



Grass roots resolutions pays big grass fed premium

AGFORCE Queensland has welcomed the introduction of a premium for certified pastured fed beef by Teys Australia and commends the meat processor on recognising the innovation and proactivity of the state's cattle producers.

Teys announced earlier today a 50 cent premium would be paid for cattle certified under the Pasturefed Cattle Assurance System (PCAS) with this price increase to be effective in the May – June period, as well as the news Woolworth's will introduce a pasturefed beef product underpinned by PCAS.

PCAS is a voluntary assurance system, the brainchild of an AgForce member in Rockhampton, where the end product is 'Certified Pasturefed' cattle on the market and beef on consumer's shelves.

Underpinning PCAS are standards which govern the on-farm feed requirements and traceability of the cattle as well as pre-slaughter handling practices which influence eating quality.

AgForce Cattle President, Howard Smith, said today's announcement of the premium showed that beef produced for a targeted market with the needs of the consumer as the forefront could achieve clear financial benefits for graziers.

"A lot of work has gone into PCAS since the idea was hatched at an AgForce meeting through to the development of the system by Cattle Council of Australia," Mr Smith said.

"Through PCAS we have provided a clear pathway for producers who are willing to formally back their product and invest in sustainable and targeted production to be paid for their work."

"In a world where consumers increasingly demand more choice and expect to know where and how their food is produced the PCAS system and today's announcement shows the progression our industry must embrace to thrive into the future," Mr Smith said.

AgForce commends both Teys Australia and Cattle Council for their hard work on this initiative and looks forward to continuing to work towards innovations to transform the beef industry.

The requirements of PCAS mean cattle produced under the standards must:

- Have been fed only pasture their entire life
- Have not been confined for the purposes of intensive feeding for production
- Are fully traceable for their entire life via NLIS
- Are guaranteed to eat well, based on MSA and if required:
 - Are free from HGPs and or/
 - Are free from antibiotics.

For media enquiries, contact

AgForce media and communications: Stacey Milner 0418 733 102 or milners@agforceqld.org.au

Nadine Long 0427 626 853 or longn@agforceqld.org.au

Who is AgForce? AgForce represents thousands of Queensland broadacre producers who recognise the value in having a strong voice. AgForce leads the way to ensure agriculture's social, economic and environmental contribution is recognised

by all levels of government. AgForce works alongside landholders, encourages and supports the next generation, builds industry partnerships and skills and promotes agriculture - for secure, sustainable, progressive and profitable food and fibre into the future.