



ABERDEEN

B L A C K



AUSTRALIAN GRAIN FED BEEF

Produced exclusively for the European Union
and the United Kingdom

aberdeenblack.com

NATURAL

Destined for European Union and United Kingdom customers, the premium Aberdeen Black branded beef comes from cattle carefully selected by our farmers and raised without added hormones in the natural surroundings of the fertile, sunlit plains of the Riverina region, New South Wales.



HANDLED WITH CARE

Australia is renowned internationally for being leaders in animal health, traceability and biosecurity. JBS Australia contributes to this global reputation by adhering to strict protocols in all these areas to produce beef with consistent specifications and packaging.

Aberdeen Black beef stands apart from the competition, consistently delivering maximum flavour and tenderness.



PASTURE REARED

The cattle are then fed for a minimum of 120 days on a cereal grain and fodder ration mix which is grown on our farm surrounding the feedlot.

JBS Riverina is an integrated feedlot and processing facility, where the cattle are walked from the feedlot to the plant, minimising animal stress, carbon emissions and transportation costs while simultaneously improving eating quality, maximising welfare and animal performance.

GRAIN FINISHED





NO ADDED
HORMONES


ABERDEEN
BLACK



AUSSIEBEEF
2014/15



TRUE
AUSSIE
BEEF



@aussiebeef.com.au