

Media Release
1 May 2019

Provenir's Business Launch Packs a Punch

- Award-winning ag-tech solution to eliminate live cattle transport prior to processing
- Vertically integrated value chain, from on-farm processing, through to artisan butchering, sales and distribution
- Crowdfunding campaign to secure pre-purchase Meat Packs launched on 23 April
- Australian-first - Exclusive opportunity to experience meat from on-farm mobile processing
- More than 100 supporters have pledged over \$26,000 in one week
- 26 days and only \$7,000 remaining to reach fundraising target

Provenir Pty Ltd ("Provenir" or "Company") is proud to announce the successful launch of its crowdfunding campaign, which has seen more than 100 supporters pledging over \$26,000 to secure the pre-sale of Provenir's fully traceable, highest animal welfare, on-farm processed Meat Packs.

Provenir's crowdfunding campaign was launched on 23 April and, having already garnered over 100 customers pledging their support, the Company has only \$7,000 worth of pre-sale Meat Packs left available before reaching its fundraising target of \$33,000.

Provenir crowdfunding campaign supporters will be the first in Australia to take part in this revolutionary ag-tech solution to eliminate live cattle transport prior to processing and experience high welfare meat that has been processed on-farm by Provenir.

Taking the innovative approach one step further, Provenir has used the crowdfunding platform, Pozible, in a novel way by offering the pre-sale of the Company's on-farm processed beef, with delivery of the pre-sale Meat Packs expected by the end of July 2019.

In commenting on the crowdfunding campaign, Jayne Newgreen, CMO and co-founder of Provenir, said:

"Provenir's crowdfunding campaign is not a marketing gimmick, rather it's a really important part of our business plan.

"Securing pre-purchase of our Meat Packs ensures the business viability in the crucial first few months. Whilst our supporters have been vocal and numerous during development stages of our business - it is vital that we translate this support into customers upon the launch of Provenir."

Provenir's high welfare meat supporters will receive products that have full traceability and true provenance. By processing on-farm and utilising the latest in digital traceability technology, Provenir is able to provide full transparency and guaranteed provenance that is validated by the customer themselves.

To ensure full traceability, Provenir is vertically integrated, with full control of the entire value chain, from on-farm processing in the commercially licensed mobile abattoir, through to artisan butchering, and sales and distribution of the packaged Provenir-branded meat product.

In commenting on Provenir's customers, Chris Balazs, said:

"We understand that for today's consumer, knowing the provenance of their food, how it was produced, and whether it meets their personal values, is imperative to their purchasing decision.

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“This has been clearly demonstrated in the interest and support that the crowdfunding campaign has received in the first week, raising more than \$26,000 from over 100 supporters who have pledged their support in return for being one of the first to try Provenir beef.”

Currently every cut of Australian beef is processed in a static abattoir. The consolidation of abattoirs in recent times has required livestock to be transported, often over long distances to the processors. The effect of live transport can reduce yield, increase animal stress and consequently have a negative effect on meat quality. Accordingly, Provenir believes that eliminating the stress associated with live transport to a large fixed abattoir will improve meat quality for the consumer.

In commenting on the effects of stress on meat quality, Phil Larwill, Veterinarian, Meat Inspector and co-founder of Provenir, said:

“Less stress means less adrenalin and cortisol produced, and thus more retained glycogen stores in the meat, leading to better meat quality.

“By respecting the life of the animal and the work farmers put into raising top quality livestock, coupled with its on-farm process and artisan butchery techniques, Provenir is able to ensure the quality of the meat is retained and maximised throughout the whole process, from the farm to fork.”

About Provenir

Provenir is an Australian-owned, disruptive ag-tech company, with a collective concern for animal welfare, food provenance, highest quality produce, and nurturing a connection between farmers and consumers.

With this shared vision and commitment, the Provenir team has introduced a unique, highest welfare, on-farm processing that eliminates live transport prior to processing. This award-winning process improves animal welfare, removes transport costs and stress on animals, and in return produces meat of exceptional quality, taste and tenderness.

Provenir is a fully integrated vertical value chain, from on-farm purchase of livestock and processing in their commercially licensed mobile abattoir, through to artisan butchery, and distributing the packaged and retail-ready Provenir co-branded beef into retail, food service outlets and online sales direct to consumers.

For more information please visit: www.provenir.com.au or to be one of the first to experience Provenir’s on-farm processed beef visit: www.pozible.com/project/provenir