

An aerial photograph of a lush green field. In the center, a large group of sheep is gathered around a small, dark, circular object, possibly a water trough or a feeding point. The sheep are dark in color, contrasting with the bright green grass. The field is divided into sections by faint lines, and the overall scene suggests a pastoral or agricultural setting.

Greenham



Unlocking markets for sustainable beef

Grounds for Growth

Soil and pasture biodiversity event

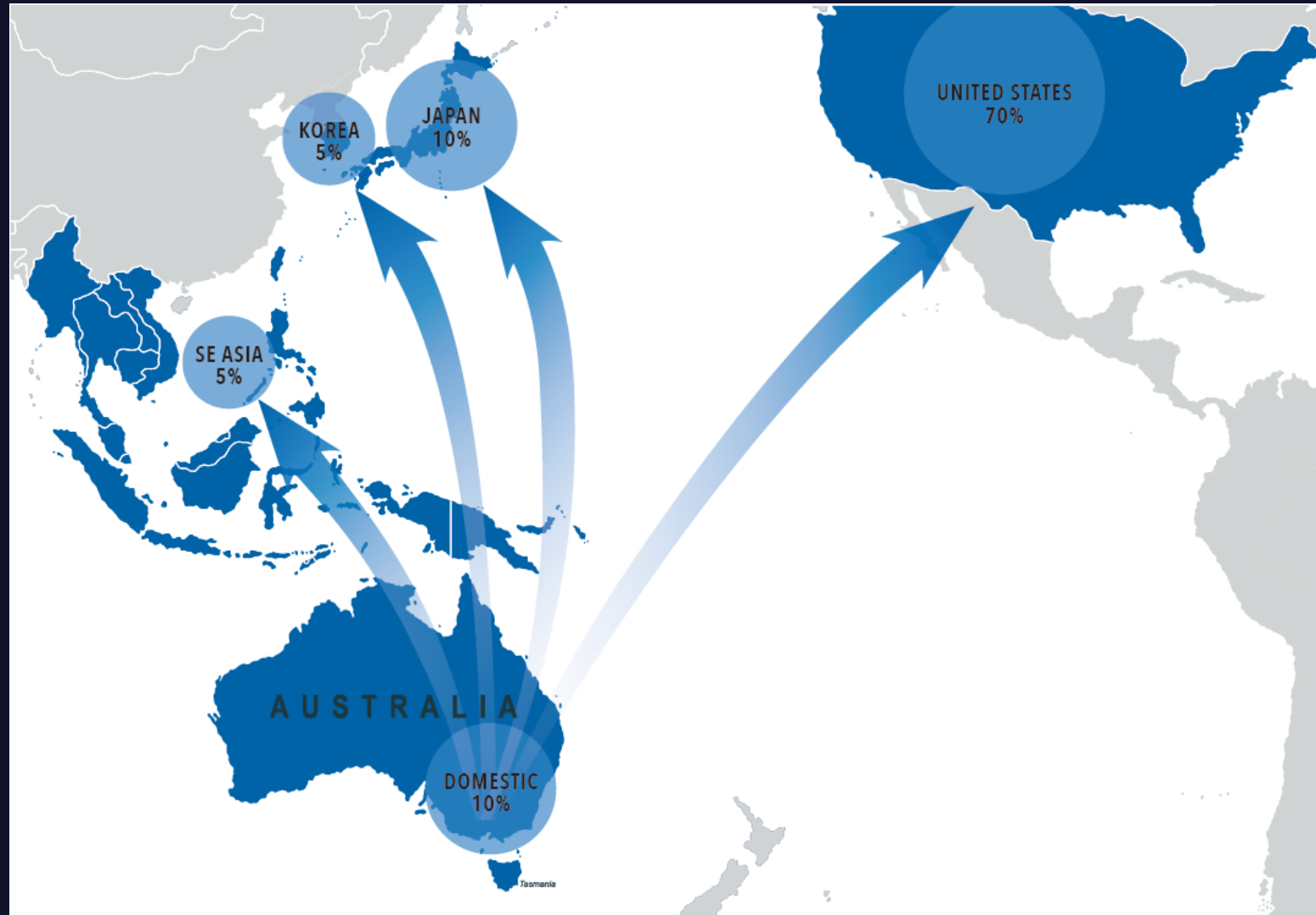
March 2025

Six generations of Australian beef

From a sole trader family business in the mid-1860s, HW Greenham & Sons Pty Ltd has grown in to a multimillion-dollar meat processing business with export accredited facilities in Tongala (Northern Victoria), Smithton in Tasmania's pristine north-west and Moe, in the heart of Gippsland.



