

HarvestRoad

---

Harvest Road Australia

---

**ETHICAL.  
SUSTAINABLE.  
TRACEABLE.  
TRUSTED.**

---







---

## From paddock to plate.

Harvest Road is a global food corporation based on Australia's ability to supply sustainable, high quality and ethically grown agricultural produce.

- **Trust and recognition across international markets**
- **Global export links across agricultural products**
- **Ethical supply chains**
- **Supporting sustainable farming communities**

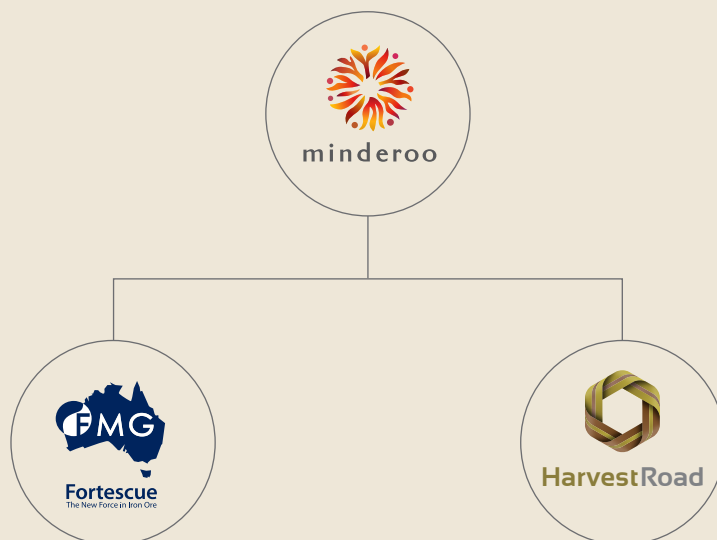
# An established partner.

The Minderoo Group is one of Australia's largest private investment groups. Its chairman is Mr Andrew Forrest.

Minderoo is the majority shareholder in Fortescue Metals Group—a world leader in iron ore production and sea-borne trading. The Group also has a significant property development portfolio and has substantial agricultural interests.

Our agricultural heritage started in 1865. Minderoo Station was founded by explorer David Forrest, the brother of Western Australia's first premier Sir John Forrest.

Situated in the heart of the Pilbara, 40km south east of Onslow, the property has been in the Forrest Family for 140 years. The group's pastoral land interests are currently over 1.2 million hectares.



Mr Andrew Forrest is the founder and Chairman of Fortescue Metals Group, the world's fourth largest iron ore producer and one of Australia's largest companies.

[fmgj.com.au](http://fmgj.com.au)

Global agrifood supply corporation.

HARVEY BEEF [harveybeef.com](http://harveybeef.com)

Reliable supply of superior quality meat and by-products.

MINDEROO BEEF [minderoo beef.com](http://minderoo beef.com)

Premium, exclusive quality beef.

FRESH MILK EXPORT [hrdairy.com](http://hrdairy.com)

LIVESTOCK EXPORT



President Xi Jinping, Prime Minister Tony Abbott, Mr Andrew Forrest



HARVEY

SINCE BEEF 1919

WESTERN AUSTRALIA



---

**Harvey Beef.**

**Exceptional quality since 1919.**

[www.harveybeef.com.au](http://www.harveybeef.com.au)

Harvey Beef is Western Australia's largest integrated beef processor and the only Western Australian beef processing plant certified by CNCA for export to China.

Western Australia is world-renowned for unspoilt agricultural pastures, vast environmental landscape and a coastline that is unmatched anywhere in the world for its beauty.

The great flavour for what Harvey Beef is renowned comes from cattle grazed on the clean and mineral rich West Australian countryside. Harvey Beef processes the highest quality grass-fed and grain-fed beef and offal, sourced from pristine farming lands, stations and feedlots in Western Australia.

Harvey Beef supply a complete range of beef products to over 40 countries including:

