Red Meat Industry Structure 1998-2011

Cattle Producers
About 200,000
Levies: 1998 about $27m.
2009 $59m

Sheep Producers
Levies: 1998 about $12m.
2009 $30m

Lotfeeders
Levies: 1998 about $5m.
2009 $7.2m

Live Exporters

Domestic Wholesalers & Retailers
(Wholesalers and Retailers do not pay industry levies)

Domestic Processors

Export Processors & Traders

State Farm Organisations
NSWF, VFF, SAFA, AgForce etc

- Branch
- District Council
- Regional Council
- General Council
- Commodity Council

ALFA

Minister for Primary Industries and Energy

ALEC

AMIC

Red Meat Advisory Council
Role: a) To advise the Minister on "whole of industry matters". **b)** Custodian of the Memorandum of Understanding of all the parties to the restructure and the MISP.
c) Administer the Levy Reserve Members: Chair and one representative of: CCA, SMC, ALFA, AMIC, plus Chair of AMPC, Chair of Livecorp and MLA to have observer status.

Livecorp
Live Exporter Company

Australian Meat Processor Corporation
Role: To collect payments from members and commission R & D from MLA and independent service providers. Board comprises nine representatives of meat processing companies. In 2008/9 AMPC collected $18.5m from processors and spent $13.3m on projects.

Levy Reserve
$40m in 1998 $38.2m 2009
To be administered by RMAC and spent on industry issues and to fund Peak Councils (CCA SMC, AMIC etc) and RMAC

Memorandum of Understanding
This diagram shows the parties in the red meat industry arrangement.
The detailed arrangements are defined in a "Memorandum of Understanding".

MLA Donor Company
Owned by MLA and funded by MLA & AMPC to commission R&D

Independent Service Providers
AMPC has the option to contract services.

CCA

SMC

Federal R&D matching Grant
$30m in 2009

Meat and Livestock Australia
Role: Administer and deliver industry projects and services. The MLA Board is chosen by a committee that includes existing MLA directors and representatives of the Peak Councils.

Safemeat Committee
Role: Determine food safety policy
Members: Chairs of Peak Councils, MLA, AQIS & FANZ

Joint Functions
To be funded as agreed by Peak Councils
Market Access, R & R, Animal health and Welfare, Commercial database, collection of economic information, meat safety and hygiene, crisis and issues management, eating quality.

Core Functions
To be determined by individual sectors
R & D for processors, producers and live exporters.
Marketing and Promotion.

AUS-MEAT Joint Venture Company
Industry owned joint venture between MLA and AMPC. Its objectives are the management of industry standards for trade description in the red meat industry. Directors are appointed by MLA & AMPC.

AUS-MEAT Advisory Committee
Role: To develop manage and promulgate product integrity and quality standards.
Members: representatives from AMIC, CCA,ALFA, SMC, Australian Supermarkets Institute, APL, AQIS.

Relationships Key
- Commonwealth Levies
- Voluntary Payments
- Dialogue

Peak Councils
CCA Cattle Council of Australia
SMC Sheep Meats Council
ALFA Australian Lot Feeders Association
ALEC Australian Live Exporters Corporation
AMIC Australian Meat Industry Council