



**Do you care as much  
about the environment  
as you do about  
meat quality?**



***Enviromeat producers' promise:***

- We minimise waste and prevent pollution of land, water and air
- We protect native flora and fauna and encourage bio-diversity
- We balance production with land conservation
- We work towards catchment priorities and strategies
- We comply with all relevant legislation and industry codes of practice, including Livestock Production Assurance Level 1.

**Your local Enviromeat stockist is:**



- ✓ Environmentally certified
- ✓ No artificial hormones
- ✓ Free range
- ✓ Guaranteed tender

***If you care as much about the environment as you do about meat quality, you will be interested in the story of Enviromeat, a revolutionary way of farming that guarantees the best product with minimal environmental impact.***

***Enviromeat is unique for 4 reasons:***

***1. Enviromeat is Environmentally Certified***

A world-class farm management system governs decisions on Enviromeat farms.

Enviromeat farmers have embraced a system that helps them assess the environmental impacts of their farming activities and develop procedures to manage and reduce environmental impacts on land and water catchments.

They monitor progress and improve practice in the areas of grazing management, soil and fertiliser management, weed and pest management, chemical management, biodiversity and water quality. This Environmental Management System (EMS) is certified by an external auditor.

***Enviromeat is different to organic meat***

Enviromeat carefully balances the necessary use of fertiliser and other farm practices such as drenching with the need to protect the land and animals. Our farmers monitor soil health and only use nutrients that lead to healthy and productive soil. The outcome is meat of the highest quality.

***2. Enviromeat does not use artificial hormones.***

Enviromeat is guaranteed free of artificial growth hormones.

***3. Enviromeat is Free Range***

Our animals are all grazed on pastures as nature intended. Research shows that red meat and particularly grass fed beef is very high in omega 3 fatty acids.

During periods of feed shortage such as dry summers or wet cold winters our animals can be supplementary fed in their paddocks if required, but still will have access to pasture.

***4. Enviromeat Guarantees quality and tenderness***

Enviromeat must pass the Meat Standards Australia (MSA) grading system for all beef sold. This means only the best quality meat is sold under our brand.

***To meet the quality standard, Enviromeat farmers must:***

- Minimise stress for livestock;
- Optimise animal health and;
- Feed the animals well over their lifetime.

Any lamb sold uses the sheep meat eating quality guidelines to maximise quality.



***Enviromeat is quality meat produced with an environmental management guarantee***

***We are farming for the long term to guarantee you have the best quality meat both now and into the future.***