



CATTLE COUNCIL OF AUSTRALIA

Media Release

17 April 2012

Grassfed beef producers looking to the future

Grassfed cattle producers across the country are being called upon to contribute to *Beef 2015 and beyond*, the strategic plan for the grassfed beef industry.

Through effective engagement, consultation and communications with cattle producers, industry bodies, governments, value chain business and other stakeholders in the industry, *Beef 2015 and beyond* will inform, direct and mobilise all industry resources and efforts over the coming years.

“The cattle industry has experienced transformational changes over the past 3 decades,” says Cattle Council of Australia (CCA) President Andrew Ogilvie, “and the CCA Board has rightly decided that now is the time to develop a new national strategy for the beef industry.”

Initiated by the CCA, *Beef 2015 and beyond* will also define the roles of the various parties responsible for implementing the plan.

“This is a chance for the beef producer to be involved in the setting the future direction of their industry,” says Mr Ogilvie, “by helping to set the priorities and highlighting areas of concern. We need input from the person on the land.”

All grassfed beef producers will be able to contribute through online forums.

“Each week for the next seven weeks we will be releasing a discussion paper with key questions to spark debate. Producers will be able to go online at www.cattlecouncil.com.au and have their say on all key issues” says Mr Ogilvie.

There will also be targeted surveys, and in-depth interviews with various industry leaders and workshops held in each state and territory. Information gathered will be used to draft a strategy for discussion at a national workshop.

“This is such an important process for industry” continues Mr Ogilvie, “it is essential that we garner as much information from as many producers and industry stakeholders as possible.”

The Cattle Council of Australia represents and progresses the interests of Australia’s beef cattle producers. It is the national voice for cattle producers and has a critical role in defining industry priorities and directions and in influencing the allocation of levy resources. The new strategy will also align with the framework provided by the wider Meat Industry Strategic Plan and is consistent with the Red Meat Memorandum of Understanding and the government’s levy principles and guidelines.

For more information: www.cattlecouncil.com.au

