



# Grassfed beef plan welcomed

**COMMENT**

**GREG BROWN**  
 Cattle Council of  
 Australia president



AS a producer whose livelihood has always depended on cattle, I recognise the critical importance of ensuring a profitable future for the next generation of beef producers.

Thirty years ago, Cattle Council of Australia was established, bringing together for the first time in a single organisation all farmer organisations whose members had beef cattle enterprises.

The beef cattle industry was finally armed with a respected, national voice to influence Federal Government policy affecting our bottom line.

Cattle Council influences Federal Government policy in areas such as market access, animal health and welfare, biosecurity and now climate change policy. Cattle Council achieves substantial progression on issues most important to the industry's profitability through effective government engagement and pro-

actively seeking out industry opportunities.

Today, Cattle Council directly represents at least 15 million cattle through our state farmer organisation members. There are seven State Farming Organisations that select beef cattle producers to represent industry at the national level.

For example, Howard Smith is the chair of Cattle Council's Environmental Taskforce that is spearheading climate change policy. He is one of the young and upcoming leaders of this industry, which began when he joined as an AgForce member, then selected for the AgForce Cattle Committee. Similarly, Peter Hall is on the AgForce Cattle Committee and Cattle Council Executive who has respectfully risen to the national challenge. These blokes, just like our other voluntary councillors engage closely with their state networks to rise and progress issues of significance at a national level.

Currently, Cattle Council is actively engaging Meat and Livestock Australia to resource a national standard for Grassfed beef, a resolution put to the Council by AgForce.

Cattle Council is a prescribed peak council, under the Australian Meat and Livestock Industry Act 1997 and contributes to the strategic direction of the red meat industry. We have the responsibility of overseeing how levy monies are utilised by Meat and Livestock Australia (MLA) to secure profitable markets. Through Cattle Council's Marketing Taskforce and Research and Development Taskforce we play a key role in ensuring MLA program plans are relevant and delivered to profitable industry.

So what are you waiting for? Become a leader and direct your industry - get involved by joining your state farming organisation.



**Cattle Council's young and upcoming leaders: Grant Maudsley, Justin McDonnell and Howard Smith who joined AgForce Cattle Committee before being selected to represent beef producers at the national level.**