



# Federal Election Priorities 2022





# 01 INDUSTRY SNAPSHOT



**51,319**  
BUSINESSES<sup>1</sup> ACROSS  
**77%**  
OF AUSTRALIA'S  
AGRICULTURAL LAND<sup>2</sup>



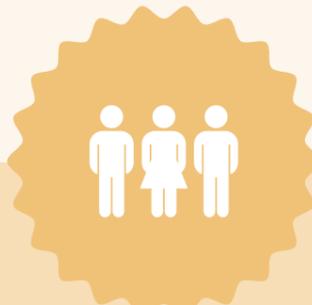
INDUSTRY VALUE:  
**\$21.3 billion**  
IN 2019<sup>3</sup>



**23%**  
OF THE TOTAL FARM VALUE OF  
**A\$61.5 billion**  
IN 2019-20<sup>4</sup>



**23.5 million**  
HEAD OF CATTLE  
IN AUSTRALIA<sup>5</sup>



**195,800**  
people  
ARE EMPLOYED IN THE  
RED MEAT INDUSTRY<sup>6</sup>



**2.1 million**  
tonnes  
OF BEEF AND VEAL  
PRODUCED IN 2019-20<sup>7</sup>

1. Meat & Livestock Australia, 2021, State of the Industry Report.  
2. Thompson, T & Litchfield, F, 2020, Australian beef: financial performance of beef farms, 2017-18 to 2019-20, ABARES, Canberra, September.  
3. Meat & Livestock Australia, 2021, State of the Industry Report.  
4. (ABARES Agricultural Commodities September 2021).  
5. As of June 2020 (MLA State of the Industry Report - 2021)  
6. Including on-farm production, processing and retail (MLA State of the Industry Report - 2021).  
7. (MLA State of the Industry Report - 2021).

## 02 TOP PRIORITIES

### Traceability

- Supporting a national whole of industry integrity system
- Give consumers greater assurances about where their beef comes from and how it was produced

### Biosecurity

- An assured, sustainable funding stream for Australia's biosecurity system

### Meat Labelling

- Accurate labelling of meat and alternative proteins
- Empower consumers to choose the foods they want to eat without confusion

### Environment

- Build a framework supporting the beef industry's plan to reach net-zero GHG emissions by 2030
- Incentivise producers to make further emissions cuts

### Levy Reform

- Make the levy system more adaptable to changing circumstances
- Improve method for changing levy distribution

### Telecommunications

- Ongoing improvement to regional and rural mobile phone network
- Funding for Open Access Network in rural and Regional Australia

### Recognition of Agvas

- Extend tax credits to aviation fuel used in agricultural production

## 03 TRACEABILITY

### Supporting a national whole of industry integrity system



Photographer: Casey Littleton

**CCA appreciates the recent announcement by the Australian Government to commit \$68.4 million to improve traceability in agriculture.**

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CCA promotes a national whole of industry integrity system along the supply chain that guarantees food safety and global consumer confidence in Australian Beef.

An independent, assured funding model is required to underpin the operational veracity of the national system. Harmonisation of state regulations and compliance regimes is also required.

CCA, with its SAFEMEAT Partners, requests that the government support:

- Investment into a traceability and data management systems that will have the capability to handle all livestock species.
- National mandated digital/electronic identification of all livestock species be phased in beginning in 2022 and be completed no later than 2025. A long-term sustainable funding mechanism is established to ensure ongoing maintenance of the system.

## 04 BIOSECURITY

### Sustainable Resourcing of Australia's Biosecurity System



Photographer: Sandie Read

Several significant exotic animal diseases have emerged and/or spread in our region, resulting in escalating biosecurity threats to Australia.

A rapid internal expert judgement exercise on the probability of an outbreak of these diseases in Australia within the next 5 years highlighted significant concerns about an increasingly complex and challenging global animal health situation, and its potential impacts on Australia's favourable animal health status and our animal sector.

This is crucial to improve the economic resilience of our industry by increasing access to existing and new markets, and Australia maintaining its disease-free status is critical to the environment, animal welfare and maintaining existing and developing new markets.

CCA advocates for a well-resourced biosecurity system to strengthen the resilience of the cattle industry by:

- Fostering a consistent, national approach to biosecurity across the beef supply chain.
- Advocating for assured, sustainable funding for on-farm and border protection activities.
- Building the capability of producers to take ownership of their own on-farm strategy.

While CCA appreciates the Federal Government's recent \$371 million biosecurity package, a long term, sustainable funding stream is critical to ensuring the Commonwealth biosecurity system is fit for purpose now and capable of meeting future challenges.



