

Farmers: Mainstreaming environmental management

Jenny O'Sullivan, Enviromeat





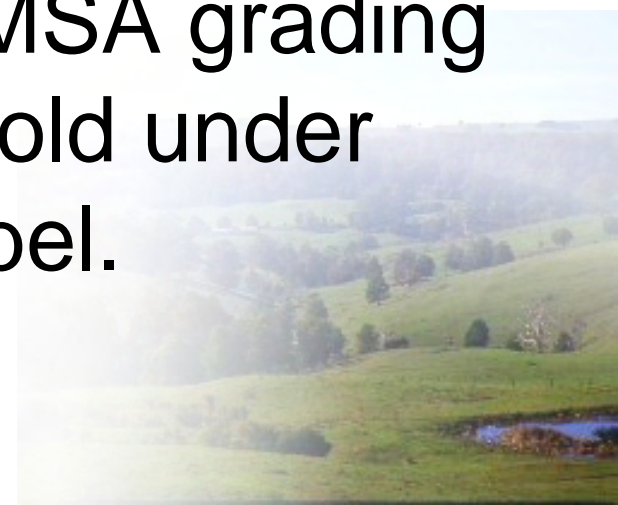


Marketing grass-fed Beef



Two brands: Gippsland Natural & Enviromeat

Only grass fed, hormone free meat that passes MSA grading can be sold under either label.





