



AgForce Backs Beef Taskforce

AgForce Queensland has thrown its support behind the creation of a taskforce to develop a framework for the nation's beef industry's sustainability credentials.

The taskforce is a key initiative to come from discussions between 27 beef industry leaders in Brisbane at the beef 'Square Table' meeting on Friday.

AgForce Cattle President, Howard Smith, said it was critical the Australian industry took steps to inform and engage its customers and verify its performance.

"The reality is we now live in a world where consumers want to know where their food comes, how it was produced and the systems and practices that were implemented to take it through the supply chain," Mr Smith said.

"For us to remain competitive and to ensure we engage with and further build the trust of our customers we need to be able to publish and promote our sustainability credentials.

"Our systems are world class – why would we not be prepared to stand confidently behind them and share this information?"

Mr Smith said it was also imperative industry be proactive in this engagement and to lead the dialogue between producers and consumers.

"We have a firsthand knowledge of our land, our animals and our production systems and are best placed to set a framework for the publication and promotion of our performance," he said.

It is predicted the framework will be delivered next year as part of the Red Meat Advisory Council's (RMAC) Australian Meat Industry Strategic Plan. Attendees at the Square Table on Friday included representatives of State Farming Organisations including AgForce as well as Cattle Council of Australia (CCA), National Farmers' Federation (NFF), Hughes Pastoral, Australian Meat Industry Council (AMIC), Australian Lot Feeders Association (ALFA), Meat and Livestock Australia (MLA) and government.

"The opportunity for the industry is enormous given the growth of the Asian middle class and the potential to partly fill an economic gap left by an easing resources sector," Mr Smith said.

"To be able to capitalise upon this it makes sense to move forward proactively and positively so as to show a global audience we are the best producers of high quality beef in the world."

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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.