

# Talking about your steak in the beef industry

A large part of Cattle Council's role is making sure beef producers are receiving maximum bang for buck on the levies beef producers pay as producers to Meat & Livestock Australia (MLA) to carry out marketing and research activities. From the \$5 cattle transaction levy, \$3.66 is allocated to MLA to carry out the marketing activities for industry. Cattle Council meets regularly with MLA to discuss domestic and international marketing issues. Cattle Council's influence over the expenditure on marketing and research activities by



MLA comes directly from beef producers getting involved and influencing their State Farming Organisations at the grass roots level.

This unique event, organised by AgForce in partnership with Cattle Council, offers AgForce members the opportunity to gain insight into the challenges and opportunities for Australian beef in international export markets direct from MLA Regional Managers; Scott Hansen – North America; Aaron Iori – South East Asia/Greater China, and Jim Lim-Korea.

1-3 December 2010  
Central Queensland

## On the plate for discussion:

- Market access
- Emerging markets and products
- Key competitors
- MLA's food service and promotional activities
- Trading environment
- Challenges facing Australian beef
- State and national beef policy issues

Cattle Council of Australia has been the united national voice for Australian beef cattle producers for over 30 years. Today, beef producers from across Australia continue to volunteer their time to represent and progress our national interest and ensure a profitable environment for beef farming now, and into the future. AgForce is one of Cattle Council's seven State Farming Organisation members. Cattle Council influences Federal Government policy in areas such as trade, international market access, food safety, biosecurity, animal health and welfare and environmental policy. Cattle Council is a prescribed peak council under the Australian Meat and Livestock Industry Act 1997 and has a key role in evaluating the performance of, and planning of the strategic goals to be pursued by, levy funded organisations, Meat & Livestock Australia, Animal Health Australia and the National Residue Survey. For more information visit: [cattlecouncil.com.au](http://cattlecouncil.com.au)



AgForce has been the unifying voice for Queensland's beef, sheep and grain producers since 1999. AgForce's strength continues through their strong membership and a strategic vision to secure the productivity, profitability and sustainability of the agribusiness sector.

AgForce provides direction and solutions to members to overcome challenges and build on opportunities, and links rural and regional Queensland with urban communities through their Every Family Needs A Farmer initiative.

AgForce Cattle Board is also influential at the national level through its membership and representation on Cattle Council of Australia.

For more information visit: [agforceqld.org.au](http://agforceqld.org.au)



Meat & Livestock Australia provides research and development and marketing services to the Australian red meat industry. MLA is a producer-owned company, working in partnership with industry and government to achieve a profitable and sustainable red meat and livestock industry. MLA is primarily funded by transaction levies charged on the sale of livestock (cattle, sheep and goats). The money raised is invested in the industry to assist in research and development, marketing and market access activities.

For more information visit: [mla.com.au](http://mla.com.au)



### Cattle Council of Australia

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## AgForce's relationship to Cattle Council of Australia

