

The road to a better market place.....

Earlier this year the Victorian Farmers Federation Livestock Group and members rallied against the boycott of meat processors at the Wodonga saleyards on the post-sale weighing of cattle. The VFF along with NSW Farmers Association hosted a meeting at Barnawartha town hall which was the catalyst for a senate inquiry into the effect of market consolidation on the red meat processing. With over 300 farmers rallying against the market power of red meat processors it was met with widespread anger that they reject post sale weighing.

“Farmers are losing out as these global meat processing giants take control of an ever greater share of our industry,” Mr Feldtmann, Livestock President said.

The VFF’s submission clearly states that: “farmers want a simple clear adaptive and resilient market structure that can deal with the livestock market as it exists now and is capable of keeping pace with the evolving consolidation and rationalisation in the processor and retailer market.”

Members were called on to make a submission to the Regional Affairs and Transport Committee to inquire into the impacts of red-meat processor consolidation on the competition and farmer returns. The VFF ran 3 forums in Benalla, Hamilton and Horsham to hear what the farmers had to say and their concerns on the effect of market consolidation.

Mr Feldtmann said, “It is clear that accountability, transparency and market access underpins the review. Critically, the focus of the recommendations of this inquiry to the senate must be about the basics of transparency, price discovery and enforceable market conduct as a minimum and necessary condition for a fair market.

“There is a definite lack of transparency regarding feedback to the producer regarding the actual measured performance of the product trusted to the processor

Across Australia over 90 submissions were submitted from farmers, industry groups and leaders. Submission hearings took place in Roma, Canberra and Albury-Wodonga.

The outcomes of the hearings will be delivered by March 2016.

VFF Livestock Group Manager: David Picker



Farmers rally at Barnawartha Town Hall earlier this year.