

Media Release
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Australia's First Mobile Abattoir Granted Licence to Operate

- **Provenir's on-farm abattoir commenced operations in the Riverina region of NSW**
- **John Doyle, cattle farmer from Berrigan NSW is the first to host the mobile abattoir**
- **On-farm processed beef now available for commercial sale to food service, retail and online**
- **Crowdfunding campaign raised over \$68,000 and pre-sold over 220 Meat Packs**
- **Pozible Crowdfunding supporters will be the first to experience the on-farm processed beef**

Provenir Pty Ltd ("Provenir" or "Company") is proud to announce that it has been granted a licence from the NSW Food Authority to operate a mobile on-farm abattoir – an Australian first.

Developed to improve animal welfare and provide true provenance, Provenir's commercially licensed mobile abattoir eliminates the need for live transport prior to processing - by processing livestock at the point of production, on the farm where they were raised.

Until now every cut of Australian beef was 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 fixed abattoir will improve meat quality for the consumer.

Last week the NSW Food Authority granted Provenir a licence to process on-farm in their mobile abattoir following an audit of the facility in operation.

John Doyle, Hereford cattle farmer, was the first to host the mobile abattoir on his farm Claredale in the Riverina region of NSW.

Support for the concept of on-farm processing was clearly demonstrated during a recent crowdfunding campaign which raised over \$68,000 and received an enthusiastic response from over 290 supporters. The campaign secured more than 220 pre-sales of the Company's highest welfare beef Meat Packs, with these supporters soon to be the first to experience Provenir beef.

Renowned chefs Matteo Toffano and Guy Grossi also supported the Company by offering exclusive dining experiences, which were snapped up within hours of being offered as part of the crowdfunding campaign.

The beef processed during the audit and over subsequent days will now be made available for commercial sale and will provide an opportunity for people to experience on-farm processed beef – never before commercially available in Australia.

In commenting on the experience, John Doyle, Hereford cattle and potato farmer, said:

"Everyone knows what a good experience you get when you kill your own cattle on the farm, the Provenir process will be very similar to that and will hopefully be of benefit to consumers that buy that meat."

"While it will be a first for many consumers, as farmers we've processed our own cattle on-farm and eaten that beef, we know there is nothing better."

“Beyond the taste, another benefit for consumers is the traceability that Provenir provides, knowing there is a guarantee that the cattle are grass fed, that there are no hormones or antibiotics means they will appreciate a better tasting meat. While from our perspective we’re looking forward to the feedback from the consumers to ensure we’re breeding the cattle that people want to eat.”

“We’re also very interested in trying the meat for ourselves and looking forward to enjoying a Hereford steak with chips from our own Doyle’s potatoes.”

Guy Grossi, chef and restaurateur, and long-time supporter of the on-farm processing concept said:

“Mobile abattoirs make so much sense ~ both from a culinary point of view, as well as being great for animal welfare.”

In commenting on his own experience as a farmer, Chris Balazs, CEO and co-founder of Provenir, said:

“As a farmer myself, I hate loading my livestock onto the back of a truck. I work so hard to get them in top condition only to risk losing it all to a bad trip. I always knew there had to be a better way. Mobile processing makes so much sense, for farmers, for livestock and for consumers. It’s the way of the future for red meat in Australia.”

“As well as the high welfare of the livestock, Provenir is focused on providing full traceability and true provenance. By processing on-farm and utilising the latest in digital traceability technology, we are able to provide full transparency and guaranteed provenance that is validated by the customer themselves.”

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

“Provenir’s unique on-farm processing is the answer to the rapidly growing market of conscientious consumers. The Company’s technology will eliminate live transport prior to processing and the associated stress on the animal, which will result in meat of exceptional quality, taste and tenderness.”

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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