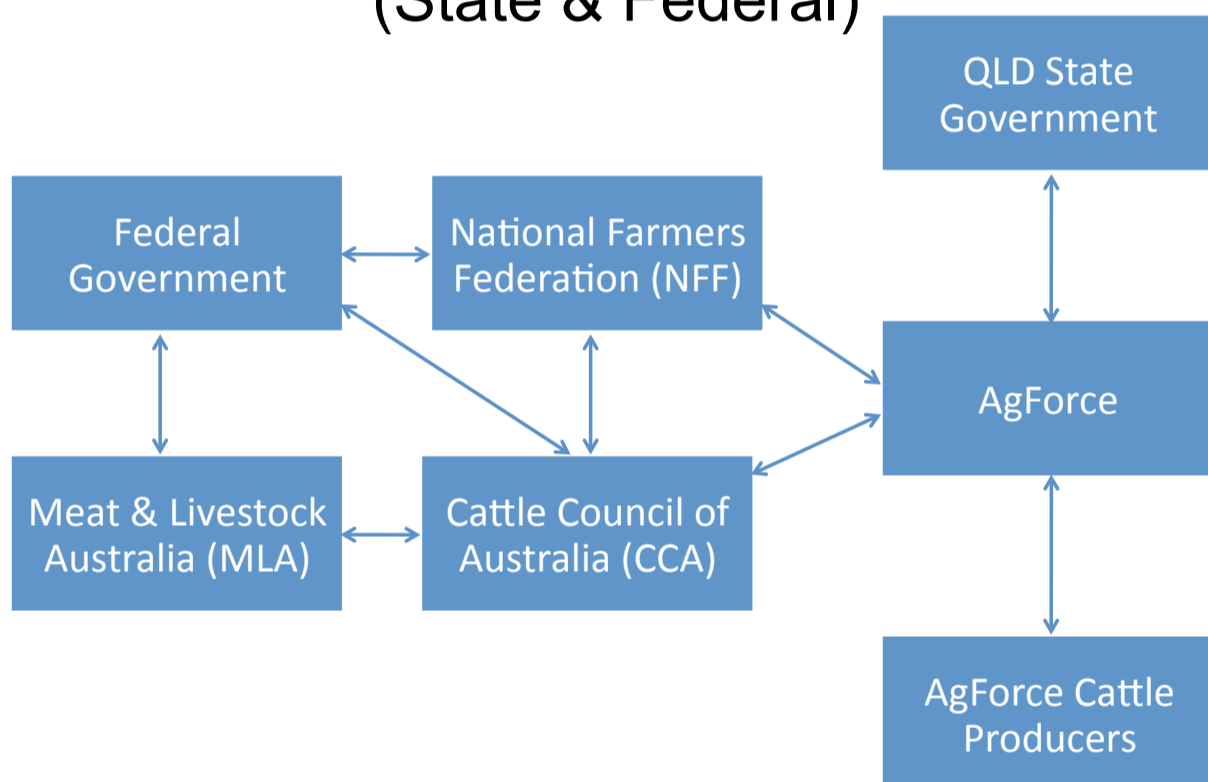
AgForce has seven seats on the Cattle Council of Australia's executive, meaning that the views of the industry in Queensland, as the largest cattle producing state, are heard loud and clear at the national level.

As the democratically elected representatives of more than 5400 Queensland beef producers, AgForce Cattle board directors volunteer a huge amount of their time to meet with members, policy makers, market experts and other influencers of the beef industry to formulate sound policies and deliver these to government and industry service providers (including MLA through Cattle Council).

Queensland beef producers – through resolutions put forward at AgForce branch/regional meetings – have a direct role in setting the policy of AgForce Cattle. AgForce has a direct policy-setting link between producers and directors; there are no extra layers of bureaucracy that can mean your opinions get lost.

The AgForce Cattle directors represent members' interests on more than 15 state-level committees and more than 20 national ones (through the Cattle Council). So, there's a good chance that every issue which affects you as a beef producer is in some way being worked on by the Cattle Board, Cattle Council and/or National Farmers' Federation, of which AgForce and Cattle Council are members.

## Australian Beef Industry Structure (State & Federal)



Date	Morning - Afternoon event	Evening event
1 December	10-11.30am: David and Bec Comiskey farm tour, 'Melton' Alpha (group tour hosts only). 12-2.30pm: AgForce members/CCA lunch meeting, 'Alpha Golf Club', Alpha	4.30pm: AgForce members/CCA dinner meeting, 'Cameron's Millar House' 32 Slack Drive, Emerald
2 December	10.30am-1pm: AgForce members/CCA meeting and lunch, Brad & Karryn Piggott, 'Christmas Creek', Rolleston 2-3.30pm: Piggott property tour (group tour hosts only).	N/A
3 December	9am-12pm: AgForce members/CCA farm tour Ian and morning tea at Anne Galloway's farm, 'Duarran', Roma	N/A

### MLA Regional Managers on tour:

#### Scott Hansen – North America.

Information on marketing activities: [www.mla.com.au/Marketing-red-meat/International-marketing/North-America](http://www.mla.com.au/Marketing-red-meat/International-marketing/North-America)

#### Aaron Iori – South East Asia/Greater China.

Information on marketing activities: [www.mla.com.au/Marketing-red-meat/International-marketing/SE-Asia-and-Greater-China](http://www.mla.com.au/Marketing-red-meat/International-marketing/SE-Asia-and-Greater-China)

#### Jim Lim – Korea.

Information on marketing activities: [www.mla.com.au/Marketing-red-meat/International-marketing/Korea](http://www.mla.com.au/Marketing-red-meat/International-marketing/Korea)