MEDIA RELEASE

From Property Rights Australia

On

The White Paper into the RED Meat MOU

It is beyond hypocritical that the task force took the grassfed industry’s request for democratic reform over at least two Senate Inquiries[[1]](#footnote-1),[[2]](#footnote-2) and from this truncated consultation process and twisted into the most undemocratic structure that could possibly be conceived.

The most intensive consultations that took place with producers were the two Senate Inquiries and associated parliamentary hearings. Again and again producers were adamant that they wanted more control of their levies and democratic industry organisations. A very large proportion of the family production sector thought that the recommendations were very good and indicative of what our industry needed.

Producers, particularly family farmers have been ignored in this flawed process. On reading all the literature it is almost as if the whole industry can motor on without producers whether family or corporate. Livestock producers will not be one of the signatories of the MOU and the only concession will be that PICs may be invited to have a seat on the reconstituted RMAC known as Red Meat Australia. There are however “performance indicators” and failure to comply will see a PIC thrown off the board. One of the requirements will be a need to conform with the as yet unwritten MISP 2030.

Red Meat Australia expects to collect all the levies. The Three appointed board members plus those appointed by the PICs will have all the power.

By putting all advocacy organisations into a single whole of supply chain organisation, the task force has also forgotten the basic economic tenet that producers are price takers and that Australia has particularly weak competition laws.

The need for advocacy and a strong lobbying presence on behalf of producers has never been greater and yet that is the grey area that this behemoth of an organisation fails to adequately address.

“Social licence” is another of the areas which Red Meat Australia plans to take on board. Past experience signals that in such areas, extreme green organizations have more sway than producers.

If producers were ever naïve enough to believe that they mattered, this paper will dispel all those notions.

1. Industry structures and systems governing levies on grass-fed cattle [↑](#footnote-ref-1)
2. Effect of market consolidation on the red meat processing sector [↑](#footnote-ref-2)