

Media Release
13 May 2019

Provenir's On-Farm Processing Operations to Start in the Riverina

- **SproutX Accelerator Ag-Tech Program Winner of Judges' and People's Choice Awards for 2017**
- **Crowdfunding target of \$120,000 set to change the red meat industry for the better**
- **Original campaign target of \$33,000 reached in less than two weeks!**
- **Unique Crowdfunding campaign where supporters pledge to secure pre-purchase Meat Packs**
- **New target of \$120,000 will mean over 360 households will receive Provenir's Meat Packs**
- **Additional campaign funds to be used to begin financing Provenir's next MPU**

Provenir Pty Ltd ("Provenir" or "Company"), winner of SproutX's 2017 Accelerator Program Awards, is proud to announce that having received such an enthusiastic response from supporters, Provenir's crowdfunding goal, original set at \$33,000, will now be set at the stretch target of \$120,000, allowing Provenir to offer additional pre-sale of the Company's highest welfare beef with delivery of the pre-sale Meat Packs expected by the end of July 2019.

Provenir's crowdfunding campaign, which was launched [23 April](#), exceeded its initial target of \$33,000 within two weeks, with more than 150 supporters pledging to secure the pre-sale of Provenir's Meat Packs. The high welfare meat will be processed on-farm, beginning with cattle from Provenir's partners in the Riverina.

The new crowdfunding target will allow Provenir to begin the financing of a new mobile processing unit (MPU) and work towards its ultimate goal of having multiple units in operation to supply on-farm processed red meat across Australia.

With multiple MPUs supplying highest welfare meat Australia-wide, Provenir will have the ability to change the red meat industry and be a true ag-tech disruptor by transforming every part of the value chain, from farm to fork.

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

"We want to thank our supporters who have not only been vocal and numerous during development stages of our business but have actively thrown their support behind our crowdfunding campaign by becoming customers and pre-purchasing our Meat Packs.

"Provenir's crowdfunding campaign is not a marketing gimmick, rather it's a really important part of our business plan ensures the viability of the consumer driven demand for Provenir's products."

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.



Chris Balazs, farmer and CEO of Provenir, 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.

“This has been clearly demonstrated in the interest and support that our crowdfunding campaign has received and we thank all our early supporters who have pledged their support in return for being one of the first to try Provenir beef.”

At the 2017 [SproutX accelerator ag-tech program](#), Provenir won both the Judges’ and People’s Choice Awards at a Shark Tank style pitch event in front of a crowd of over 250 investors, the press and agricultural industry representatives.

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