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## Aussie Retail Giants Reject US Beef Imports

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Major Australian retailers, including Woolworths, Coles, and McDonald's, have committed to sourcing only local beef, dismissing imports from the United States despite the Albanese government's relaxation of biosecurity measures.

Australia's leading supermarket chains, Woolworths, Coles, and Aldi, alongside fast-food giant McDonald's, have firmly rejected the use of United States beef in their stores and restaurants, despite the Albanese government's decision to ease biosecurity restrictions, according to a report by The Australian Financial Review on August 1, 2025. The Department of Agriculture, Fisheries and Forestry (DAFF) concluded a decade-long review in July 2025, allowing imports of cattle born or raised in Mexico or Canada, provided they are slaughtered in the US and meet traceability protocols. Despite this policy shift, these retail heavyweights, which control over 75% of the supermarket trade

and 19% of the fast-food market in 2024-25, have vowed to maintain an “Australia-first” approach, prioritizing local beef producers.

Coles emphasized its commitment to partnering with top Australian beef producers to stock “high-quality, 100% Australian-sourced Coles brand fresh beef,” a spokesperson told Stock Journal on August 4, 2025. Similarly, Aldi, a German-owned supermarket chain, stated that Australian-made products remain their first choice, with no plans to alter their policy of sourcing all fresh meat from local farmers. McDonald’s, which purchases approximately 80 million kilograms of Australian beef annually, reaffirmed its dedication to local suppliers, ensuring customers receive the “great taste, quality, and value” they expect, according to a company spokesperson cited by Farm Weekly.

The decision has been met with approval from Cattle Australia, with chief executive Will Evans praising the retailers’ “public commitment” to Australian beef, which he described as unmatched in quality. However, the industry has raised concerns about the government’s rapid adjustment of biosecurity settings, particularly regarding the scrutiny of Mexican border crossings. These retailers’ stance undermines claims by US President Donald Trump, who suggested American beef would flood the Australian market following the policy change, as reported by Stock & Land.

This move highlights a broader tension between global trade pressures and local industry priorities. As Australian consumers continue to value homegrown products, the rejection of US beef by these major players signals strong support for the nation’s agricultural sector, raising questions about the practical impact of the government’s biosecurity reforms.