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for immediate release

Cattle Producers Australia's first industry forum – a success

Grass-fed cattle producers and concerned members of the public from across NSW gathered in Albury on Monday to discuss issues of importance facing the cattle industry and to listen to findings from Mick Keogh, Australian Competition and Consumer Commission Deputy Chair and Agriculture Commissioner. He presented findings from the *Update Report for the Cattle and Beef Market Study*.

The industry forum was co-hosted by Cattle Producers Australia (CPA), a new organisation for grass-fed beef producers and the Ovens Valley branch of the Victorian Farmers Federation. The forum was the first event held by CPA and covered several industry topics. It brought together producers to discuss the most important issues facing farmers.

Commissioner Keogh addressed the systemic producer concerns about practices in the beef industry. The update report highlights amongst other issues, price transparency, sale yard behaviours and procedures, processor pricing grids and grading. Keogh said, "Processors advised that about 90 percent of cattle is transacted over the hook, bypassing the sale yards. This creates an issue as the market reports don't reflect the majority of the trade occurring."

Forum attendees expressed long time concerns about the concentration and market power of processors and their ability to dictate the market. They voiced their dissatisfaction with current post-weigh practices.

CPA's Implementation Committee Chair, Dr. Paul Wright said, "the forum shed light on the need for immediate progress and reform and believes that a democratic organisation will give hope to grass-fed cattle producers that their voice will be heard."

Dr. Wright said. "It was great to hear from Mick Keogh who provided insight into the ACCC findings and the root cause of the inaction described in the [Update report](#) highlighted the shortcomings in producer representation at the national level."

President of the NSW Farmers Association, Derek Schoen spoke of the 2015 Barnawartha boycott, explaining "this boycott was a fundamental turning point and an important milestone in the red meat industry. It is vital to keep the momentum going and apply pressure for reform. There is unequal strength in the market place between the producers and processors, we are not asking for the world, we are just asking for a fair run." Mr Schoen said.

CPA aims to rejuvenate confidence within the industry. It has been formed to be a new truly representative democratic voice for Australia's grass fed cattle producers in accord with the recommendations of two Senate Inquiries. The organisation seeks to ensure cattle producers work together to achieve a viable and secure future by

sharing ideas and collaborating on solutions. CPA will work closely with government, regulatory bodies and other meat industry groups to further the interests of all its members. Cattle Producers Australia is calling for producers to become members to ensure the cattle industry remains viable, productive and secure into the future.

For more information or to become a free member of CPA, please visit:

<https://cattleproducers.com.au/>

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About Cattle Producers Australia

Cattle Producers Australia Ltd (CPA) is the new voice on issues that affect grass-fed cattle production businesses. We offer a new era of leadership in advocacy and governance for the grass-fed cattle industry. As a democratically elected organisation, all grass-fed cattle producer members have voting rights and equal opportunity to stand for election. Policy councilors will be elected from 15 regions across Australia. Control of CPA will be directly in the hands of grass-fed levy paying cattle producers.

