



CATTLE COUNCIL OF AUSTRALIA

MEDIA RELEASE

14 August 2013

Certified Pasturefed hits the mark at Casino

The Pasturefed Cattle Assurance System (PCAS) is gaining traction with Casino-based Northern Co-operative Meat Company (NCMC) signing a licence agreement allowing them to process Certified Pasturefed cattle on behalf of their customer operators.

PCAS was launched earlier this year by Cattle Council of Australia and provides an opportunity for grassfed beef producers and processors to market a certified grassfed product into the marketplace. Earlier in July, Atron Enterprises, who operate a service kill from the Co-operative, announced they had signed a licence agreement to underpin their SpringGrove brand with the Certified Pasturefed certification Mark.

Last week, Lee Pratt Beef, who also operate through the Co-operative, signed a licence agreement to use the Certified Pasturefed Marks.

This continues Lee Pratt Beef's track record as an early adopter of assurance programs, being one of Australia's first beef brands to take up the eating quality program Meat Standards Australia (MSA). Lennard Blok said "Lee Pratt Beef has specialised in supplying high quality pasturefed beef for more than 20 years. Becoming licensed to use the Certified Pasturefed Mark was an obvious decision as it verifies what the brand had been offering for decades and provides us with a formal method to demonstrate this".

The Northern Co-operative Meat Company will be holding an information session on PCAS for producers on Tuesday 20 August.

Facilitated by PCAS Program Coordinators Angela Schuster and Lisa Cotter, attendees will have the opportunity to find out what's required in order to meet the program standards and auditing arrangements and have their questions answered.

Date: Tuesday, 20 August 2013

Time: 9.00 am to 12 noon

Venue: "Windara" 253 Sextonville Road Casino NSW 2470 (to be confirmed)

RSVP: By 15 August to Annabelle Toohey on 02 6660 0706 or email annabelle@cassino.com.au

The Co-operative, Atron Enterprises and Lee Pratt Beef join the growing list of processors opting to underpin their brands or operations with the Certified Pasturefed mark.

Teys Australia led the way in April when it elected to underpin its Grasslands brand with Certified Pasturefed.

Further information sessions will be held in:

- 16 Aug - Munduberra, QLD
- 23 Aug - Roma, QLD
- 14 Sep - Crookwell, NSW (TBC)
- 15 Sep - Cooma, NSW (TBC)
- 27 Sep - Orange, NSW
- 01 Oct - Clarke Creek, QLD

Cattle Council of Australia

NFF House, 14-16 Brisbane Ave, Barton ACT 2600, PO Box E10, Kingston ACT 2604

Ph: +61 2 62695600, Fax: +61 2 6273 2397, Email: cca@cattlecouncil.com.au

www.cattlecouncil.com.au





Further information

Lisa Cotter

Cattle Council of Australia

Phone: 02 6269 5607

Mobile: 0402 630 304

Email: lcotter@cattlecouncil.com.au

PCAS and Certified Pasturefed: www.certifiedpasturefed.com.au

Northern Co-operative Meat Company: www.cassino.com.au

Lee Pratt Beef: www.leeprattbeef.com.a

Atron Enterprises: www.atron.com.au

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