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## MEDIA RELEASE

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### **Cattle Council champions future beef industry leaders**

Cattle Council of Australia has taken action to empower and support young beef producers to have their say on national policy decisions being made in the beef industry through the recently launched *Cattle Council Rising Champions Initiative*, supported by NAB Agribusiness and Rural Press Limited.

Young people between the ages of 21 and 35 have until October 1<sup>st</sup> 2010 (less than three weeks) to submit their application to their State Farming Organisation for a chance to attend Cattle Council's meeting in Tasmania and an international beef tour held in Denver, Colorado.

Greg Brown, Cattle Council President said the *Cattle Council Rising Champions Initiative* is about providing opportunities for young people demonstrating a commitment to the beef industry to have input on issues that will impact their future, therefore equipping the next generation of beef industry leaders.

State Farming Organisation members of Cattle Council\* will select one young leader from their respective organisation to present a project that targets one of the 'real-life' policy challenges facing the Australian beef industry to Cattle Council in Tasmania on 16 November 2010.

Candidates may choose from a myriad of issues that Cattle Council deals with on a daily basis, for example: the environment, emissions trading, cattle health and welfare, profitability, marketing, biosecurity, market access and trade. Each finalist will be supported by a mentor who is also a beef producer that sits on the Cattle Council to develop their project.

"We're asking candidates to think strategically about the beef industry, to challenge a point of view and evaluate the practical ramification on producers of certain policy decisions," said Mr Brown.

Cattle Council will engage in robust debate on projects put forward by young leaders before the *2011 NAB Agribusiness Rising Beef Industry Champion* is announced at the inaugural Beef Industry Champions Gala dinner in Tasmania on 16 November 2010.

The winner will attend an all expenses paid Five Nation's Beef Alliance Young Ranchers' Forum, where they will network with international beef leaders and develop an understanding as to how global factors influence the beef industry. The week-long Forum is aligned with a beef tour, the prestigious International Livestock Congress and the National Western Stock Show held in Denver, Colorado in January 2011.

Cattle Council plays an important role in representing the interests of the nation's beef producers and making sure that cattle transaction levies deliver the maximum 'bang for your buck'.

"This initiative offers state, national and international perspectives on the beef industry. It has the right mix of incentives to inspire young people to put their hand up to learn more about what role we play and encourage input into policy-making and strategic thinking for the beef industry," concluded Mr Brown.

**Act now and apply online at [www.cattlecouncil.com.au/risingchampions](http://www.cattlecouncil.com.au/risingchampions)**

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