

**L O W L I N E**

## **AUSTRALIAN LOWLINE CATTLE ASSOCIATION Inc.**

C/- ABRI, University of New England

ARMIDALE NSW 2351

Website: [www.lowlinecattleassoc.com.au](http://www.lowlinecattleassoc.com.au)

Phone: (02) 67 73 3295 Fax: (02) 67 72 1943

Email: [office@lowlinecattleassoc.com.au](mailto:office@lowlinecattleassoc.com.au)

ABN: 98216776682

### **CERTIFIED LOWLINE BEEF - PRODUCERS AGREEMENT**

This is an Agreement between the Australian Lowline Cattle Association Inc. (ALCA) and the Producer

\_\_\_\_\_ *[insert full name of Producer(s)]*

Of \_\_\_\_\_ *[insert address]*

#### **ALCA and the Producer agree:**

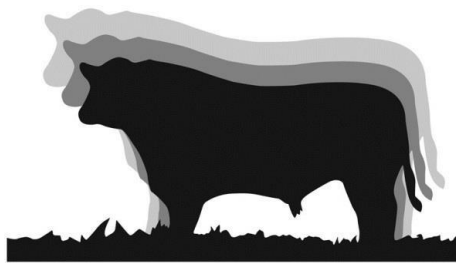
1. That Certified Lowline Beef (CLB) refers to beef that has a minimum of 50% registered Australian Lowline content (traceable through DNA and parent verification).
2. To promote both Lowline and Lowline-cross cattle and CLB at all opportunities.
3. To work in partnership to assist each other at promotional and marketing events.
4. That by completing this agreement, producers may use the CLB Trade Mark No. 1390062 for the following purposes only:
  - 4.1. On beef produced by the Producer which meets the conditions of this Agreement, and
  - 4.2. In advertising and promotion, which is to include recognition that the CLB Trade Mark is owned by ALCA, (e.g. "® ALCA" placed immediately below the graphic of the Trade Mark).
5. To recognise that other logos can be used by the Producer in conjunction with the CLB Trade Mark noting that beef bearing the CLB Trade Mark meets the conditions outlined in this Agreement.

#### **The Producer agrees:**

6. To abide by the relevant State and National laws in relation to the provision and sale of beef.
7. To provide ALCA quantifiable data for examination (this may include kill sheets, birth weights and details of sires and dams).
8. To outline details of their production to their customers, if requested (e.g. Grass fed, Grain Assisted or HGP free) and be held accountable accordingly.

#### **ALCA agrees to:**

9. Allocate the majority of fees paid by producers to ALCA's promotion of CLB.
10. Collect and collate data from producers and reproduce as a whole of breed, statistics for use in the promotion of CLB.
11. Produce CLB stickers for use by producers which are available from ALCA. Details can be found in the website under MEMBERSHIP, MERCHANDISE.



**LOWLINE**

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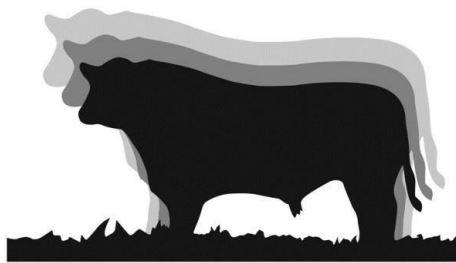
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- 12. Provide and maintain access to the ALCA website to both producers and customers. Producers are required to agree the Terms and Conditions at page 3 of this Agreement for adding content to the ALCA website.

**Conditions of this Agreement**

- 13. The Use of the CLB Trade Mark will be restricted to financial members of ALCA. Producers signing this Agreement will be provided with the electronic file of the CLB Trade Mark upon request.
- 14. Any issues arising from the use and misuse of the CLB Trade Mark may be forwarded to Intellectual Property Australia and/or the relevant National or State authority and handled accordingly.
- 15. All costs associated with the verification and testing processes (e.g. DNA and genetic testing for markers indicating beef quality) will be met by the Producer.
- 16. All customer grievances are to be resolved by the Producer.
- 17. Any dispute between the Producer and ALCA are to be resolved as amicably as possible, noting that the decision to grant or withdraw use of the CLB Trade Mark remains with ALCA and the decision of ALCA on all related matters will be final.
- 18. 50% Lowline beef means that either the sire or the dam must be a registered Lowline (traceable through DNA and parent verification).
- 19. An annual fee (currently \$25.00 AU + GST) is payable to ALCA by the Producer. This fee is payable on the signing of this Agreement and annually thereafter for renewal.
- 20. A fully signed copy of this Agreement is to be provided to the Producer and one fully signed copy is to be retained by ALCA.

Signed by the Producer: \_\_\_\_\_  
Dated: \_\_\_\_\_  
Signed for and on behalf of ALCA: \_\_\_\_\_  
Print full name of person signing: \_\_\_\_\_  
Authority of person signing: \_\_\_\_\_  
Dated: \_\_\_\_\_



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**LOWLINE**

**Terms and Conditions for adding content to the ALCA Website’s Lowline Beef Outlets section**

The Producer agrees:

1. That responsibility for content is totally that of the person submitting the content.
2. To indemnify ALCA against any action taken in relation to any content added by the Producer to the website.

Signed .....

Dated .....

Reviewed 1 February 2016

**Instructions:**

1. Please print this Agreement, complete, sign in two places and forward to ALCA
2. Payment can be made as follows:
  - 2.1. Cheque or money order enclosed with the signed and completed Agreement;
  - 2.2. EFT to:
 

BANK:	National Australia Bank
BSB:	082 407
Account No.	453 498 710
Name of Account:	Australian LowlineCattle Association
Reference:	Your surname
  - 2.3. For further payment options, please contact: [office@lowlinecattleassoc.com.au](mailto:office@lowlinecattleassoc.com.au)