

Guy Barnett MP

Minister for Primary Industries and Water
Minister for Energy
Minister for Resources
Minister for Veterans' Affairs
Liberal Member for Lyons

TASMANIAN GOVERNMENT MEDIA RELEASE



Guy Barnett, Minister for Primary Industry & Water
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Red Meat Industry Development Officer appointed

The Tasmanian Government welcomes the appointment of Ellen Davis to the position of Red Meat Industry Development Officer (IDO) implemented in partnership with the TFGA.

The appointment is a key recommendation from the red meat working group and is funded as part of the Government's \$1 million commitment to drive development in the red meat industry and to deliver the working group's recommendations.

Ms Davis brings extensive agricultural experience to the role, having worked in a variety of roles within Tasmanian agriculture.

Working to a high-level steering committee consisting of leaders across the entire supply chain, the IDO will help ensure the Tasmanian red meat industry remains strong and competitive through and post COVID-19.

The IDO will help set and implement actions from the *Tasmanian Red Meat Industry Strategic Plan* and lead a range of initiatives throughout the supply chain to drive development in the red meat sector.

Red meat is a key component of the Tasmanian agricultural economy, with a farm gate value in 2017-18 close to \$450 million.

Congratulations to Ms Davis and I look forward to working with her and the sector as we continue to grow the farm gate value of Tasmanian agriculture to \$10 billion by 2050.

More information about the Steering Committee and the Red Meat IDO is available at <https://tfga.com.au/>