

MEDIA RELEASE

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Producers call for MLA Board nominations

An opportunity exists for sheepmeat and cattle producers to become Directors on the Meat & Livestock Australia (MLA) Board.

Cattle Council of Australia and Sheepmeat Council of Australia encourage producers to consider nominating for one of three MLA independent Board Director positions before the cut off date of June 10 2011.

The role of the MLA Board is to provide direction to the management of the company, including marketing and research, strategy development, governance, financial performance and risk management.

"Every beef producer has an opportunity to fill one of the director positions that will become available at the end of this year and I encourage you to consider nominating," Greg Brown, President of Cattle Council said.

Mr Brown said it was critical that the Board maintained a strong representation of producers and encompassed a wide range of expertise and industry knowledge.

"We need a Board with strong grass roots representation, people who are passionate about the industry and have a good understanding of cattle production. Strategic thinking and a big picture perspective on marketing and research for the red meat industry is also important," Mr Brown said.

MLA is particularly seeking capabilities in northern beef production, which presents a prime opportunity for northern beef producers to put their hand up and play a lead role in formulating marketing and research strategies for the beef industry.

Cattle Council and Sheepmeat Council have an ongoing responsibility in overseeing the direction of transaction levies spent by MLA but Kate Joseph, Sheepmeat Council President, said an effective board was paramount in the overall success of this expenditure.

"It's up to everyone in the industry to ensure that strong and reliable candidates are in the running for appointment to the MLA Board; this is essential to the overall success of MLA. If you know someone who would be a good candidate please encourage him or her to apply," Ms Joseph said.

Ms Joseph said the Board is seeking expertise in sheepmeat production to complement the current strong skill set in sheepmeat marketing and RD&E.

"We'd really like to see some nominations from people with a strong background in the sheepmeat industry but this is only one of many areas of experience that will be considered throughout the selection process," Ms Joseph said.

Both Ms Joseph and Mr Brown are on the MLA Board Director Selection Committee, assisted by an external board recruitment consultant to arrive at the best possible candidates. Candidates will be presented for election by MLA members at the MLA Annual General Meeting to be held in Longreach in November of this year.

For information on the application process visit <<http://www.mla.com.au>>.
Applications should be emailed to mla@russellreynolds.com by June 10 2011.
Further questions can be directed to Neil Hanson at Russell Reynolds, 02 9258 3100.

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