



PARLIAMENT OF AUSTRALIA
HOUSE OF REPRESENTATIVES

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Media Release

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Beef Industry Survey Results Released

82% of New England Producers want better consumer education program
60% support \$5 levy continuing

New England Beef Producers want the industry to introduce a compulsory consumer oriented beef grading system and to better educate the consumer about the beef grading system.

They also have indicated that they believe the current levy totalling \$5 per head is reasonable and should stay the same.

These are two of the findings of a survey of New England cattle producers conducted by the Independent Member for New England, Tony Windsor.

“The cattle industry is a significant contributor to our regional economy and more broadly to our national economy for both domestic and export markets.

“The biggest agreement among New England Cattle Producers was that 82% believe that there needs to be more education and promotion to engage consumers with the Compulsory Beef Grading System.

“61% of producers believed there was a need for accuracy and honesty in labelling and want a universal consistent system.

“Responses indicate that the majority of producers are not satisfied with the current control measures for beef grading and want to see a compulsory grading system introduced into the industry with 1 in 2 New England producers saying a compulsory system is ‘Very Important’.

“Producer satisfaction with the current education for the Meat Standards Australia (MSA) and Budget Retail Agreement to explain beef quality to consumers is low and 77% want a new public education program introduced to market and explain the MSA Grading system to consumers.

“With regard to the current \$5 per head levy, 60% of producers believe that it is reasonable and support it staying the same.

“This response should be welcomed by the Meat and Livestock Association (MLA) as the industry prepares to vote on the continuation of the levy at \$5 past 2011.

For further information contact Tony Windsor, Ph (02) 6761 3080 or 0427 66 8868

“Responses to the MLA’s performance shows there is room for improvement with some dissatisfaction in the way the organisation represents and promotes the industry and the way its Board is selected and its voting arrangements,” Mr Windsor said.

Mr Windsor was very pleased with the response by small and large producers to the survey.

“431 cattle producers ranging in herd size from less than 100 head to over 1,000 head kindly participated in the survey to let me know their views of their industry.

I thank those who took the opportunity to provide me with their thoughts,” Mr Windsor said.

Mr Windsor will now pass the survey results on to the Minister for Agriculture Fisheries and Forestry, Tony Burke and it will also be available on his website www.tonywindsor.com.au.