

# BINDAREE BEEF PTY LIMITED

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Mr Mark Phelps  
The Editor  
Queensland Country Life

By email: [editor.qcl@ruralpress.com](mailto:editor.qcl@ruralpress.com)

Dear Mr Phelps

## **Inaccurate Reporting**

I write to protest about the serious misquote attributed to me and the factual misrepresentations made by journalist Brad Cooper in 11 February 2010 edition of the Queensland Country Life.

At no time have I said that MSA should be trashed.

During my conversation with your Mr Cooper last week, Mr Cooper said that he had a beef grading system on the table and asked me to describe my grading proposal.

I told Mr Cooper that there was a percentage of rubbish meat on the shelves that consumers did not want to buy and suggested that Mr Cooper shred his grading system and come to Armidale to learn about my proposal.

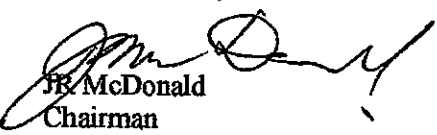
Those who have taken the trouble to read the Torbay Bill and the accompanying draft Grading Regulations that have been circulated to the MLA and all the Peak Councils will know that the Torbay Grading Regulations embraces and encourages MSA but contemplates a supplementary MSA carcass grading system to fill the current ungraded lucky dip gap between MSA graded cuts at the top end and budget beef at the bottom end.

Mr Cooper's referred to the tenderloin and mince exceptions to the "low grade" labelling requirement for old cow beef but failed to mention that MSA graded cuts from old cows will also be excluded from the labelling requirement. In other words, if a cut from an old cow will eat well it won't have to be labelled "low grade".

Those of your readers that want to hear the true story about the Torbay Beef Grading Bill and draft Grading Regulations and how it will translate into increased producer returns and higher domestic beef consumption should come to the Armidale Forum on 27 February 2010.

Claims that the Torbay grading proposals will take the beef industry back 20 years are misplaced but nevertheless underscore my point. Cattle prices and beef consumption were both 20% higher 20 years ago than they are now and the cost of production during the same period has increased sharply.

Yours faithfully

  
JB McDonald  
Chairman

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