

# Your \$5 Your Beef Your Vote

All beef producers need to make a very important decision about the beef marketing levy.

An independent levy payer committee has undertaken a review of all aspects of the marketing levy and what it delivers to producers and the industry. They concluded that the additional \$1.50 marketing levy has returned about five times the value of investments through a range of programs in Australia and around the world.

They unanimously recommended retaining the levy at the current level of \$5 per head.

Now it is time to have your say. Read the Committee's report and make sure you participate in the Beef Levy Review 2009.

A full copy of the Beef Marketing Funding Committee findings, recommendations and related reports are available online at: [www.mla.com.au/beeflevyreview](http://www.mla.com.au/beeflevyreview) or call MLA on **1800 675 717**.

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Beef Marketing Funding Committee



**BEEF LEVY REVIEW 2009 - It's your \$5, have your say.**



# IMPORTANT INFORMATION FOR YOUR CLIENTS

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Livestock agents have a role to play too – please encourage your clients to read the committee's report and to participate in the Beef Levy Review 2009.

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**Mike Carroll** - Cattle producer Western Victoria, Beef Marketing Funding Committee member and Director of Meat & Livestock Australia

**"The decision to recommend keeping the levy at \$5 was unanimous. Although the real value of the levy is declining over time MLA expects intense scrutiny on our activities and needs to strive to do more with less."**



**Mike Introvigne** - Cattle producer South-Western WA and Beef Marketing Funding Committee member

**"The levy has worked hard for us in established overseas markets and really forged new areas of trade in places like Russia and Indonesia. If we hadn't invested the extra money, we would still be just scratching the surface in these developing markets. We need to look at the bigger picture sometimes to ensure things run well for us in our own markets. This is one of the reasons we've recommended keeping the \$5 so MLA can continue to be on the front foot internationally."**



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**"There's plenty of challenges ahead. Throw away lines about the environment get stuck in people's heads and they think beef must be bad for them and the planet – they need to know the whole story and that's part of what this additional marketing money addresses."**

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**BEEF LEVY  
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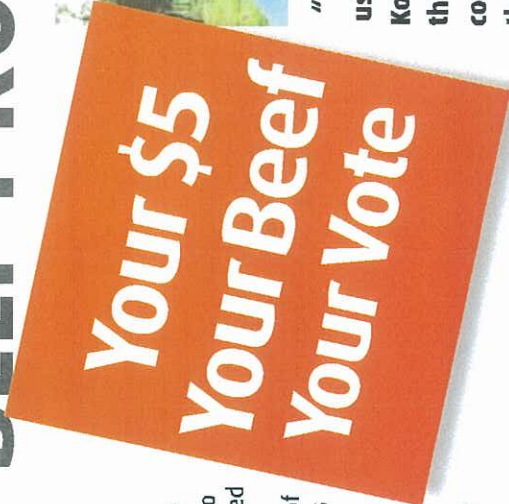
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# TIME'S RUNNING OUT

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Read the Committee's report and make sure you participate by returning documents at the right time.

Don't leave it too late to have your say!

### Are you a member of MLA?

#### Notices due 6 October

If you are a current member of MLA you will have already received information on the voting process and should return your levies notice to MLA by **6 October**.

All cattle producer members of MLA will have the opportunity to vote on the proposal through the 2009 MLA Annual General Meeting.

### Not a member of MLA?

#### Registration required 18 September

As a cattle producer you are entitled to become a member of MLA for free and can vote on the \$5 cattle transaction levy through the 2009 MLA AGM. Registration must be made by **18 September 2009** to have the chance to secure your full voting entitlements for the AGM.

If you are not a member of MLA, and do not wish to become one, you can still participate in the Beef Levy Ballot 2009 by calling the MLA Membership Service Line on **1800 675 717** and select option 1 or online at [www.mla.com.au/beeflevyreview](http://www.mla.com.au/beeflevyreview) by 18 September.

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## Submissions on the beef marketing levy

The marketing levy increased by \$1.50 on 1 January 2006 after cattle producers voted in a nation-wide poll in 2005 to increase the amount needed for beef marketing. This took the overall Cattle Transaction levy to \$5.00 per head.

In approving the increase the then Minister for Agriculture, Hon Peter McGauran, required that an independent review of the use of the \$1.50 is required to be completed and the findings communicated to government and levy payers prior to the end of 2010. Further, the levy would revert to the previous amount unless an alternative proposal is put to the Federal Minister for Agriculture before then.

