



Communique – grass-fed cattle industry roundtable, 22 February 2021.

Representatives of the Cattle Council of Australia (CCA) and Cattle Producers Australia (CPA) met on Monday 22 February 2021 in Brisbane. This was the second meeting between CCA and CPA held at the request of Minister Littleproud to settle a forward pathway, mechanism and timeline for reaching agreement on representation in the grass-fed cattle industry. The meeting was facilitated by Brian Ramsay and attended by observers from the Australian Government Department of Agriculture, Water and the Environment.

Attendees welcomed the progress since the last meeting to identify the issues that would need to be resolved to form a single grass-fed cattle representative body. Attendees expressed a strong desire to get on with designing a new representative model for the grass-fed cattle industry and to start broader consultation with the rest of the industry as part of that process.

Attendees considered that issues around the composition of the board and policy council of a new grass-fed cattle representative body and how it would be funded needed further work before a process of broader industry consultation should be undertaken. Attendees agreed on the importance of developing and implementing a robust communication strategy to help deliver adequate engagement with other stakeholders and the importance of upcoming opportunities for targeted consultation as a precursor to a broader consultation process.

Attendees

Cattle Council of Australia

Mr Markus Rathsmann, President
Mr Lloyd Hick, Vice President
Ms Alice Greenup, Independent Northern
Director
Mr Bill Stacy, NSW Farmers
Mr Travis Tobin, Chief Executive Officer

Cattle Producers Australia

Dr Paul Wright, Chair
Mr Phil Keevers, Director
Mr Cameron McIntyre, Director
Mr Ernie Camp, Director
Mr David Byard, Director (via
teleconference).
Mr Norman Hunt, Company Secretary