



# CATTLE COUNCIL OF AUSTRALIA

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## MEDIA RELEASE

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### **'Hot topics' uncovered in Cattle Council's 2010 Yearbook**

Cattle Council of Australia's 2010 Yearbook is now available free of charge to beef producers and those interested in learning about the nation-wide 'hot topics' affecting Australian beef cattle producers.

Released today, Cattle Council's 2010 Yearbook covers a wide spectrum of issues of direct relevance to Australian beef producers, including market access progress, environmental policy, emergency animal disease response plans, beef-focused research, development and extension initiatives and market statistics.

"Cattle Council of Australia is run by beef producers who develop policy and oversee the expenditure of beef producers' levies," said Greg Brown, President of Cattle Council of Australia.

"It's important beef producers are familiar with who is representing their interests at the national level and keeping an eye on their investment in our industry; this publication offers an easy-to-read opportunity to further understanding of the Cattle Council and its activities," said Mr Brown.

The Yearbook also includes summaries of beef farming issues at the state and national level, providing insights into the wins, challenges and goals of State Farming Organisations across the country.

"Beef cattle producers across Australia face the common challenges of rising costs, variable climate and a fluctuating currency. While the basic challenges are the same, each state has their own specific issues that are dealt with by the State Farming Organisation members of Cattle Council," said Mr Brown.

Cattle Council, comprising of 21 beef producers from across Australia, faces a challenging 12 months ahead with a myriad of issues to be worked through, such as beef retail labelling, research and development funding, and new Animal Welfare Standards and Guidelines for cattle, just to name a few.

"I am confident that Cattle Council, with the support of our state member organisations, will continue to achieve success in those areas where we have the most influence and control," said Mr Brown.

Cattle Council's annual publication is also made available to politicians, Government agencies, beef industry leaders, and international trading partners.

Copies of the 2010 Yearbook are available FREE from the Cattle Council office by calling (02) 6273 3688 or emailing your name and address details to [cca@cattlecouncil.com.au](mailto:cca@cattlecouncil.com.au)

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