



## CATTLE COUNCIL OF AUSTRALIA

9/10

MEDIA RELEASE

October 19 2010

### **Call to arms: Beef producers must 'rise up' against MLA wind-up motion**

Cattle Council of Australia urges beef producers around Australia to 'rise up' and vote to oppose the shameless and destructive motion at this year's Meat & Livestock Australia (MLA) Annual General Meeting (AGM) calling for MLA to be wound up.

"I for one will attend the MLA AGM this year to voice my strong opposition to the wind up motion. This persistent irritation is by the same few people who continue to raise unsubstantiated claims. This is 'wearing thin' among the majority of beef producers right across Australia," said Mr Greg Brown, President of the Cattle Council of Australia.

Cattle Council's overall assessment of MLA this year has been positive. MLA's response to further attacks on our environmental and animal welfare credentials, their defence of our \$984 million live export industry and their targeted work in the Korean market have been highlights.

"Cattle Council, as the peak body representing Australia's beef producers, continually scrutinises the activities and performance of MLA. The recent launch of the new domestic beef marketing campaign, 'Nothing Beats Beef', was directly related to previous, strong feedback from Cattle Council that MLA must put beef back in the spotlight.

Mr Brown said that "Cattle Council's ongoing involvement in the domestic marketing program comes directly from beef producers getting involved and influencing their State Farming Organisation at the grass roots level, and now we have a new and revitalised campaign to lift domestic consumption".

"We must build MLA, not burn it. With producers getting involved and making positive contributions we can build a strong and successful industry. If we burn MLA we will end up with a costly mess and beef producers will be the ones that suffer".

MLA belongs to all beef producers. I urge all producers to get involved and get more out of MLA so that it delivers for you, rather than senselessly and continually 'knocking it' to the detriment of our industry.

"This motion is 'playing with fire' in the face of some of the biggest challenges ever to face this great industry. Now, more than ever before we need to build a cohesive industry, not burn a foundation and infrastructure that must continue to deliver for us all," concluded Mr Brown.

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