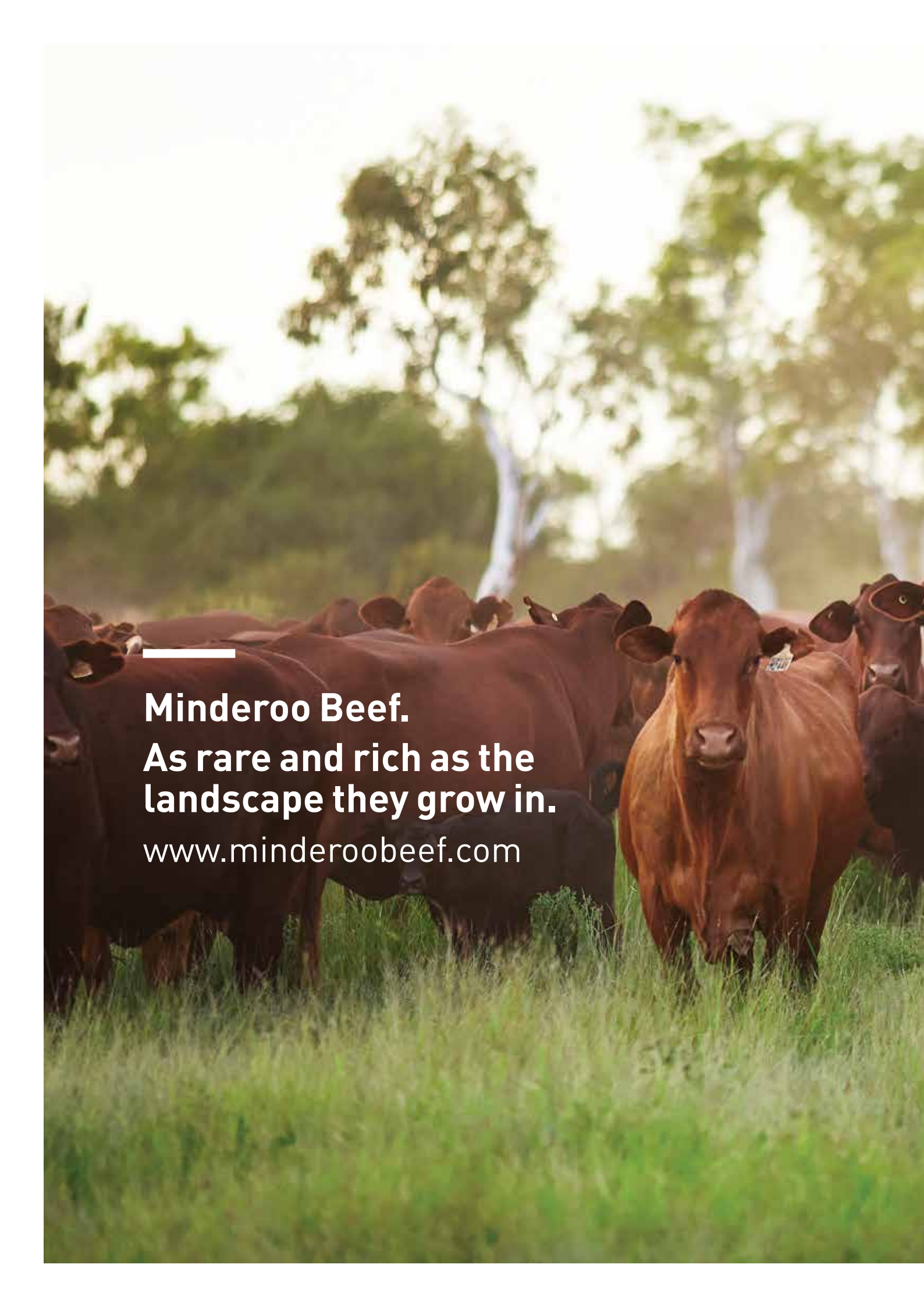
- 100 day grain fed beef
- MSA graded pasture fed beef
- Organic beef
- Angus verified beef
- Yearling beef
- Prime Steer and Steer beef
- Selected "A" beef
- Manufacturing beef
- Beef offal products

Harvey Beef can service all market segments including foodservice, retail, further processors and manufacturing for both export and domestic customers.

- USDA Approved
- Halal Approved
- Chinese Approved
- Russian Approved
- Malaysian Approved

Our experienced sales and marketing team are ready to assist you with your enquires: [sales@harveybeef.com.au](mailto:sales@harveybeef.com.au)



A herd of brown Minderoo Beef cattle is shown in a lush green field. The cattle are the central focus, with one cow in the foreground looking directly at the camera. The background features a line of trees under a bright, slightly hazy sky. The overall scene is peaceful and natural.

**Minderoo Beef.**  
**As rare and rich as the**  
**landscape they grow in.**  
[www.minderoobeef.com](http://www.minderoobeef.com)

# MINDEROO BEEF

IRON BEEF

From the rich and isolated outback of Australia, breathtaking in its scenic beauty and peaceful in its seclusion, we bring you the most naturally mineralised beef in the world. It's from this wild and beautiful land - hardly seen by people due to its isolation - that we nurture Minderoo cattle.

Of course Minderoo expertly breeds and selects it's cattle, but the extreme rareness and mineral rich flavour lies in the pasture lands where cattle thrive, on iron and mineral enriched soils and fresh river waters of outback Australia.

