

6 June 2011

The Honourable Joe Ludwig
Minister for Agriculture, Fisheries and Forestry
Minister Assisting the Attorney-General on
Queensland Floods Recovery,
Senator for Queensland

Dear Sir,

RE: AUSTRALIA'S RED MEAT INDUSTRY

We refer to the meeting held in Canberra with you and representatives of the United Beef Group last year and write to express our concern with respect to the current focus, leadership and direction of the red meat industry organisations and their handling of a number of red meat industry issues including:

- the view that the structure of the current industry organisations has resulted in an industry leadership becoming disconnected from the grass roots and in many cases the decisions of those organisations no longer represent the views of the industry as a whole;
- the handling of the current live cattle exports to Indonesia disaster, especially given the industry's previous experience of the banning of live cattle exports to Egypt in 2006. An industry forewarned should have been forearmed and taken pre-emptive action to prevent a similar situation arising in Indonesia.

We are also seeking meetings with the directors of the RMAC, MLA and the executives of the Cattle Council (see copies of letters **attached**)

We understand that our view is shared by a number of other large and small red meat producers and processors and we would appreciate it if were to meet with you at a place of your convenience at an early date.

We would be pleased if you could respond through Clay Cini on mobile 0488 258 322 and clay@cattleboss.com.au.

Many thanks.

Yours faithfully,

United Beef Group

7 June 2011

Mr Ross Keane
Chairman of RMAC
ross@rmac.com.au

Mr Don Heatley
Chairman of MLA
info@MLA.com.au

Dear Sirs,

RE: RED MEAT INDUSTRY ISSUES

The signatories to this letter write to express their concern about the handling of a number of current red meat industry issues by Meat and Livestock Australia and the relevant Peak Councils and would appreciate the opportunity to meet as soon as possible with directors of RMAC and MLA to discuss a number of issues including.

Live Cattle Exports to Indonesia

The current crisis with respect to live cattle exports to Indonesia, the MLA funding of restraining boxes, and the failure to take pre-emptive action to protect the cattle industry from the current media exposure given the industry's previous experiences with live cattle exports to Egypt.

Government Costs

The lack of effective action to alleviate the uncompetitive burden of Government influenced costs and charges on the Red Meat Industry which was exposed by the Hielbron Report commissioned by the AMPC and MLA in February 2001.

AQIS

The Peak Councils handling of the new \$6.00 per head AQIS tax on the Australian Producer under the 100% AQIS cost recovery policy which is due to come into effect on 1 July 2011.

Market Access

Lack of focus on market access generally and free trade agreements with Korea and Japan in particular in sharp contrast to the approach taken by our overseas competitors.

Thursday, 9 June 2011

Domestic Market

The relative neglect of the Australian Domestic Meat Market in favour of export markets over the last decade.

Costs Benefit Analysis

The continuing expenditure of levy funds on non core functions without adequate costs benefit analysis which do little to address long or short term profitability imperatives.

The Way Forward

The United Beef Group's 2010 Strategic Plan stated that:

- both the MLA and the Cattle Council need to be restructured to ensure that grass roots members do not feel disenfranchised and the leadership of those organisations remain in touch with and accountable to the grass root members.
- all levy payers should be eligible to become members of the Cattle Council on a national basis and the current out dated branch, district, regional and state organisational structure should be abandoned.
- the current MLA board selection is flawed and that the MLA voting system should be amended to provide for direction elections to ensure that both the small and large producers have a voice by creating a two register voting system similar to the voting system under the AMPC Constitution - with one register based upon "one man/one vote" and the other based upon the amount of levy contributions - in order to ensure effective whole of industry representation and ownership.
- the focus of the MLA should be streamlined to ensure that MLA's activities are limited to outcomes that the free market cannot provide such as gathering and disseminating market information, initiatives to promote domestic demand, and foreign market access.

The United Beef Group is also seeking an urgent meeting with the executives of the Cattle Council to discuss the same issues.

We would be pleased if you could respond through Clay Cini on mobile 0488 258 322 and clay@cattleboss.com.au.

Many thanks.

Yours faithfully,

6 June 2011

The Honourable Simon Crean
Minister for Regional Australia,
Regional Development and
Local Government Minister for the Arts

Attention: Ben Gursansky

Dear Sir,

RE: AUSTRALIA'S RED MEAT INDUSTRY

We refer to the meeting held in Sydney with Mr Gursansky and representatives of the United Beef Group last year and write to express our concern with respect to the current focus, leadership and direction of the red meat industry organisations and their handling of a number of red meat industry issues including:

- the view that the structure of the current industry organisations has resulted in an industry leadership becoming disconnected from the grass roots and in many cases the decisions of those organisations no longer represent the views of the industry as a whole;
- the handling of the current live cattle exports to Indonesia disaster, especially given the industry's previous experience of the banning of live cattle exports to Egypt in 2006. An industry forewarned should have been forearmed and taken pre-emptive action to prevent a similar situation arising in Indonesia.

We are also seeking meetings with the directors of the RMAC, MLA and the executives of the Cattle Council (see copies of letters **attached**)

We understand that our view is shared by a number of other large and small red meat producers and processors and we would appreciate it if were to meet with you at a place of your convenience at an early date.

We would be pleased if you could respond through Clay Cini on mobile 0488 258 322 and clay@cattleboss.com.au.

Many thanks.

Yours faithfully,

United Beef Group

6 June 2011

Mr Greg Brown
President of Cattle Council
cca@cattlecouncil.com.au

Mr David Inall
CEO of Cattle Council
cca@cattlecouncil.com.au

Dear Sirs,

RE: THE RED MEAT INDUSTRY ISSUES

The United Beef Group was formed after the Rockhampton New Directions Beef Forum last July to address a number of concerns about the current focus, leadership and direction of the red meat industry organisations.

Please see the **attached** letter to Chairman of RMAC and Chairman of MLA the contents of which are self explanatory.

We would be pleased if representatives of the United Beef Group could meet with the executives of the Cattle Council at a time and place of your choosing at your earliest convenience to discuss the issues raised.

We await your advice and would be pleased if you could respond through Clay Cini on mobile 0488 258 322 and clay@cattleboss.com.au.

Many thanks.

Yours faithfully,

I support the following Red Meat Industry Issues Letters:

LETTER ADDRESSED TO GREG BROWN / DAVID INALL:

Signature Company.....

LETTER ADDRESSED TO ROSS KEANE / DON HEATLEY

Signature Company.....

LETTER ADDRESSED TO The Honourable Simon Crean:

Signature Company.....

LETTER ADDRESSED TO The Honourable Joe Ludwig:

Signature Company.....

PLEASE FORWARD THIS ONTO CLAY CINI

Email: clay@cattleboss.com.au

or

FAX: 07 47 290 777

or

**PO Box 676
Rockhampton Q 4700**