



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

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Cattle Council broadens its consultation with producers

Cattle Council of Australia (CCA) will be broadening its consultative processes with grassfed beef producers by holding a series of producer forums across Australia over the next twelve months.

CCA President, Andrew Ogilvie, said that this new consultative process will provide another mechanism for Cattle Council to have a two-way dialogue directly with Australian beef cattle producers.

“Cattle Council has two distinct roles. One is to represent the interests and views of Australian beef cattle producers and the other is to provide strategic policy advice and direction to Meat & Livestock Australia (MLA) on the investment of grassfed cattle levies,” he said.

“These forums will provide ongoing opportunities for CCA to consult directly with more producers in fulfilling these two roles.”

The aim of the forums is to ensure producers have an opportunity to hear about, discuss and have input into MLA’s marketing and research, development and extension programs. CCA will use producer feedback to inform its advice to MLA on program development.

CCA will also be providing producers with an overview of its goals and priority areas.

“On a daily basis, Cattle Council manages a number of challenging policy areas for the cattle industry. Some of Cattle Council’s current projects include expanding market access, particularly to Japan and Korea, and the development of the Pasturefed Cattle Assurance System. We would like to take this opportunity to share what these are and how we work with MLA to deliver outcomes for industry.

“The forums will also provide an opportunity to update producers on MLA levy investments in marketing, market access and research and development, as well as new industry initiatives such as the Pasturefed Cattle Assurance System. The producer forums will include an open panel discussion at the end of the day.

“The free one day events will be open to all beef cattle producers and we strongly encourage producers to come along to this information exchange,” Mr Ogilvie said.

The first forum will be held in Casino NSW, on the last day of Casino Beef Week.

When: Tuesday, 28 May 2013

Time: 9am – 1pm followed by lunch

Where: Casino RSM Club, 162 Canterbury St, Casino, NSW

RSVP by 20 May for catering purposes. Call (02) 6269 5600 or email cca@cattlecouncil.com.au

Dinner: NSW Farmers’ Association will also be hosting a free dinner from 6pm at the Casino RSM.

ENDS

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