transaction levy (funding of an additional \$22 million for industry)
- 2005 Five Nations Beef Conference, Canada
- 2006 Tuberculosis Freedom Assurance Programs Completed (1998-2006)
- 2007 Cattle Council host Five Nations Beef Alliance Conference
- 2007 Secured education budget from Federal Government for drought workshops across Australia
- 2008 Five Nations Beef Alliance, USA
- 2008 Producers using Livestock Production Assurance food safety National Vendor Declarations were fully accredited
- 2008 Federal Government release Garnaut Review, Green and White papers on the Carbon Pollution Reduction Scheme – CCA submissions filed and lobbying continues for appropriate policy
- 2008 Development of Land Transport Standards and Guidelines – successfully negotiated pragmatic outcomes for the transport of livestock
- 2008 NFF structural review
- 2008 Beale Review of Australia’s Quarantine and Biosecurity Systems
- 2009 National Farmers’ Federation open to corporate membership
- 2009 Development of the national Premium grass fed beef standard
- 2009 Federal Government’s restructure of Australia’s Quarantine and Inspection and Biosecurity system and drafting of legislation to replace the Quarantine Act 1908
- 2009 Free Trade Agreement (FTA) negotiations between Australia – Korea
- 2009 FTA between Australia/New Zealand and the ASEAN countries
- 2009 Review of the Marketing Component of the Cattle Transaction Levy
- 2009 Red Meat Industry Strategic Plan

CATTLE COUNCIL OF AUSTRALIA PRESIDENTS

**Des Crowe**  
1979-1981

*Victorian Farmers Federation*



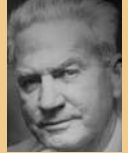
**Gerry Collin**  
1981-1983

*United Graziers Association*



**Maurice Binstead**  
1983-1986

*Cattlemens Union*



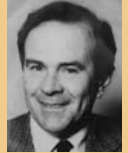
**Wally Peart**  
1986-1989

*United Graziers’ Association*



**Edward Wright**  
1989-1992

*NSW Farmers’ Association*



**John Mactaggart**  
1992-1995

*United Graziers’ Association*



**John Wyld**  
1995-1997

*Victorian Farmers’ Federation*



**Peter Milne**  
1998-2001

*United Graziers’ Association*



**Keith Adams**  
2001-2004  
*Agforce Queensland*



**William (Bill) Bray**  
2004-2008  
*Victorian Farmers Federation*



**Greg Brown**  
2008-Present  
*AgForce Queensland*



Cattle Council of Australia will celebrate 30 years of representing beef cattle producers at a function in Canberra at University House on the 17th and 18th of August.