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MEDIA RELEASE MEDIA RELEASE

Campaign organization Live Export Shame (Tasmania) has slammed the Media Release from Agriculture Minister McGauran's office, claiming that the report it quotes is fundamentally flawed.

Live Export Shame's Tasmanian spokesperson Suzanne Cass said:

"This report was commissioned by Meat and Livestock Australia and prepared by Hassall and Associates. It's a classic example of the industry writing its own propaganda in an effort to conceal the real issue - the egregious cruelty".

Hassall and Associates is the same company whose 2000 report, claiming that this industry supported 9,000 jobs, was soundly discredited by both the Heilbron and the Lindner reports of the same year. It was determined that many of those 9,000 jobs would continue to exist without the export element, and that far more than 9,000 jobs were LOST as a result of this industry, as well as \$1.5 billion in lost GDP and \$270 million in lost household income. Peter Frawley, the then Chair of LiveCorp, was also a Director of Hassall and Associates.

The Heilbron Report put the job losses as a result of the live export trade at 10,500, and the Australasian Meat Industry Employees' Union (AMIEU) puts the figure at closer to 20,000. The Western Australian Meat Processing Industry Taskforce, led by Professor Bob Lindner, also noted that the Government subsidized the live export industry in Western Australia by at least \$400,000 a year by waiving AQIS inspection fees, while *charging* EACH PROCESSOR that amount for the same service. The same report made reference to the fragmentation of rural and regional communities where meat processing was the only, or the major employer as people left to look for other work.

"This is a typical smoke and mirrors exercise by Minister McGauran because he cannot hide any longer from the reality of the shocking cruelty millions of animals face in importing countries", Ms Cass continued. "Animals Australia and PETA filmed and documented overwhelmingly compelling evidence of the absolute horror endured by exported animals, and it discredits the character of every Australian that this morally bankrupt trade continues. Mr McGauran just cannot see that some things are so wrong, so immoral, so appalling, that nothing can justify their continuation. Getting a flawed report produced by a compliant organization like Hassall and Associates simply compounds the lengths to which this government will go to justify its position".

For further information, please contact Suzanne Cass, Live Export Shame Tasmania, 0414 726935