

**Meat Label Bill gets served:** A draft Bill aimed at tightening meat labelling laws could "set the industry back 20 years" if not changed, says Meat and Livestock Australia's (MLA) general manager of marketing, David Thomason.

It is a shame that an individual has had to do what our governing body, the MLA, should have done ages ago. However, it would be a disaster if Mr Torbay could not work with MLA and get the language right, especially using the Meat Standards Australia quality control system. After all, MLA will still be here when Mr Torbay has gone.

— Posted by Jim Gunn on October 23

MLA is not shy in taking increased levies from

**NET Working**

[www.theland.com.au](http://www.theland.com.au)



producers. It also supports the costly-for-producers "white elephant" of the National Livestock Identification System. However, attempting to implement a grading system, which would increase domestic consumption and improve cattle prices, seems just too hard for MLA.

— Posted by Henry on October 23

Home grown and killed meat is always better than supermarket meat, and not because we keep the best for ourselves. We can't always afford to. We

just know what it is. Consumers will happily pay for good, consistent quality. Mums are in a hurry in the supermarket and we aren't stupid. Just use language we are trained in: A = best through to E = worst. Make it easy and we will all be enjoying Aussie beef on the barbecue this summer, not chewing through a piece of old boot and looking at the chicken alternative.

— Posted by Rebecca Dance on October 23

Milked on the Home Front