Photographer: Nancy Gray

## 05 MEAT LABELLING

### Accurate labelling of alternative proteins to ensure informed choice



Photographer: Maureen Malone

The legislation and regulations regarding the labelling and marketing of alternative protein products (defined as proteins that do not come from animals) have not kept pace with the advancements in technology and currently provides a disservice to Australian consumers.

Labelling of lab-cultured meats, alternative proteins, and cultured meat products ensures clear differentiation from naturally grown meat products and enables informed choices to be made.

Australia needs urgent reform of labelling policy to ensure accurate labelling claims for alternative proteins.

For products that contain some beef but are largely made up of other ingredients, the percentage of beef contained in the product needs to be clearly indicated.

Australian consumers deserve to know if they are eating 'meat' that has been grown in a laboratory. Labelling of lab-cultured meats ensures clear differentiation from naturally grown meat products.

Alternative proteins should be prohibited from using descriptors or names that could mislead consumers, no other products are allowed to mislabel and market themselves as a product that they are not.

CCA requests the Federal Government implement the recommendations from the Senate inquiry into Definitions of meat and other animal products.

## 06 ENVIRONMENT

### Creating partnerships that help meet the climate challenge



Photographer: Gina Rieck

The Australian beef industry is a national leader in sustainability with a plan to have net-zero emissions by 2030 and a capacity to be part of the greater solution to the nation's climate challenges.

The beef industry will be a crucial partner if Australia is to meet its Paris Agreement commitments. The Federal Government should continue building on the significant progress in developing world-first programs that support producers who wish to engage in biodiversity and environmental stewardship markets. Continuing to innovate in this area will also be vital in maintaining demand for Australian beef at home and in international markets.

Cattle Council supports an effective Climate Policy Framework including an economy-wide commitment, financial incentives, and pathways to reach net-zero greenhouse gas emissions, including:

- Ongoing funding to develop environmental stewardship schemes like the Australian Farm Biodiversity Stewardship Pilot, and the Emissions Reduction Fund.

- Producing a red meat-specific greenhouse gas inventory (under the National Greenhouse Gas Inventory (NGHGI)). This should be reported in both GWP100 and another metric suitable for short-lived greenhouse gasses such as GWP\* to give a more accurate picture of the beef industry's climate impact.
- Providing financial incentives, including tax incentives, to assist producers with upfront costs associated with transitioning to lower carbon practices and technologies. For example, to help with the cost of materials, advisory services, and support to transition to clean energy use.



Photographer: Sandie Read

## 07 LEVY REFORM

### Democratising the Cattle Transaction Levy



Photographer: Jane Hill

Levy settings need to maximise the benefits to industry with improved flexibility in the levy system to better respond to changing circumstances.

CCA seeks increased flexibility in the levy system so that redirection of levies can be delegated to a power requiring less than legislative change.



Photographer: Casey Littleton

## 08 TELECOMMUNICATIONS

**Support for funding to open access mobile network expansion for rural and remote businesses and communities**



Photographer: Jez V Kuyf

**There is currently a divide in the telecommunication services of metropolitan and rural and regional Australia. The lack of equitable access to reliable and quality telecommunications services needs to be addressed if rural and remote businesses are to keep pace with modern innovations.**

Australia risks growing and entrenching the digital divide between metropolitan and rural telecommunications users. We risk undermining the opportunities presented by digital innovation to the farming community and rural Australia as a whole.

CCA supports the work of the National Farmers' Federation's Telecommunications Committee to improve these services.

CCA seeks long-term public funding for open access mobile network expansion in rural and regional Australia, and support for businesses requiring mobile phone repeater devices.

CCA supports the NFF initiative of establishing a \$5 billion Rural Telecommunications Fund to improve digital connectivity for remote, rural and regional Australians.

## 09 ELIGIBILITY OF AVIATION FUELS FOR FUEL TAX CREDITS

**Review eligibility of aviation fuels for fuel tax credits when used for agricultural production**



Photographer: Jen Hawker

**Liquid fuels, such as diesel, petrol and other taxable fuels used in agricultural production are eligible for fuel tax credits.**

Aviation fuel is a key input to production in Northern Australia. Liquid fuels, such as diesel and petrol used in agricultural production are eligible for fuel tax credits. Aviation fuels used in aircraft used for agricultural production should be treated in the same way.

Beef producers in Northern Australia rely on aircraft as the most efficient means of transport, mustering, checking watering points and animal welfare and monitoring land condition.

Aviation fuels are therefore an important production system input in Northern Australia.

Eligibility rules require change to ensure that aviation fuels used for agricultural production are eligible for fuel tax credits.

