



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

Farmers - Frontline Environmentalists

Victoria's first environmentally certified beef 'Enviromeat' is set to take centre stage at the Victorian Farmers Federation/Bicycle Victoria Great Aussie Breakfast to be staged in Federation Square Wednesday 4th October.

The VFF is highlighting the commitment that farmers have to be responsible environmentally under the banner '*Farmers - Frontline Environmentalists*'.

Don Burke (of Burke's Backyard fame and now Chair of the Australian Environment Foundation) will be the VFF's guest presenter/ personality for the occasion and will address the crowd as well as groups at the VFF marquee about environmental management and the achievements of farmers.

Enviromeat is beef produced by Gippsland Farmers who have developed an externally audited environmental management system compliant with the ISO 14001 system.

Jenny O'Sullivan from the Enviromeat Producers Group explained that the on-farm EMS was a guarantee that the meat is produced in an environmentally sustainable manner.

"Our farmers have a key promise to minimise waste and pollution of land water and air, protect the native flora and fauna and encourage biodiversity and balance production with land conservation," she said.

"All of our product is graded against a range of parameters through Meat Standards Australia which guarantee the tenderness and eating quality of the meat."

On the day, city workers are encouraged to ride bikes to work and to try Enviromeat steaks and sausages and other fresh produce for breakfast at Federation Square from 6.00 am.

VFF staff, members and Enviromeat producers will be on hand with illustrations and examples of the close association between farm profitability and good environmental management.

The meat industry through MLA are providing 'Enviromeat' at the breakfast to reinforce the fact *Farmers are Frontline Environmentalists*.

For more information about Enviromeat contact Jenny O'Sullivan on 0356632386 or mobile: 0427086087 or visit

www.enviromeat.com.au