



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

25 May 2013

From Canberra to the bush

Cattle Council of Australia (CCA) is hosting the 21st annual Rural Awareness Tour ('RAT') in Queensland from 27-31 May 2013.

The Rural Awareness Tour, an initiative of the CCA inaugurated in 1991, provides an opportunity for government officials and key industry stakeholders involved in the development and implementation of policies that impact beef producers, greater on-the-ground understanding of the beef cattle industry and a chance to expand their networks and knowledge.

"The 2013 RAT will extensively explore Australian cattle production systems in regional Queensland," says Jed Matz, CEO of Cattle Council. "The week-long tour will begin in Brisbane, travel to Roma, Emerald, Normanton, Cairns and the Atherton Tablelands."

"Over the course of the week participants of the 'RAT' will visit one of Australia's largest cattle saleyards, tour an abattoir, visit a high end butcher and wholesale distribution centre and visit a number of different properties in Australia's largest beef producing state."

"The 'RAT' will provide a number of opportunities to form relationships with industry leaders and beef producers. Participants will come away with a greater appreciation for state and national issues impacting the Australian beef industry," said Mr Matz.

Monday 27 May	Brisbane: JBS Dinmore Australian Wholesale Meats Prime Specialty Meats
Tuesday 28 May	Roma: Roma Saleyards Brindley Park Feedlot Producer visit - Injune
Wednesday 29 May	Rolleston/Normanton: Producer visit – Rolleston Gallagher Butchering, Normanton
Thursday 30 May	Normanton: Delta Downs
Friday 31 May	Cairns: Atherton Tablelands

ENDS

Contact: Mary Johnson, p.02 6269 5600, m.0417 249 506, e. mjohnson@cattlecouncil.com.au

Cattle Council of Australia
NFF House, 14-16 Brisbane Ave, Barton ACT 2600, PO Box E10, Kingston ACT 2604
Ph: +61 2 62695600, Fax: +61 2 6273 2397, Email: cca@cattlecouncil.com.au
www.cattlecouncil.com.au

