Chief Minister Adam Giles today welcomed Chinese delegates from Sino-Australia Top Beef (SATB) as they begin their trade tour in Alice Springs. The visit is designed to allow them to experience the live cattle export supply chain across the Northern Territory.

“Last month whilst I was in China I invited SATB’s Mr Zhang Yong, Board President and Chairman to come to the Northern Territory and see first-hand the quality of our cattle industry, potentially boosting our live cattle exports,” Mr Giles said.

“Through our reliable and sustainable cattle production the delegation will discover that our livestock transport, infrastructure, land quality and consistent supply could open up opportunities through SATB into China.

“The Country Liberals Government sees the growing Chinese middle class as huge potential for our local markets to fill their needs with safe and clean NT cattle.

“Increasing demand for beef in China makes our live cattle exports an attractive option for Chinese companies and operations like SATB who provide high quality meat cuts online.

“SATB online sales for Chinese consumers consist of brands in frozen beef sold as steak, kid’s steaks, family packs and gift packs and with members of over 100 million the demand is high and growing daily.

“SATB source beef from Casino in NSW and lamb from Victoria but they aim to grow their online beef sales by 40 times, representing a potential opportunity to purchase live cattle from the NT.

“Cattle prices in China are on the increase due in part to the cost of feed and that makes our live animal supply an attractive and cost effective way to grow emerging markets like China.

“We never want to return to the bad old Labor days when they crippled our live export cattle industry, so the Country Liberals Government is rebuilding those relationships and establishing new exciting ones.

“I trust the delegation enjoys their time in the Northern Territory and together we can create partnerships that will benefit the Chinese people and our live cattle export industry.”

The tour includes visits to Old Man Plains Research Station, Deep Well Station, various Darwin mango and vegetable farms, Darwin Berrimah Research Farm and Export Yards, the Australian Agricultural Company Abattoir and the Humpty Doo Barramundi Farm.

Media Contact:
Adrian Renzi 0419 609 430