

MEDIA RELEASE

26 February 2014

National peak industry councils asking WA beef and sheepmeat producers what's up in Kojonup?

Leading industry representative groups have collaborated to engage with Western Australian beef and sheepmeat producers and suppliers to the WA live export industry to consult on key issues facing the industry.

The WA Beef and Sheepmeat Producer Forum will be held at Kojonup, WA on Tuesday, 1 April 2014, jointly hosted by the Cattle Council of Australia (CCA) and Sheepmeat Council of Australia (SCA), together with the Western Australian Farmers Federation (WAFarmers), the Pastoralists and Graziers Association of Western Australia (PGA), with support from Meat & Livestock Australia (MLA).

Cattle Council Chief Executive Officer, Mr Jed Matz said the producer forums, which are being rolled out across the nation, are providing an ideal opportunity for information exchange between producers and the associated organisations.

“We will present leading industry speakers covering topics including research and development, live exports, trade and market access and more,” Mr Matz said.

“Furthermore, it will be an ideal chance to ask questions of the peak industry councils and the WA producer groups including the WA Beef Council and the WA Sheep Industry Leadership Council via the open panel Q&A session at the end of the day.”

Sheepmeat Council Chief Executive Officer, Dr Kathleen Ferme, said she was pleased to see each of the organisations collaborating to bring a combined industry event to WA producers and urged producers to travel to this important industry event in Kojonup.

“Key feedback from the forum will be used by the representative organisations in their future industry planning and to provide advice to the levy funded bodies,” Dr Ferme said.

Key sessions will include:

- Overview of the sheepmeat and cattle industry structure and roles each organisation plays;
- MLA Research and Development;
- Trade and Market Access;
- Live Export – An update from the Australian Livestock Export Council;
- Update from the WA Beef Council and the Sheep Industry Leadership Council; and
- Open session and panel discussion featuring key note speakers on the panel.

Western Australia Beef and Sheepmeat Producer Forum

When: Tuesday, 1 April 2014

Time: 9.30am registration & morning tea. The forum will run from 10.00am – 4.00pm

Where: Wellard Agri Property, “Hyfield”, Bell Road, Kojonup, WA (5km north of Kojonup off Albany Hwy).



The forum is free to attend, however registration is essential. Please RSVP by Tuesday, 25 March.
Call 02 6269 5600 or email cca@cattlecouncil.com.au

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WA Sheep Industry Leadership Council