



Imports

TRANSPARENCY

SEEKING “BETTER FOR”

63%

like to know where
their food comes from.

66%

ME/MY FAMILY
(HEALTH)

83%

looking for at least one
“better-for” option when
buying meat/poultry.



38%

THE PLANET



36%

FARMERS & WORKERS

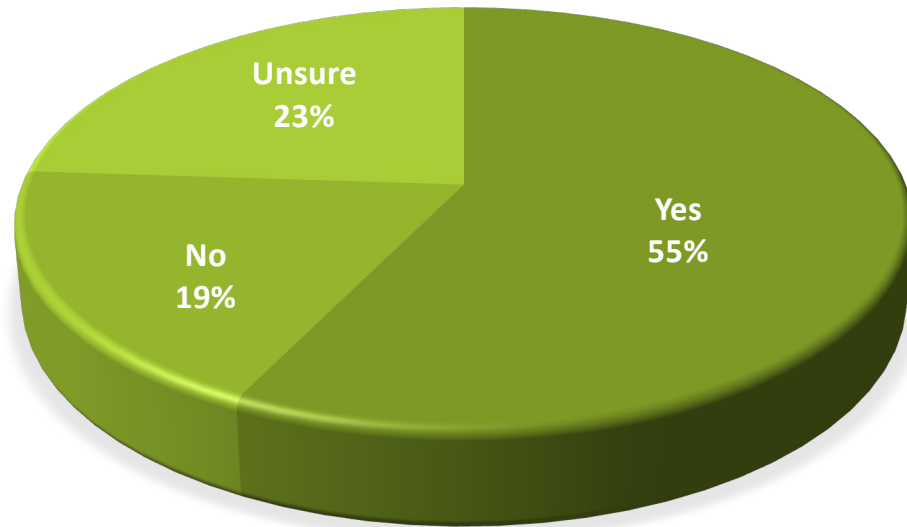


34%

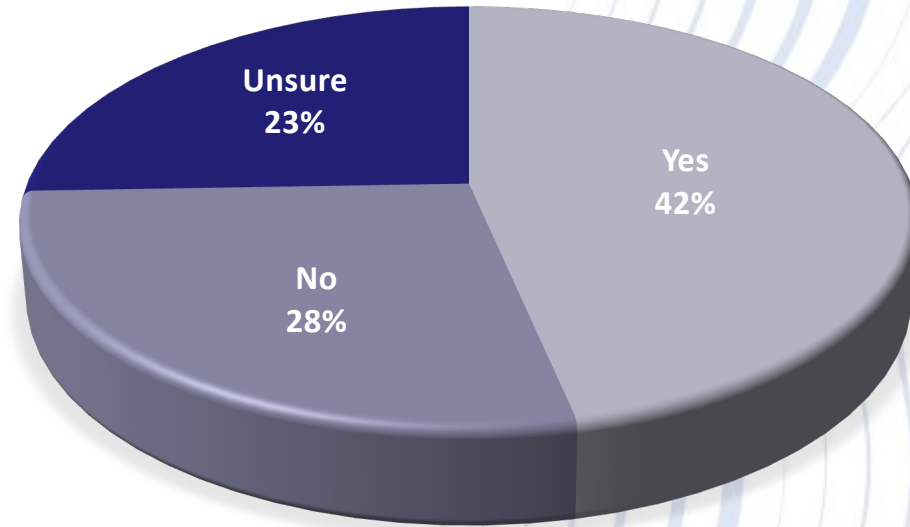
THE ANIMALS

*Up from 2019

Animal Welfare Perceptions



RAISED LIVESTOCK IS GOOD.





GROCERY STORES ARE COMMITTING TO RESPONSIBLE/ETHICAL SOURCING





CLAIMS-BASED MEAT

| | \$ sales | \$  | Lbs  |
|------------------------------------|----------|--|---|
| Antibiotic-free (NAE, no, etc.) | \$13.1B | +1.4% | +2.5% |
| Organic | \$2.7B | +4.6% | +1.5% |
| Grass-fed | \$7.7B | +10.3% | +4.1% |
| Ground | \$7.0B | +10.9% | +4.2% |

22% of Meat Sales
Are Grass-Fed

Source: The Power of Meat 2024 – Annual Meat Conference



Farm Assurance Program

We are proud to offer a variety of lamb & beef programs featuring claims such as all-natural, antibiotic free and grass-fed. The JBS Farm Assurance program is a grass-fed only program with one of the world's most comprehensive on-farm management systems.



All-Natural



Antibiotic
Free



Grass-Fed





Happy Cattle,

Happy, Healthier People.



Program Details

JBS Farm Assurance Program is a certified third-party audited ranch and livestock management program that guarantees animal welfare and food quality. This program ensures the supply chain from producer to processor meets expected standards for Food Safety, Animal Welfare, Quality Assurance and traceability.



