

Media Release  
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## Provenir Determined to Disrupt the Red Meat Industry

- **Crowdfunding campaign target of \$33,000 launched on 23 April has been reached!**
- **Stretch target of \$120,000 set to fulfil goal of changing the red meat industry for the better**
- **More than 160 supporters have pledged over \$36,800 to secure pre-purchase Meat Packs**
- **New target of \$120,000 will mean over 360 households will receive Provenir's Meat Packs**
- **Additional funds will be used to begin financing Provenir's next MPU**
- **Campaign has 21 days remaining**

**Provenir Pty Ltd ("Provenir" or "Company")** is proud to announce that its crowdfunding campaign, which was launched just [two weeks ago](#), has exceeded its initial target of \$33,000 with more than 160 supporters now pledging to secure the pre-sale of Provenir's on-farm processed Meat Packs.

Having received such an enthusiastic response from supporters, Provenir's crowdfunding goal 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.

The new crowdfunding target will also allow the Company 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."

**Chris Balazs, 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."

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

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quality. Accordingly, Provenir believes that eliminating the stress associated with live transport to a large fixed abattoir will improve meat quality for the consumer.

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.

## **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](http://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](http://www.pozible.com/project/provenir)