



A note from the Chairman

The facts about hormone growth promotants in Australia's cattle industry

Dear fellow producer,

You may have heard today's announcement by Coles that they plan to phase out sales of beef from cattle treated with hormone growth promotants (HGP) from 1 January 2011.

While we respect the commercial decision of any retailer to differentiate their offering of beef to consumers, Meat & Livestock Australia stands behind the safety and eating quality standards of Australian beef.



A majority of producers do not use HGPs however it is estimated that around 40% of Australia's beef comes from cattle treated with HGPs. HGP usage is the choice of individual producers depending on their production system or market requirements. Many do so to enable their cattle to meet market weights at an earlier age. A NSW DPI study has estimated that HGPs contribute an additional \$210 million in production benefits to the Australian beef industry. HGPs are a legal and safe productivity tool.

The proper use of HGPs has been demonstrated as being safe to humans and animals through countless scientific studies around the world. The Australian Government's Australian Pesticides and Veterinary Medicines Authority has acknowledged the safety of HGPs by approving, and strictly regulating, their use. The hormone levels in Australian beef from cattle treated with HGPs are much lower than those found naturally in other commonly consumed foods such as eggs, cabbage and soybean oil.

HGPs can have an effect on the eating quality of some beef cuts, however many factors influence eating quality and these may be able to be managed through genetics or during processing through practices such as carcass tenderstretching and/or ageing of beef. HGP treated cattle are eligible for grading through the [Meat Standards Australia \(MSA\)](#) program.

Together with other industry organisations and government, MLA is reinforcing with media, consumers and retailers of beef that there is clear scientific evidence that demonstrates beef from cattle treated with HGPs is safe for human consumption.

Find out the answers to some of the questions you may have or be asked yourself at www.mla.com.au/hgps or contact us via email info@mla.com.au.

Yours sincerely

Don Heatley
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Meat & Livestock Australia