# 10 ABOUT CATTLE COUNCIL OF AUSTRALIA

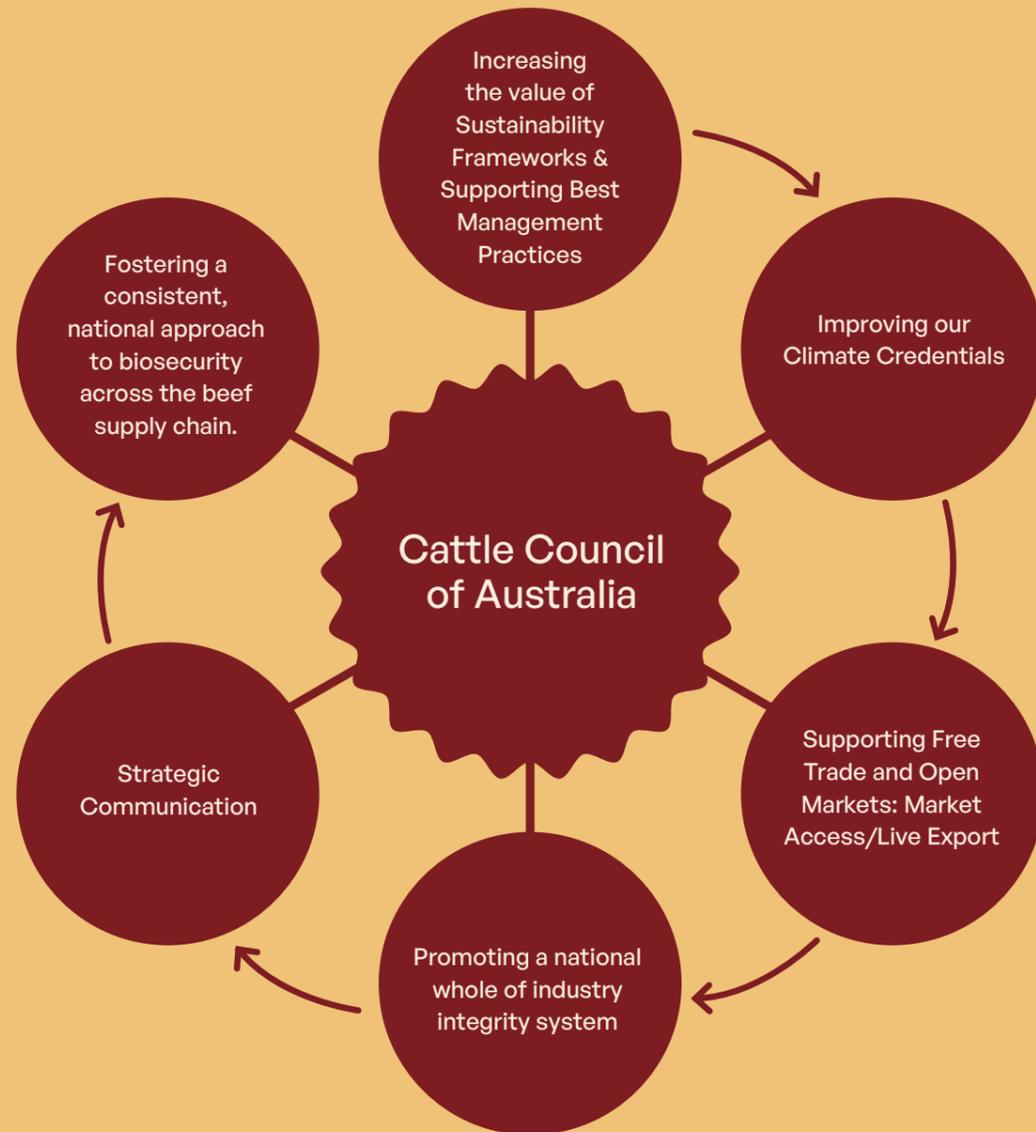
**Cattle Council of Australia (CCA) is the peak industry organisation representing Australia's grass-fed cattle producers.**

Established in 1979, CCA unites all state-based farming organisations representing cattle producers in their jurisdiction, associate member organisations with close connections to the cattle industry, and individual cattle producers.

The mission of CCA is to represent and progress the interests of Australian beef cattle producers.

CCA's consultation with, and policy feedback to, key industry organisations and Government representatives addresses issues of national and international importance.

We do this through our Policy Council, capacity and industry programs, ongoing engagement with producers through our membership base and attendance and promotion of industry events both at the national and international level.



# 11 CONTACT US

**CCA looks forward to continuing to advance Australia's economy, working with our industry stakeholders, partners, and the federal and state governments.**

The Australian beef cattle sector will be vital to achieving the National Farmers' Federation and the Federal Government's ambition to exceed \$100 billion farm gate output by 2030 - producing a nutritious protein for Australians and others around the world.

For more information or to set up a meeting to discuss CCA's policy priorities, please contact:

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Cover image photographer:  
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