

Media Release
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On-farm processed meat wins prestigious medal

- Provenir wins Gold at the 2019 Australian Food Awards, in non-MSA Branded Beef category
- On-farm processed beef awarded Best in Class at the 2019 Australian Food Awards
- Provenir operates Australia's first commercially licenced mobile, on-farm abattoir
- On-farm processed beef now available for commercial sale to food service, retail and online

A passion for animal welfare and producing the best quality beef led the founders of **Provenir Pty Ltd** ("**Provenir**" or "**Company**") to develop Australia's first, and only mobile on-farm abattoir.

Eliminating the need for live transport of cattle, Provenir's commercially licensed mobile abattoir processes livestock at the point of production, on the farm where they were raised.

The resulting on-farm processed beef has been awarded Gold and Best in Class in the Branded Beef category of the 2019 Australian Food Awards (AFA).

The AFA, conducted by The Royal Agricultural Society of Victoria (RASV), is Australia's leading national fine food awards program, celebrating excellence and recognising the best Australian food producers across ten major categories.

The win for Provenir comes just two months after being granted a licence by the NSW Food Authority to operate the mobile, on-farm abattoir - the first of its kind in Australia.

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

"Farmers have always known about the superior quality of meat produced from livestock processed on-farm. Our team set out to improve animal welfare and offer all Australians an opportunity to experience the quality of beef, only achieved through on-farm processing."

"Eliminating the stress associated with live transport to an abattoir is simply better for animal welfare. There's plenty of scientific evidence to support the link between animal stress and meat quality too – being judged as the best and winning these awards backs up that science"

The judging panel for the AFA are carefully selected from across Australia and are engaged based on their exceptional industry knowledge and expertise. Further, the judging process is completely blind, with the panel unaware that the meat was from Provenir, nor processed on-farm. Five criteria are assessed, with Provenir being awarded the highest outright score in four of the five areas judged.

In commenting on the prestigious win, Christopher Howe, Chef and co-founder of Provenir, said

“These awards are incredible validation and confirmation of what we, and many others have always known; that our unique on-farm process is not only good for animal welfare, it also produces exceptional quality beef - tender and tasty. But it’s the word ‘juicy’ that we keep hearing over and over from home cooks and chefs alike when describing their experience eating Provenir beef.”

Home cook and Provenir customer Jo O'Siodhachain via Facebook:

“We just cooked scotch fillets and they were amazing. Delicious flavour but the biggest difference was the texture - soft, tender and cut like butter.”

Provenir has now been invited to compete in the AFA Championship Judging round, the winners of which will be announced on Wednesday 5th of September at the Australian Food Awards presentation dinner.

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Interviews, photographs and photo opportunities available upon request.

For further information please contact:

Chris Balazs, CEO of Provenir Pty Ltd

M: 0428795663

E: chris.b@provenir.com.au

For more information please visit:

www.provenir.com.au

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 process improves animal welfare, cuts transport costs to farmers, removes 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.

About Chris Balazs, Co-Founder & Chief Executive Officer

Chris Balazs is the Co-Founder and CEO of Provenir (previously FarmGateMSU Pty Ltd). As a farmer with his own on-farm butchery, Chris has the first-hand experience with supply chain problems, including the live transport of his cattle.

Prior to focusing on the ag-tech industry, Chris had an extensive professional career as a corporate scientist with CSL Behring, a global leader in the biopharmaceutical industry. This corporate background, and scientific mindset has led Chris to find a solution to his ultimate goal of mobile on-farm processing, which will provide the highest welfare, premium quality meat with a level of provenance that has not existed in Australia before.

Chris was previously the Managing Director of the small scale, innovative, regenerative, Paddock-to-Plate farm, SageFarm.

Chris holds a Bachelor of Science from the University of Melbourne, a Post Graduate Science Diploma from James Cook University, a Post Graduate Diploma of Project Management from the Australian Institute of Management, and a Master of Business Administration from Deakin University.