



CATTLE COUNCIL OF AUSTRALIA

SUBMISSION

31 July 2020

David Hatfield
Director
Adjudication Branch
Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601

Via email: CTMs@accc.gov.au

Dear Mr Hatfield

Re: Fodder Fed CTM 2078679 lodged by AUS-MEAT

Cattle Council of Australia (CCA) is the peak industry organisation representing and promoting the needs of Australia's grass-fed cattle producers. Established in 1979, CCA brings together all state-based farming organisations representing cattle producers and individual members operating beef cattle enterprises.

CCA welcomes the opportunity to provide comment on the application from AUS-MEAT to register certification trade mark (CTM) No. 2078679. We provide this submission without prejudice to any additional submission from our members or individual producers.

CCA supports the AUS-MEAT application to register CTM 2078679. As a member of the Australian Meat Industry Language and Standards Committee (AMILSC), that has oversight and control of trade descriptions and AUS-MEAT National Accreditation Standards requirements, CCA has provided input into the drafting of the proposed Fodder Fed Standard. CCA considers it appropriate that the AMILSC continue to act as arbiter of Standards relating to animal production raising claims.

CCA believe that AUS-MEAT's Fodder Fed CTM and associated rules are unlikely to raise any competition concerns or be misleading as they enable clear and distinct claims to be made. This provides an opportunity to differentiate those producers utilising mixed feed regimes from those exclusively feeding pasture or grain.

CCA asserts that the Fodder Fed CTM will further inform and provide greater clarity for consumers regarding animal raising claims and feed regimes.

CCA agree with AUS-MEAT's claims that the Fodder Fed Accreditation Scheme Program Rules (the Proposed CTM Rules) are designed to protect the interests of the Australian industry in relation to the sale, distribution and export of Australian meat and livestock; the reputation of AUS-MEAT; and the integrity of the AUS-MEAT language. CCA assesses that the Proposed CTM Rules are consistent with other trade descriptors such as Pasture Fed (PCAS) or Grain Fed.

If there are any queries about this submission, please do not hesitate to contact our office on 1300 653 038 or email cca@cattlecouncil.com.au.

Yours sincerely

Travis Tobin
Chief Executive Officer