



CATTLE COUNCIL OF AUSTRALIA

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MEDIA RELEASE

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Cattle Council welcomes access to new beef quota

The European Union (EU) has announced that Australia is now authorised to supply it with high quality grainfed beef under a new 20,000 tonne quota.

Cattle Council of Australia President Greg Brown welcomed the announcement as recognition of Australia's excellent food quality and safety systems.

"Our ability to meet the high standards set by importing countries such as the EU enhances our reputation as a supplier of high quality, safe and hygienic beef products," Mr Brown said.

"This is a very specific product that Australia has been authorised to supply. Only the US and Australia so far have been able to meet the exacting requirements of the EU."

Access to the new quota comes at a time when the industry is under great pressure from weak global demand for beef and a high Australian dollar.

"The amount we deliver under this quota will be determined by European importers," Mr Brown added. "But the timing is a boost for the industry and the quota is duty free, which will benefit both the exporter and the importer.

"The specifications for this high quality beef quota will limit the number of processors and exporters that can deliver under it. However, every bit of additional market access is greatly valued by Australian beef cattle producers as the benefits flow on to the rest of the industry."

The beef industry (Australian Meat Industry Council, Cattle Council of Australia, Australian Lot Feeders' Association, AUS-MEAT and Meat and Livestock Australia) has worked very closely with Government to ensure all the conditions set out by the EU in accessing this quota have been met.

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