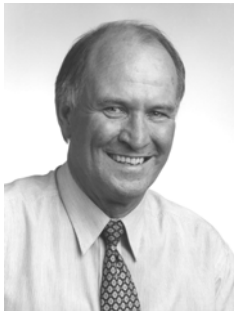

PARLIAMENT OF AUSTRALIA
HOUSE OF REPRESENTATIVES

TONY WINDSOR MP
MEMBER FOR NEW ENGLAND

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MEDIA RELEASE

13 July 2009

Beef Industry in New England invited to have its say

Beef Industry participants in the New England electorate are being invited to have their say on their industry by completing a survey being undertaken by the Independent Member for New England Tony Windsor.

Mr Windsor has had a number of issues raised with him about the beef industry and its direction and has made a number of representations to the Minister for Agriculture Fisheries and Forestry, Tony Burke.

Mr Windsor now wants to get further input from beef industry participants to be able to gauge the views of the broadest number of people in the industry.

The survey asks questions about the role of Government, domestic beef marketing arrangements, beef consumption and grading and the role of Meat and Livestock Australia.

“The purpose of the survey is to enable me to better understand individual views of how people believe the beef industry is currently fairing and the future direction they would like to see it go.

With the individual beef industry participants input, I will then be better able to represent their needs to the Minister for Agriculture, Fisheries and Forestry, Tony Burke as we look towards reforms that will assist individual growers and the industry as a whole.

The beef industry plays a very important part in our regional economy and that of our national economy and I encourage beef industry members to take part in the survey.

It will be in the mail this week and I am asking for people to take the time to complete it and return it to me by close of business on Friday July 24,” Mr Windsor said.

For further information contact Tony Windsor, Ph (02) 6761 3080 or 0427 66 8868

Please complete and return to Tony Windsor MP on 02 6761 3380 before Friday 24th July

Postcode: ____ ____ ____ ____ **Cattle Herd Size #** _____ **Property Size #** _____

The role of the Government

Q1. On a scale of 1 to 10 how beneficial is the Government's role in the Beef Industry?
(1= Not Beneficial at all, 5= Neutral, 10 = Very Beneficial) ☐

Q2. On a scale of 1 to 10 how significant are the Government Influenced costs and charges on your business operations?
(1= Not at all Significant, 5=Neutral, 10= Very Significant) ☐

Domestic Beef Marketing

Q3. On a scale of 1 to 10 how satisfied do you feel with the current control measures for the marketing of beef quality in Australia?
(1= Not at all Satisfied, 5=Neutral, 10= Very Satisfied) ☐

Q4. On a scale of 1 to 10 how important do you feel the introduction of a compulsory consumer orientated
beef-grading system is for the Australian beef industry
(1= Not at all Important, 5=Neutral, 10= Very Important) ☐

Q4b. Why do you feel this way?

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Beef Consumption & Grading

Q5. As a whole, do you believe the general level of beef consumption by Australian Consumers has increased, stayed the same or decreased over the last few years?

Increase . . . . . ☐

Stayed the Same . . . . . ☐

Decrease . . . . . ☐

Q5b. Why do you feel this way?

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Q6. On a scale of 1 to 10 how satisfied do you feel the MSA and Budget Retail Agreement explain beef quality to the consumers?
(1= Not at all Satisfied, 5=Neutral, 10= Very Satisfied) ☐

Q7. Do you believe that a public education program should be undertaken to explain...

The MSA Grading System?	Yes ☐	No ☐
The Voluntary Budget Retail Agreement?	Yes ☐	No ☐
Any Compulsory Beef Grading System Introduced?	Yes ☐	No ☐

Meat and Livestock Australia (MLA)

Q8. On a scale of 1 to 10 how well do you feel the MLA?
(1= Poor, 5=Neutral, 10= Very Well)

a. Supports the Beef Industry? . . . . . ☐

b. Successfully Markets the Beef Industry? . . . . . ☐

c. Regulates the Beef Industry? . . . . . ☐

Q9. Do you pay the MLA Levy?

Yes . . . . . ☐

No . . . . . ☐

Unsure . . . . . ☐

Q9b. Why/ Why not?

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Q10. Do you believe the current Levy is Too Cheap, Reasonable or Too Expensive?

Too Cheap . . . . . ☐

Reasonable . . . . . ☐

Too Expensive . . . . . ☐

Q11. The current levy is $5.00 a head until 2011; do you believe the levy should then Increase, Stay the same or Decrease?

Increase . . . . . ☐

Stay the Same . . . . . ☐

Decrease . . . . . ☐

Q12. On a scale of 1 to 10 how satisfied are you with the current…
(1= Poor, 5=Neutral, 10= Very Well)

Process of Selection for the MLA Board of Directors? ☐

MLA Voting arrangements? ☐

Q13. Do you have any comments, either positive, or negative that you would like to make regarding the Current Beef Industry and its direction for the future?

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Place a number in the large boxes ☐ or mark with ☒ in the small boxes. TW <CCCNO>