The Beef Marketing Funding Committee has been established to make recommendations on the levy rates for beef marketing beyond 2010. To ensure it undertakes a comprehensive analysis considering the needs of all levy payers, the committee is inviting submissions from all cattle levy payers and other industry stakeholders on:

1. Issues, challenges and opportunities for marketing Australian beef and live exports;
2. The supply outlook for Australian beef and cattle including herd size, location and composition, age of turnoff, production methods, carcass attributes and weights (size);
3. Priority areas for industry marketing strategies.

The Committee will be looking at the challenges and priorities for the marketing of Australian beef and the threats and opportunities these may present.

Further information on current beef marketing activities managed on behalf of the industry by Meat and Livestock Australia can be found at [www.mla.com.au](http://www.mla.com.au)

Submissions must be made in writing, and include the name, address and signature of the submitter, with a recommended word count of no more than 2000 words and will be treated as confidential.

Submissions should be made to:  
The Chairman  
Beef Marketing Funding Committee  
Locked Bag 991  
North Sydney NSW 2059

Submissions close Monday 15 December 2008

Beef Marketing Funding Committee







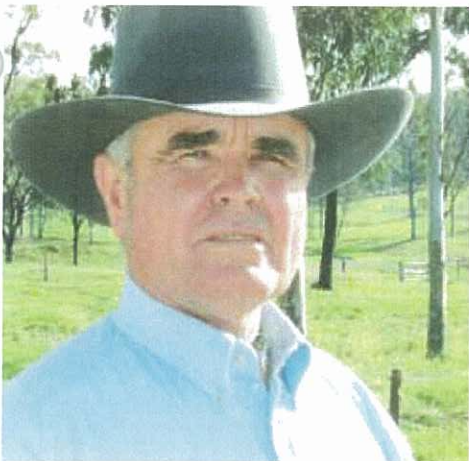
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Peter Hughes - Committee Chair, Producer QLD

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Peter Hughes, Beef Marketing Funding Committee Chair, said the recommendations of the 14-person independent Committee were unanimous.

"It was a very robust and comprehensive process," he said.

The Committee's key findings were:

- The additional (\$1.50/head) marketing levy has delivered five times the investment back to producers.
- The major impacts on livestock prices since 2006 have been high exchange rates and high grain prices until late 2008, and more recently credit restrictions on global trade and the collapse in demand for co-products. Without these impacts, livestock prices would continue to be at or near record levels.
- The Australian beef industry faces critical challenges, such as mounting attacks on our environmental integrity and increased competition in our major markets; as well as valuable opportunities, such as our world leading systems in product quality, safety and industry integrity, which stand us in good stead to grow existing markets and capture new markets.
- The industry must continue to invest in a broad range of programs to consolidate its position in beef markets and address the challenges and opportunities that lie before it.
- The \$5 levy is a modest but appropriate investment in the future of the industry.



Jen Munro - Producer, North-Western NSW and Beef Marketing Funding Committee member

**"We've fought hard to expand our markets in Australia and overseas. The \$5 levy is a relatively small investment in keeping them. Have your vote - don't leave it to others to decide the future of your beef marketing."**



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"It was a very robust and comprehensive process," he said.

The Committee's key findings were:

- a) The additional (\$1.50/head) marketing levy has delivered five times the investment back to producers.
- b) The major impacts on livestock prices since 2006 have been high exchange rates and high grain prices until late 2008, and more recently credit restrictions on global trade and the collapse in demand for co-products. Without these impacts, livestock prices would continue to be at or near record levels.
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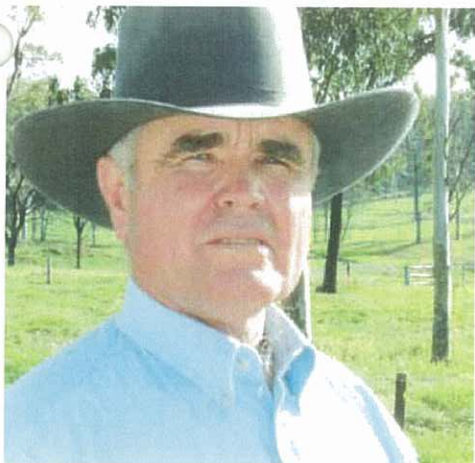
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- **\$1.5 million in livestock export marketing funding**
- **Opportunities to develop emerging markets like Russia, Indonesia, the Middle East and China**
- **Our share of the domestic market compared to white meat, seafood and vegetarian foods**
- **Our fight against environmental and welfare activists who are undermining our industry**

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