Grasslands thrive and cattle are watered by a pristine river that runs for 150km through the stunning landscape. It is at the Minderoo Station where the most flavoursome, isolated and exclusive mineral rich beef in the world are raised.



---

**Agri products with an  
impeccable pedigree.**

In order to provide the highest quality products to consumers, Harvest Road demands the highest standards from suppliers in both animal welfare and product quality.

- Australia's National Livestock Identification System (NLIS) delivers a traceability system for all our cattle from paddock to plate ensuring the highest level of food safety for consumers.
- Low Stress Animal handling procedures in Australia and New Zealand are enforced by Harvest Road to consistently deliver 'Clean & Green' produce.
- Grass feed and feedlot production systems for livestock production that comply with the Livestock Production Assurance programme.
- Full AUSMEAT accreditation with an export approved facility that exceeds the ISO standards and an A+ rating.
- Systems exceed all Australian health standards under our Hazard Analysis and Critical Control Point (HACCP).
- In-house microbiological laboratory is accredited by the Commonwealth Governments National association of testing Authorities (NATA).
- Envable disease free status that is vigorously protected by the Australian Quarantine Inspection Service (AQIS) and the Western Australian Department of Agriculture.

## LIVE EXPORT

With a dedicated team of specialists in the export of live animals we can offer ethical and sustainable supply chain solutions that deliver the world's best animal welfare and bio security outcomes.

Utilising the National Livestock Identification System we can deliver traceability throughout the export supply chain ensuring excellent animal welfare and bio security.

Our specialists offer solutions in low stress feedlot design to ensure the welfare of the livestock is maintained at all times.

With a dedicated network of procurement specialists we can deliver reliable global supply solutions.

Harvest Road is committed to best practice animal welfare by implementing the Australian Government's Export Supply Chain Assurance Scheme (ESCAS) requirements across all feeder cattle export markets in which we operate.

Harvest Road also has a policy of 100 percent stunning prior to slaughter to ensure an even higher standard of animal welfare outcomes.

Harvest Road operates within the Australian Government's Livestock Export Licence conditions.



## Harvest Road Dairy.

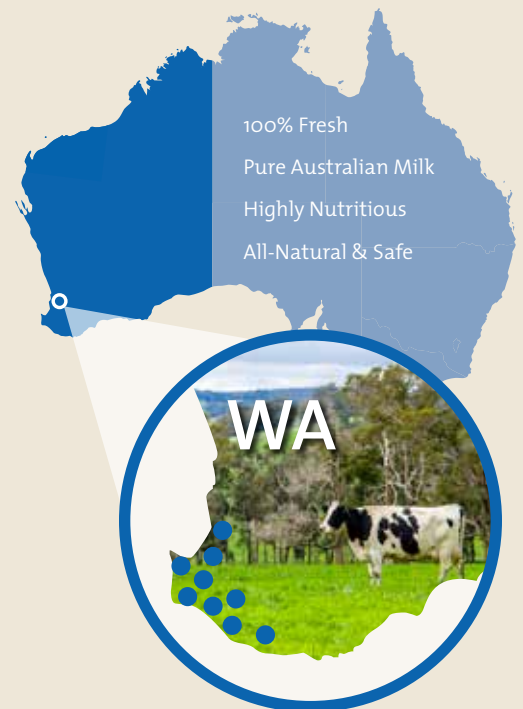
[www.hrdairy.com](http://www.hrdairy.com)

Borne from the heart of Western Australia, Harvest Road fresh milk is a testament to dairy farming at its most natural. Delicious, nutritious, quality 100% full cream milk.

The best of nature in every glass.

Our milk comes from farms located in the pristine environment of Western Australia's south west and are 100% Western Australian family owned and operated. Our Cow's health and welfare is a top priority and is carefully monitored to ensure Harvest Road milk is of the highest quality.

Harvest Road fresh milk is processed and packaged in a West Australian facility approved for fresh milk exports to China by the Certification and Accreditation Administration of the People's Republic of China (CNCA).



