



# CATTLE COUNCIL OF AUSTRALIA

**MEDIA RELEASE**

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## **Cattle Council congratulates new AUSMEAT Chairman**

The Cattle Council of Australia today extends congratulations to Allan Bloxsom, new Chairman of AUSMEAT Limited and the Australian Meat Industry Language and Standards Committee.

Cattle Council of Australia President, Mr Andrew Ogilvie, said that he looked forward to working with Mr Bloxsom during his tenure.

“Beef producers will be following Mr Bloxsom’s lead with close interest as he takes on the challenge in his new role as Chairman of AUSMEAT Limited and the Australian Meat Industry Language and Standards Committee,” Mr Ogilvie said.

“The Cattle Council is driving a study of the future requirements for the language used in the beef industry, including the AUSMEAT language, to ensure the best outcomes for the Australian beef industry particularly to provide opportunities to differentiate the Australian product in international markets.

“Beef producers are calling for changes calling to make the language relevant to the modern beef industry and consumer, both in Australia and internationally.”

“Cattle Council, in conjunction with MLA, is in the process of developing a White Paper detailing beef and veal language categories and carcass specifications based on scientifically based eating quality measures and measures to satisfy consumer preference.”

“This White Paper will assess all relevant current technology, as well as outline technology necessary to be developed to ensure that industry language stays relevant into the future.”

**Ends**

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**Cattle Council of Australia**

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