



# CATTLE COUNCIL OF AUSTRALIA

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## MEDIA RELEASE

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### **Cattle Council calls on nation's cattle producers to have their say**

The Cattle Council of Australia is calling on the nation's beef cattle producers to secure their vote and have their say on the marketing investment of their levy before the deadline of 18 September for non-Meat and Livestock Australia (MLA) members and 6 October for MLA members.

"Beef producers must act now to secure their voting entitlements to have their say on the future marketing investment of their levy," said Greg Brown, President of the Cattle Council of Australia.

"Beef producers spend \$3.66 on beef marketing, out of the \$5 cattle transaction levy, every time they sell an animal. Levy income is utilised by MLA to invest in marketing programs that maintain and grow domestic and international markets for Australian beef.

"We now have a formal opportunity to vote on whether to retain the additional \$1.50 marketing component of the \$5 transaction levy," said Mr Brown.

Non-members of MLA may participate in the Beef Levy Ballot 2009 by calling MLA on 1800 675 717 or registering online at [www.mla.com.au/beeflevyreview](http://www.mla.com.au/beeflevyreview) before 18 September.

MLA members have until 6 October to return their levies notice to MLA for the opportunity to vote on the proposal through the 2009 MLA Annual General Meeting in Darwin on 19 November.

Cattle Council is responsible for making recommendations to the Minister for Agriculture on the distribution of the cattle transaction levy income.

"Following discussions and debate with our members, Cattle Council's policy is that we support the retention of the \$1.50 as a result of MLA marketing programs delivering return on investment," said Mr Brown.

An independent report from the Beef Marketing Funding Committee found that the additional \$1.50 has delivered five times the investment back to producers.

"As a cattle producer, I understand the significance of every cent that goes into the cost of producing cattle. I also understand the importance of marketing to maintaining demand for my cattle and that's why retaining marketing levies that deliver results is sensible and necessary," said Mr Brown.

Mr Brown says that achieving doubling of beef exports to Indonesia over 4 years, increasing volumes of beef and veal by 190 per cent over 1 year to developing markets, the Middle East and Africa, and maintaining presence in key markets such as the US, Korea and Japan in light of competing imports, are good examples of the marketing levy at work.

"Act now, secure your right to vote and have your say," concluded Mr Brown.

#### ***For comment please contact:***

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