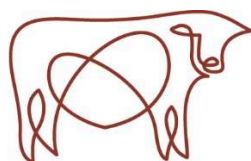


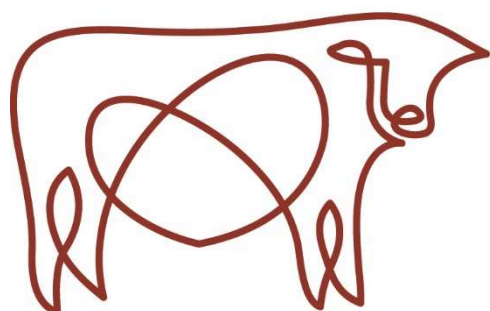


Hereford Branded Beef Program

Breed & Brand Specifications



**HEREFORD TRUE
BEEF**



**HEREFORD
CLASSIC
BEEF**

Introduction

In June 2013 Herefords Australia commenced development of a Hereford Branded Beef Program. As a key component of its overall Strategic Plan for the Hereford breed, the Board of Directors of Herefords Australia committed significant resources (time, money and people) to the successful development of this program.

The credibility, authenticity and veracity of the Hereford Branded Beef Program is a priority and of absolute importance to Herefords Australia and to our processing partner Atron Enterprises. The success of this program now and into the future is dependent on delivering, without compromise, a promise to the consumer. A promise that our Hereford beef brands will deliver a beef eating experience that exceeds expectations on every occasion.

To achieve this we will partner with other Australian beef industry organisations to ensure we will meet every requirement necessary to validate the claims of our Hereford beef brands and deliver the assurances demanded by our customers and consumers.



Currently Herefords Australia is working closely with AUS-MEAT Limited to develop an “Animal Raising Claims BREED CONTENT – Hereford” document, the purpose of which is to:

Where an Animal Raising Claim is made in the description of Hereford products, relating to animal breed or particular husbandry conditions under which the animal has been raised, products must be obtained from animals that are sourced, processed and distributed under conditions which allow the claim to be verified.

Concurrently, Herefords Australia is also working with AUS-MEAT Limited to develop a “Guidelines for assessing Hereford cattle in Australia” document which will, with the aid of animal images and photographs, comprehensively describe the phenotypic appearance of Hereford and Hereford-cross cattle.

Both the “Animal Raising Claims BREED CONTENT – Hereford” and the “Guidelines for assessing Hereford cattle in Australia” are in draft form and under review by AUS-MEAT Limited. When these documents are finalised and approved, they will form part of the supply

chain requirements for all producers wishing to participate in the Hereford Branded Beef Program.



Meat Standards Australia (MSA) is a consumer driven eating quality program designed to take the guesswork out of buying and cooking Australian red meat. MSA involves all sectors of the supply chain from paddock to plate. A wide range of cattle and sheep management practices, processing systems, cuts, ageing periods and cooking methods have been researched to determine the impact each has on eating quality.

The Hereford Branded Beef Program is 100% MSA.



LIVESTOCK
PRODUCTION
ASSURANCE

Livestock Production Assurance - National Vendor Declaration (Cattle)

The Livestock Production Assurance (LPA) National Vendor Declaration (LPA NVD) is the main document behind Australia's meat and livestock food safety reputation.

LPA NVDs are required for any movement of stock – to processors, to saleyards or between properties if they have different Property Identification Codes (PICs).

When an LPA NVD is signed, the producer is sharing information on livestock history and declaring compliance with all LPA requirements.

LPA NVDs have two purposes:

1. In completing and signing the LPA NVD, the seller provides the buyer with a guarantee relating to the food safety status of the animals they are purchasing
2. The LPA NVD enables livestock movements to be traced if necessary.

LPA NVDs are compulsory for all producers wishing to participate in the Hereford Branded Beef Program.

Hereford True Beef™

- Hereford True Beef™ is the flagship brand destined initially for the high-end food service sector including restaurants and hotels
- Hereford product based on the highest eating quality with a strong emphasis on primal or sub primal cuts
- The Hereford True Beef™ brand is 100 percent owned by Herefords Australia and is processed under a Licence and Processing Agreement with Atron Enterprises
- 100% Hereford
- Grassfed
- Accepts steers and heifers
- No HGP, either in the form of an implant or as a feed additive
- Withhold periods for all treatments must be strictly adhered to
- Must exceed 180kg HSCW up to 360kg HSCW
- MSA graded

Hereford Classic Beef™

- Hereford Classic Beef™ will be the high quality, volume, mainstream brand
- The Hereford Classic Beef™ brand is equally and jointly owned by Herefords Australia and Atron Enterprises
- 100% Hereford and Hereford cross cattle (must have a minimum of 50% Hereford genetic content) including Hereford x British breed (e.g. Black Baldy) and Hereford x Santa Gertrudis
- Grassfed
- Accepts steers and heifers
- No HGP, either in the form of an implant or as a feed additive
- Withhold periods for all treatments must be strictly adhered to
- Must exceed 180kg HSCW up to 360kg HSCW
- MSA graded

More Information

For more information on how to become a Hereford Branded Beef Program producer supplier, please follow this procedure but allow adequate time for calls to be returned before moving to the next stage:

1. Telephone Heidi Hayes, Livestock Manager, Atron Enterprises on **0429 362 187**
If Heidi does not answer, please leave your name, a short message and a return telephone number.
2. Email Heidi (heidi@atron.com.au) and cc David Larkin (david@atron.com.au)
3. Telephone the Atron Enterprises Melbourne office on **(03) 8742 6225**; this office is operated from 9 am to 5 pm Monday to Friday and after hours there is an answering machine to leave a message.
4. Telephone David Larkin at the Atron Enterprises Melbourne office on **(03) 8742 6225**.
5. Make contact through the Atron Enterprises website Contact Us page:

<http://www.atron.com.au/pages/contact-atron.php>