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68-Million More Reasons to buy Australian Beef

The Federal Government's \$68 million investment in agricultural traceability will make Australian beef a more sought-after product, both overseas and at home.

Cattle Council of Australia (CCA) President, Markus Rathsmann said traceability was vital to ensuring product integrity, market access and price premiums.

"Australia is a world leader in beef production, and this will help us prove it," Mr Rathsmann said.

"Australian beef producers have some of the best environmental, welfare and food safety credentials, underpinned by world-leading traceability systems.

"The investment in a National Traceability Alliance and the National Traceability Hub will boost that further by better aligning traceability efforts across all states and territories and all commodities.

"Improved traceability will also better support our disease-free biosecurity status by boosting our capacity to quickly isolate affected livestock and product in the event of a biosecurity breach.

"It's important all of agriculture has a robust traceability system, as biosecurity issues can affect more than one animal species.

"In the 1970s Australia had a dubious reputation from residue and substitution scandals, limiting our access to international markets.

"This is why visionary beef leaders at the time put in place traceability and product integrity systems to underpin our product and rebuild our reputation.

"Red meat exports today are a \$20 billion industry with industry turnover in excess of \$70 billion.

"More than 70% of our processed product is exported to more than 30 countries and our live exports are also highly sought after by more than 20 countries.

"Minister Littleproud's announcement is an investment in the future of the red meat industry and an important contribution to the collective goal of a \$100 billion agricultural industry by 2030.

"I thank Minister Littleproud for his support of our industry and commitment to its ongoing security and sustainability.

"This investment significantly improves the traceability system and puts greater confidence in our product and Australia's reputation as the world's most trusted beef producing nations."

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