Our key markets



5 seconds to make a purchasing decision



to make a purchasing decision









Consumers make values-based purchasing decisions

- On-pack claims that resonate with consumers
- Support in telling the beef sustainability story through socials, labelling, consumer FAQs
- Data, record keeping & audits to verify claims



Sustainability awareness is growing rapidly

	★ <u>Sustainability awareness</u>	<u>Market status</u> ↗ Trending up
	Developed	Sustainability & transparency are key purchasing drivers ↗ Natural, 'free-from', nutritional benefits, healthy lifestyle ↗ 'Provenance' instead of COO
	Relatively developed	Increasing needs among consumers ↗ Combination of quality + health/sustainability
	Early stage	Corporate awareness is driving consumer interest ↗ Reducing waste, eco-friendly and welfare of animal, organic
UAE 	Early stage	Higher awareness among young consumers ↗ Sustainability that relates to health benefits, natural/organic
Singapore 	Early stage	Health is a top priority (obesity is a growing issue) ↗ Grass-fed, no-antibiotic, and organic = 'better for my health'
Malaysia 	Early stage	Sustainability is a niche but emerging concept ↗ Naturalness, certified safety and quality, and 'nothing added'

We are seeing both a push and pull mechanism for sustainability



How do you develop a sustainability program?

INDUSTRY

Frameworks and targets:
Australian Beef Sustainability Framework

PRODUCER WORKING GROUP

How could we measure sustainability on farm?

CUSTOMERS

Does sustainability sell?
What do consumers want?

ITERATIONS AND PILOTS

Marriage of what sells sustainable beef and what adds practical value on farm

Demonstrating performance under four themes

ANIMAL WELFARE



- ✓ Certified Humane
- ✓ polled genetics
- ✓ age limits & pain relief for adverse procedures

ENVIRONMENTAL STEWARDSHIP



- ✓ ground cover & grazing management
- ✓ soil health
- ✓ healthy waterways
- ✓ climate resilience
- ✓ biodiversity
- ✓ carbon management

ECONOMIC RESILIENCE



- ✓ measuring performance for key business drivers
- ✓ use of objective feedback tools
- ✓ setting KPIs

PEOPLE & COMMUNITY



- ✓ staff training and performance reviews
- ✓ workplace health and safety
- ✓ worker rights & remuneration

Access the full standards at greenham.com.au/gbss

Three tiers of achievement to match business priorities

Tier 1

prioritises education and sets a baseline for sustainable land management and beef production.

Tier 2

supports producers to set goals, relevant strategies, monitoring processes.

Tier 3

focuses on continuous improvement, striving for optimum ecological health, carbon neutrality and best practice financial, people and safety management.

There is no expectation or timeline for producers to progress through the tiers.

Growing consumer confidence through on-pack claims

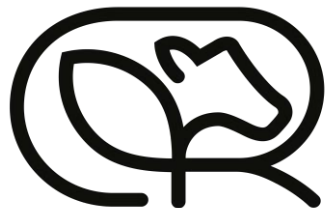
Greenham have introduced a 'Certified Regenerative' claim to market to demonstrate to customer and consumers that our farmers are;

- ❑ prioritising soil health,
- ❑ enhancing natural landscapes,
- ❑ supporting healthy waterways,
- ❑ improving climate resilience,
- ❑ promoting biodiversity, and
- ❑ increasing carbon storage.



Our regenerative claim is;

- ✓ Aligned with globally recognised regenerative agriculture definitions & principles
 - 5 principles of soil health
 - Carbon Underground definition
- ✓ Endorsed by Integrity Ag & Environment & Certified Humane®
- ✓ AUS-MEAT & USDA approved for label use



CERTIFIED REGENERATIVE
ENDORSED BY CERTIFIED HUMANE®
certifiedhumane.org/regenerative



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