

## MAKING THE BEST DECISIONS...

SAFEMEAT makes sound decisions on food safety for all sectors of the red meat industry – and makes them efficiently. That's why our membership consists of Australia's most experienced people from the red meat industry and Government to ensure a true partnership approach to decision-making.

The 10 members include the Presidents of the Cattle Council of Australia, Australian Lot Feeders' Association, Sheepmeat Council of Australia, Australian Meat Council, National Meat Association of Australia and the Australian Livestock Exporters' Council. Australia's Chief Veterinary Officer and the Secretary of Agriculture, Fisheries and Forestry – Australia are also members of SAFEMEAT. The two other members represent the States - one is the head of a State Department of Primary Industries and the other is Chair of a State Meat Authority.

SAFEMEAT meets face-to-face at least four times a year and regularly by telephone. All members report back to their organisations to ensure everyone in the industry is aware of upcoming issues and their background. The work that needs to be done is handled by the member organisations and the industry service providers such as Meat and Livestock Australia Ltd (MLA) and the National Residue Survey.

**safe meat** - Working to ensure the integrity of Australian red meat through an industry and government partnership.

### For more information

You can also contact  
Steve McCutcheon  
SAFEMEAT Secretariat  
Tel: (02) 6272 4316  
Fax: (02) 6272 5697  
E-mail: [steve.mccutcheon@affa.gov.au](mailto:steve.mccutcheon@affa.gov.au)  
Internet: [www.safemeat.org](http://www.safemeat.org)

**safe meat**

## Protecting, Managing and Promoting Australian Red Meat Safety



Australia has an enviable reputation for supplying some of the world's safest beef and lamb products. Our commitment to supplying a safe product has been strengthened by SAFEMEAT, a partnership between the Australian meat and livestock industry and State and Federal governments.

## A PROACTIVE APPROACH

SAFEMEAT ensures Australia remains at the forefront of food safety developments and issues – so we can achieve the highest standards possible. Our primary role is to oversee and promote sound management systems (from farm to plate).

Global food safety issues can impact on our industry even if Australian product is not involved. Take Bovine Spongiform Encephalopathy (BSE), or mad cow disease, for instance. While Australia has never had a case of BSE, we must still meet many market requirements relating to the disease. That's why SAFEMEAT has developed and contributed to the implementation of a range of measures that will help satisfy our domestic and international market requirements. Moreover, SAFEMEAT has promulgated a number of specific programs, such as the BSE surveillance scheme, so we can prove our product is BSE-free.

SAFEMEAT initiates R&D projects (particularly in relation to microbiology and food-borne pathogens), develops communication linkages, monitors the status of our product (eg. for residues and pathogens), reviews our standards and examines emerging issues, such as gene technology, that could have an impact on the red meat industry in the near future.



## SETTING THE PRIORITIES

SAFEMEAT has identified eight key programs of industry priority over the next three years (2002-2005). Each program has defined projects, timing, funding and responsibilities so everyone knows what is needed.

- **Standards and Regulations** – Promoting the development of quality-based systems and standards that meet local and overseas requirements. SAFEMEAT continues to drive the progression of the Meat Safety and Quality Assurance Program and the Meat Safety Enhancement Program.

- **Emergency Management** – Ensuring effective crisis management strategies are in place and activated accordingly. SAFEMEAT has developed ways to cope with food safety emergencies quickly and effectively so as to minimise the threats to public health and market disruption arising from these events.
- **Animal Diseases** (as they relate to food safety) – Dealing effectively with food safety issues arising from disease outbreaks in cattle and sheep. As some animal diseases, such as Transmissible Spongiform Encephalopathies (TSEs), can be transmitted to humans, SAFEMEAT is actively involved in developing measures that protect public health and minimise market disruption.
- **Residues** – Recognising potential residue problems and developing strategies to deal with them. SAFEMEAT also promotes the adoption of similar residue standards across all countries and markets (some countries have different acceptable residue levels to Australia, which can result in trade problems).
- **Pathogens** – Developing and implementing risk-based pathogen management programs underpinned by sound science. SAFEMEAT also monitors international developments in microbiological testing and is pushing for a standardised national approach.
- **Systems Development and Management** – Managing major national initiatives (covering all sectors of the industry) such as the National Livestock Identification Scheme and the National Vendor Declarations (which underpin our red meat safety and hygiene programs). SAFEMEAT also seeks to promote the uptake of on-farm quality assurance schemes such as CATTLECARE™, Flockcare® and the National Feedlot Accreditation Scheme.
- **Emerging Issues** – Monitoring changing market and consumer demands in relation to emerging issues, such as biotechnology, antimicrobial resistance, bioterrorism, Crohn's disease and feed stuffs. SAFEMEAT takes a strategic approach to these issues to ensure the red meat industry is positioned to meet new requirements.
- **Communication and Education** – Facilitating communication, education and awareness of meat safety and hygiene. This program is aimed at the wider community and relies on a fully integrated and effective communication network within and outside SAFEMEAT.