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MEDIA RELEASE

13 September 2010

Cattle Council of Australia takes Government to the bush

Canberra-based senior government officials are joining Cattle Council of Australia this week in Queensland to gain a grass roots perspective on the big issues facing the Australian beef industry.

The week-long Rural Awareness Tour (13-17 September 2010) is hosted by the Cattle Council of Australia and furthers the understanding among senior policy advisors and officials in Government about the issues facing Australian beef producers at the grass roots level.

Greg Brown, President of Cattle Council said that by increasing the level of practical understanding of beef production issues among Government officials, the industry is better positioned to work with the Government in reaching effective policy outcomes.

"Last year we highlighted the contributions from beef producers with regard to managing Australia's natural resources and demonstrated the on-farm impact of the proposed Carbon Pollution Reduction Scheme. Tour participants certainly gained a better understanding why beef producers were a part of the solution to managing carbon emissions.

"This year, we will drive home the necessity of infrastructure to maintain and support growth in the sector and the importance of continued investment in research, development and extension for productivity gains throughout the beef supply chain," Mr Brown said.

Cattle Council will lead the group of 12 participants throughout key points of the beef supply chain to offer opportunities to see 'first-hand' the complexities of farm and food production systems and how government policy and programs influence the production environment.

Mr Brown said Cattle Council was currently working on a myriad of issues from biosecurity to Country of Origin Labelling and an environmental module that aimed to measure and verify the positive on-farm contribution that producers make to the environment.

"Although accounting for direct emissions from livestock has been ruled out by the major parties, there is still much to be done with Government to gain recognition of producers' positive contributions in managing the environment and carbon cycle on their properties," concluded Mr Brown.



Please contact Heidi Dennis if you would like to attend an aspect of the event or conduct an interview.

Rural Awareness Tour Itinerary

12 participants will be attending the tour from the Department of Agriculture, Fisheries, Queensland Department of Employment, Economic Development and Innovation and Meat & Livestock Australia.

Monday 13 September - Roma

11.30am – 1.30pm: Brindley Park Feedlot, Roma (map attached)

1.00pm – 5.30pm: Mixed farming property tour (John & Elizabeth Nolan, 36km East Roma) with producer BBQ to follow

Tuesday 14 September – Roma, Rockhampton

8.00-10.30am: Roma sale, Roma saleyard

12.30 – 2.30pm: TEYS Brothers' abattoir, Lake Creek Rd, Rockhampton

3.30 – 4.45pm: Peter Boodles butcher shop, Berkerser St, Rockhampton

Wednesday 15 September – Rockhampton

8.30am – 1.30pm: AgForce Open Industry Forum, Leichardt Hotel, Rockhampton

2.00 – 3.30pm: Belmont Research station, Rockhampton

Thursday 16 September - Townsville, Cloncurry

7.30 – 10am: Julago live cattle export preparation facility and Port tour, Townsville

2.00pm-5.30pm: 'Clonagh' Station tour, Paraway Pastoral Company with BBQ to follow

Friday 17 September – Birdsville

10.30am – 2.30pm: OBE Beef property tour

2.30pm: Depart Birdsville for Bourke airport

4.30-5.30pm: Bourke Airport, depart Bourke airport for Canberra 5.30pm.