

THE GREAT SOUTHERN™ GRASS FED BEEF STORY



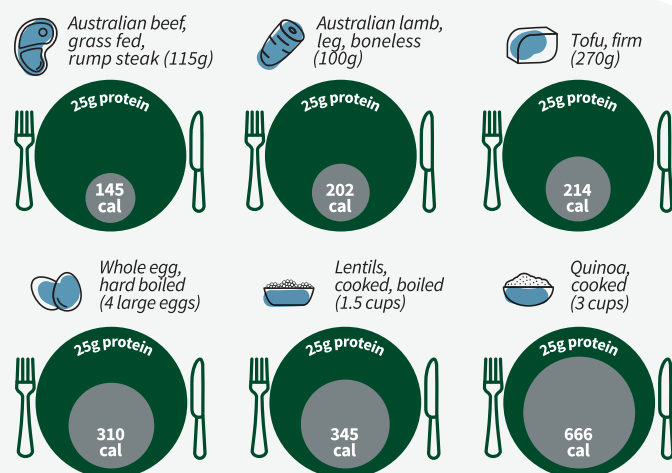
We are passionate about producing the world's best grass fed beef. Our free range program is all about saying "no" to shortcuts like added hormones, GMOs and antibiotics. We work closely with our ranchers to ensure they are following our ethical farming practices and improving their on-farm management. This approach looks after the animals and the land they are raised on, along with giving you the best Australian grass fed beef around.

Great Southern Beef is **100% grass fed and 100% delicious;** promoting healthier, happier cattle and people.

The Grass Fed Difference

Great Southern™ Beef is guaranteed to be 100% free range and grass fed. Our livestock have access to an abundance of land ensuring they can roam free all four seasons, across different pastures and are never confined to a feedlot. The result is delicious beef that is high in protein, zinc and iron. These elements are crucial to a balanced and nutritious diet to maintain strength, energy, digestive health and growth.

More Protein with less Calories



Credit: Meat & Livestock Australia 2019

All products underpinned by JBS Farm Assurance are guaranteed to be:



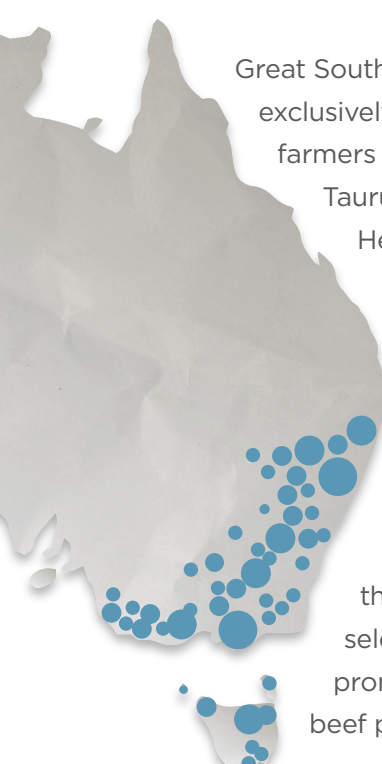
NO ADDED
HORMONES

ANTIBIOTIC
FREE

**FREE
RANGE**

**GMO
FREE**

RESTAURANT QUALITY BEEF



Great Southern™ Beef is sourced exclusively from southern Australian farmers who raise breeds of Bos Taurus cattle such as Angus and Hereford. These breeds thrive in these lush environments.

Our beef is graded by Australia's class-leading eating quality assessment tool, Meat Standards Australia (MSA).


This guarantees that only the highest quality cattle are selected for our premium brand, promising a tender and tasty beef product.

Our ranchers

Being a part of the Great Southern™ program helps our farmers to achieve continuous improvement of their ranches and maintain long-term financial sustainability. We stand with our farmers as they work to make a living that supports their families and local communities, not just for this generation but for future generations to come.

Meet a Great Southern™ Farmer

John Tucker – Tasmania



John Tucker runs a beef operation across 4,250 hectares in St Helens, Tasmania. John's land fronts onto the craggy coastline of north eastern Tasmania, making it some of Tasmania's finest grazing country – perfect for raising livestock the natural way.

GREATNESS GUARANTEED

JBS Farm Assurance

All Great Southern™ Beef is underpinned by the JBS Farm Assurance Program. This is a certified and third party audited ranch and livestock management program guaranteeing animal welfare, quality and assurance that our meat is what we say it is.

The JBS Farm Assurance program guarantees that our beef is:

- ✓ 100% grass fed for life,
- ✓ Pasture raised and free-range,
- ✓ Free from any added hormones,
- ✓ Never treated with antibiotics, and
- ✓ Never exposed to GMOs.

It's how we know our beef will deliver an outstanding eating experience to you every time.



VISIT US AT

GREATSOUTHERNFARMS.COM.AU

CONNECT WITH US



@greatsouthernfamily

“Featuring Great Southern™ Beef products on our menu allows us to wow our customers and keeps them coming back. The quality is second to none.”

Francesco Mannelli, Restaurant Head Chef: Four Seasons, Sydney, Australia

