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Attention: [CTMs@acc.gov.au](mailto:CTMs@acc.gov.au)

**RE: CTM 2078679 – AUS-MEAT - Submission**

The Australian Lot Feeders' Association (ALFA) is the peak representative body for the cattle feedlot industry. There are 400 accredited cattle feedlots in Australia who collectively employ 2,000 people directly. Cattle feedlots that are accredited under the National Feedlot Accreditation Scheme (NFAS), produce cattle eligible for the certified Grain Fed Beef Market as described within the standards for trade description through the *Australian Meat Industry Classification System* (AUS-MEAT Language) and referred to within the Federal Government's export legislation.

Development of the Fodder Fed Standard has been undertaken by AUS-MEAT on behalf of the *Australian Meat Industry Language and Standards Committee* (AMILSC) of which ALFA is a member. The AMILSC is responsible for the development, approval, and maintenance of standards for trade description in the meat industry.

The AMILSC approved the *Animal Raising Claim Framework For Beef Production Systems In Australia* (ARC Framework) which defines raising claims made in the Trade Description or export documentation about the animal or supply chain specifically relating to Animal Husbandry conditions, feeding, handling, drug treatments and/or geographical references. The ARC Framework includes systems that define and support the production of Certified Grain Fed Beef and Certified Grass Fed Beef, amongst other raising claims.

The ARC Framework is designed to protect the integrity of the AUS-MEAT Language and facilitate products are described accurately for customer and consumers of beef products.

The development of the Fodder Fed raising claim was in recognition of the requirement for an accurate definition of common feeding practices for cattle that did not meet either the Grain Fed or Grass Fed criteria. The term "Fodder Fed" was incorporated within the raising claims framework to acknowledge production systems using both grass and grain/fodder, and therefore facilitate further improvements in the accurate description of beef products if a commercial entity chooses to make a claim about their product/s in such a way.

Consequently, ALFA is fully supportive of the registration of the Fodder Fed trademark and its rules and standards. ALFA does not envisage any detrimental impact on other claims, including Certified Grain Fed Beef, or on customers and consumers of Australian beef because of its registration. ALFA therefore encourages the ACCC to register the Fodder Fed trademark accordingly.

Yours sincerely



Christian Mulders  
CEO  
Australian Lot Feeders' Association