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Five reasons to Trust Australian Beef

The Australian grass-fed beef industry continues to be a world leader in sustainability, which consumers can trust.

Cattle Council President Tony Hegarty said it was important Australians knew why the local beef business stood head and shoulders above the rest.

“Our industry is an important part of the solution to the sustainability challenges we all face,” Mr Hegarty said.

“First of all, the red meat industry has committed to becoming carbon neutral by 2030.

“We’re engaged in research and development to cut methane emissions and store carbon.

“Second, we’re also working with our vast land resources to support Australia’s unique biodiversity.

“Our industry manages 62.5% of beef country for improved environmental outcomes.

“This includes managing pests and weeds that can annihilate native species. For example, cattle producers work to keep feral cats under control and that gives small marsupials a chance.

“The latest Australian Beef Sustainability Framework – our sustainability scorecard – a 1.26% increase in National Forest Cover over the past year, and a 56.7% reduction in CO₂e emissions since 2005.

“Third, we’re using our land responsibly. Cattle production plays an important role in nutrient recycling that is integral to many ecosystems.

“Fourth, while rainfall limitations, soil type and geography mean that much of the land we occupy is not suitable for growing crops like fruit and vegetables, grazing lands are important stores of carbon and provide habitat to many threatened species.

“Fifth, we are a world leader in Animal welfare with some of the best welfare practices. Pain relief usage increased by 40% last year.

“Notably our Export Supply Chain Assurance System is a one-of-a-kind, that has been put in place to improve animal welfare conditions in our export markets. No other country does this.

“Australians can be assured our industry is making a difference at home and overseas.

“Australians can trust Aussie beef.”

More information: www.sustainableaustralianbeef.com.au/

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