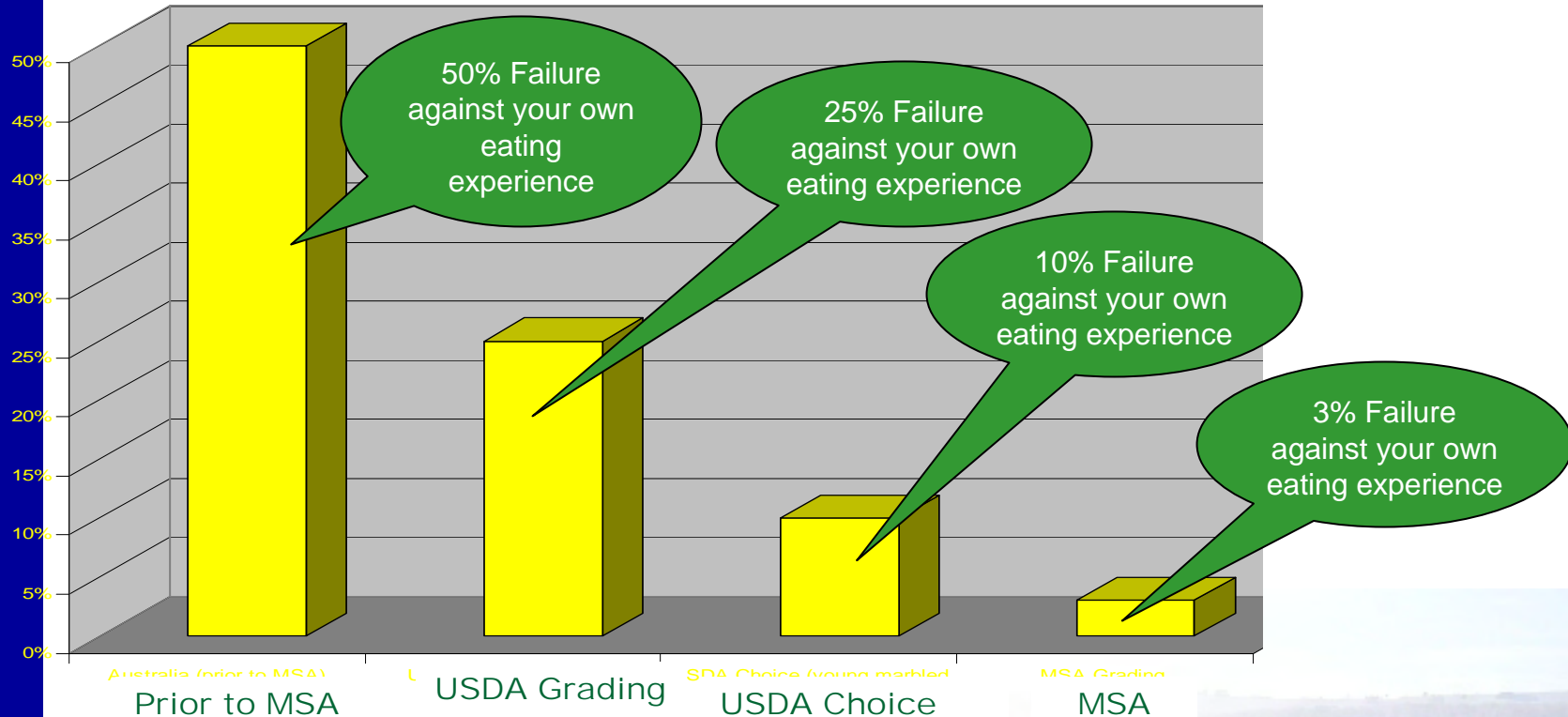
Enviromeat

- EMS that is ISO 14000 compliant
- Striving for environmental best management practices



- ✓ Environmentally certified
- ✓ No artificial hormones
- ✓ Free range
- ✓ Guaranteed tender

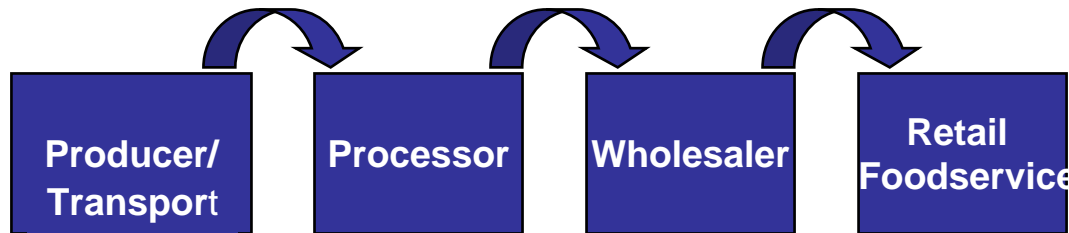
Beef failure rate



USDA grading system has been in use for approximately 60 years

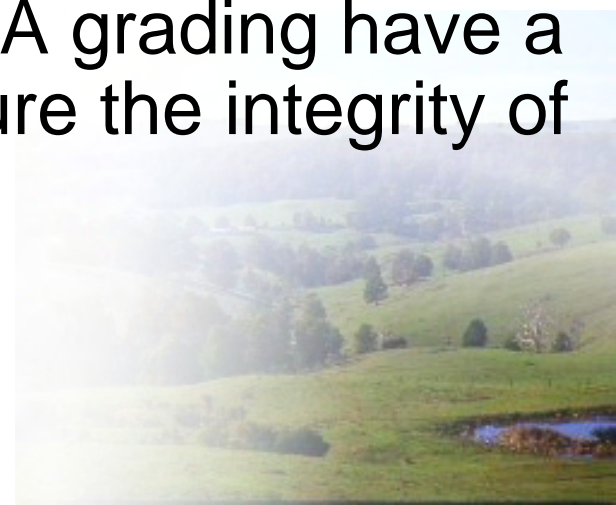
MSA was developed in 1996

Paddock to plate-Integrity



All links within the MSA chain are registered/licensed with the authorised authority.

All cattle presented for MSA grading have a DNA sample taken to ensure the integrity of the MSA program.





You need proof of what you have done -documentation





Primary Custodians







Plan for change and monitor





Deb and Bill Bray, Walkerville with Noel Steward - Auditor



K&S HAPIER & BLARLEY PTY LTD
QUALITY MEAT


ENVIROMEAT

- ✓ Environmentally certified
- ✓ No artificial hormones
- ✓ Free range
- ✓ Guaranteed tender



Other industries approaches



- Dairying for Tomorrow
- Horticulture for Tomorrow
- Seafood services Australia
- Wine makers
- Eggs and chicken meats
- Rice
- Pork



Farmers kicking some goals for the environment!