● Farmed & Packed here



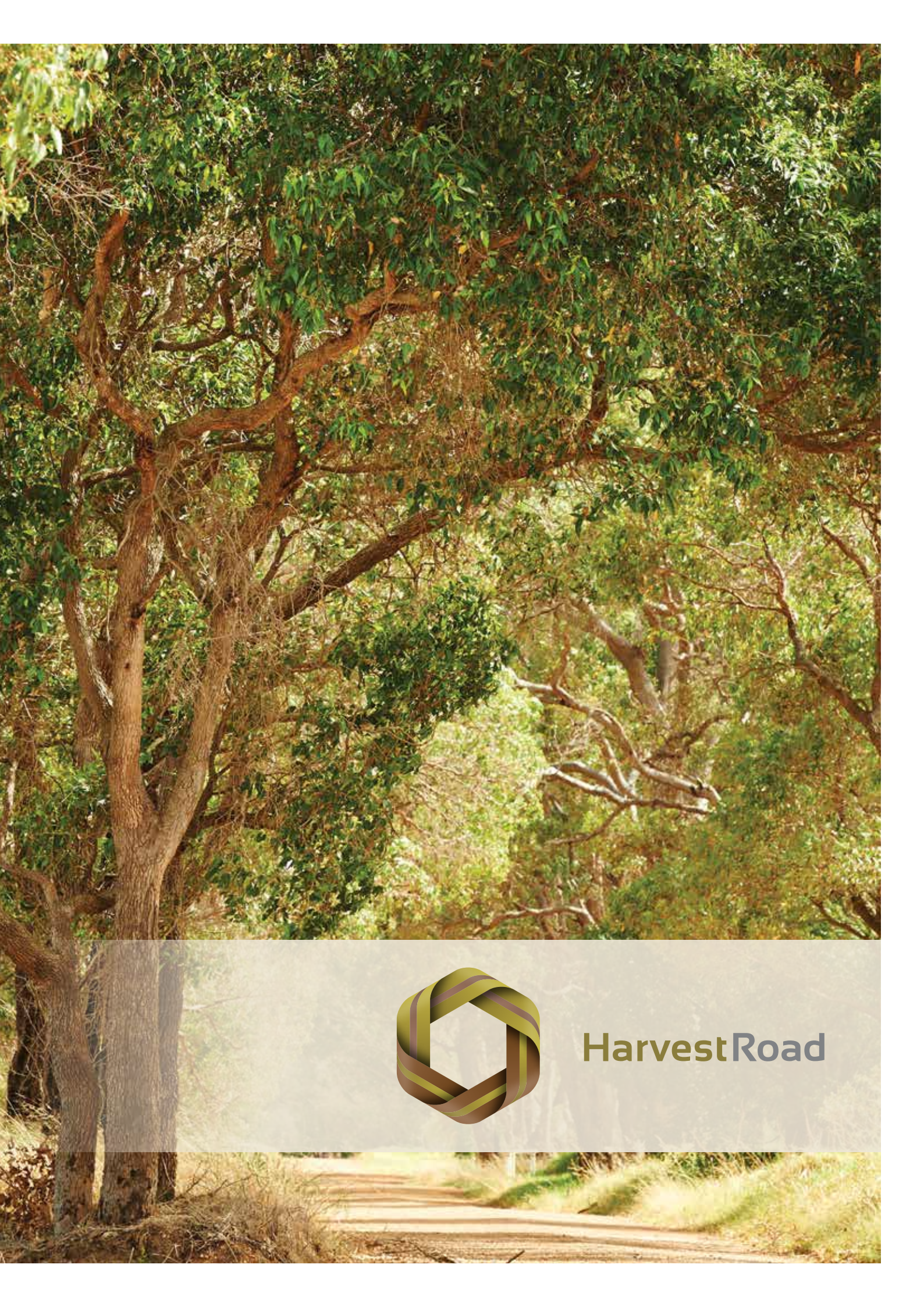


BEST OF <sup>🌿</sup>  
*nature*  
----- IN EVERY -----  
*glass*  
<sub>🌿</sub>

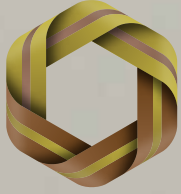
---

## **A logistical wealth of experience.**

- Procurement specialists – delivering reliable supply solutions.
- Maintaining long term supply agreements with agricultural producers.
- Integrated relationships with procurement networks across Australia and New Zealand.
- Agreements with shipping and air freight companies delivering excellent customer outcomes globally.
- Exclusive relationships with quarantine facilities across Australia and New Zealand.
- Vast knowledge of both exporting and importing requirements across the globe ensuring agricultural produce moves freely through the global supply chain.



**HarvestRoad**



## HarvestRoad

31 Cliff Street  
Fremantle Western Australia

PO Box 3155 Broadway Nedlands  
Western Australia 6009

Telephone +61 8 6460 4949  
[harvestroadgroup.com](http://harvestroadgroup.com)



Part of the Minderoo Group

## minderoo

80 Birdwood Parade  
Dalkeith Western Australia

PO Box 3155 Broadway Nedlands  
Western Australia 6009

Telephone +618 6460 4949  
Facsimile +618 9386 1245  
[minderoo.com.au](http://minderoo.com.au)