77%
of consumers are concerned about animal welfare as it applies to their food



90%
want an independent, third-party certifying animal products for humane treatment

67%
would purchase such certified products even if they were priced higher

*Source Link: GroceryDive.com

WINNING WITH MEAT

TODAY & TOMORROW

- 1 Merrymaking moments:** focus on all special moments in life: holidays, celebrations and traditions, old and new
- 2 Healthy habits, happy hearts:** support meat and poultry belonging in a balanced diet, highlight protein and portion variety
- 3 People, planet, & prosperity:** create permissibility with transparency into efforts in planet, people and animals
- 4 Life in the fast lane:** address the rise of the hybrid meal along with convenience in planning, shopping and preparation
- 5 Celebrate the love of meat:** help consumers create safe, nutritious and delicious meals that taste like more



Aussie Meats = #Aussume for Livestock

Why Australian Red Meats are “Aussume”?
Australia is an ideal place for livestock to thrive.



01 IDEAL CLIMATE

Australia’s climate enables year-round pasture production.



03 365 DAYS PER YEAR FREE-RANGE

Livestock enjoy wide open spaces to roam, all year round.



02 YEAR-ROUND SUPPLY

This means access to a year-round supply of grass-fed products.

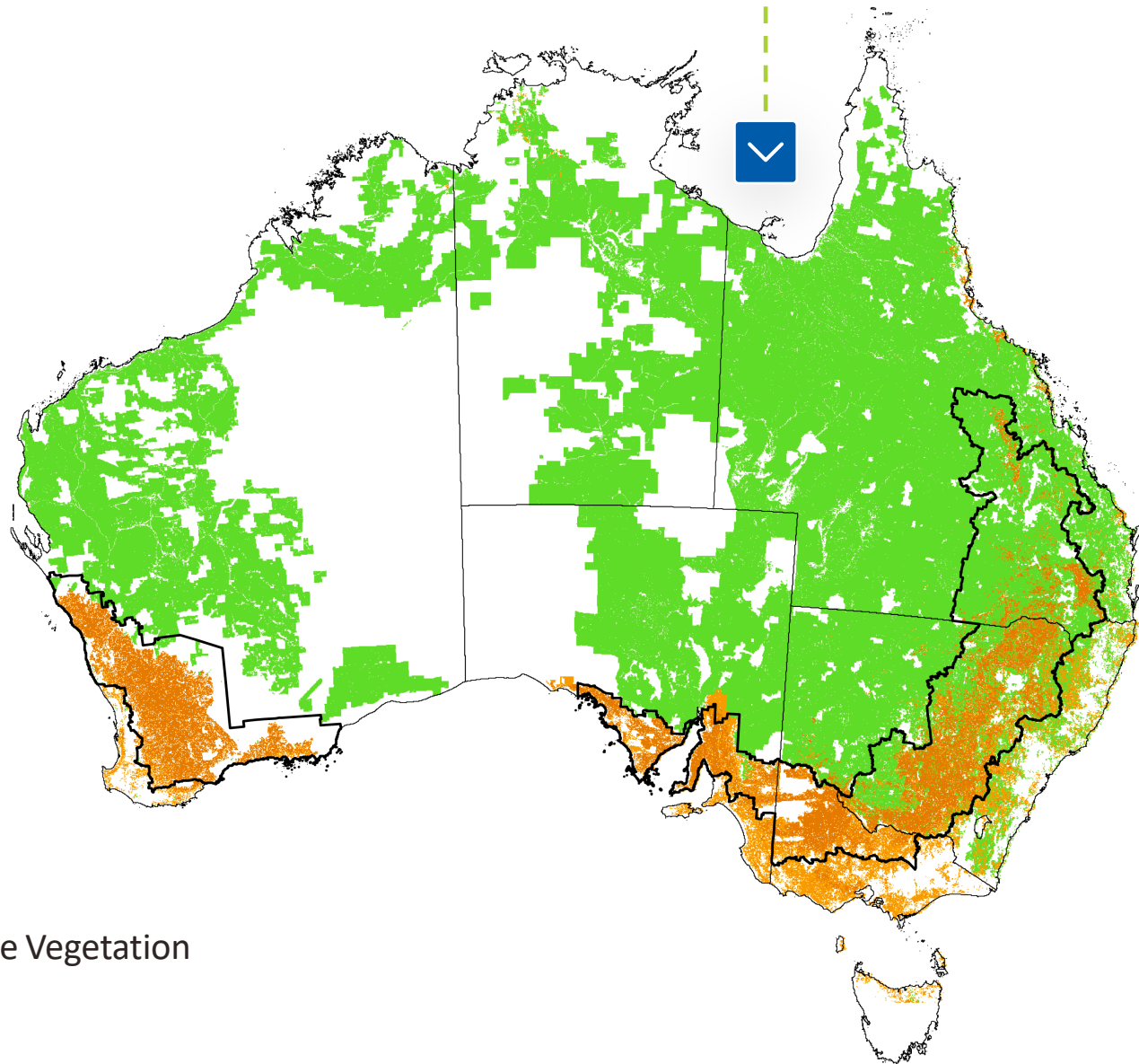


04 IDEAL LAND USE

Much of Australia’s land is only suitable for livestock farming, meaning it’s the best land use



- Grazing Native Vegetation
- Meat Sheep
- Other Uses



WHY AUSSIE MEATS ARE #AUSSOME:

TRUSTED BY CONSUMERS

- Leading animal wellbeing standards & traceability systems from paddock to plate
- Australia is an island with a disease-free status and excellent biosecurity standards
- Taking no shortcuts in the supply chain, Aussie product remains a leader in quality & consistent meat.



Thank You,
University *of*
Massachusetts
Amherst

