



# KING ISLAND BEEF

Naturally raised, with a pinch of salt.



[kingislandbeef.com.au](http://kingislandbeef.com.au)



A location  
producing world  
class cattle.



## King Island—A Place Unlike Anywhere Else.

Lying off the north-west coast of Tasmania, King Island is one of the last truly untouched locations. Rugged and remote, the island's environment is so pristine, it's little wonder King Island has earned the reputation for being 'The Cleanest Place on Earth'.

The island provides many perks. The location and the local farmers provide pristine conditions to raise cattle that makes the challenges of being so remote a mere detail.

The King Island Beef brand whilst a member of our Great Southern Family is one unique by location. This beef boasts marble scoring of 1+, ensuring a mouth watering experience everytime King Island Beef is prepared.

King Island Beef is of course compliant with the rest of our Great Southern Family by being Antibiotic Free, No Added Hormones, GMO Free, FA JBS Assured and Grass Fed for life.

It's hard to imagine that there could be better place than King Island's lush green pastures to raise beef cattle. This is why our brand proudly sources livestock only from grass-fed cattle raised exclusively on King Island.

King Island's idyllic conditions, in combination with our strict grading criteria that starts with partnering only with handpicked producers, has led to King Island Beef becoming internationally recognised for its uniquely superior attributes.

High standard of eating paired with quality meat consistently, it is no wonder why King Island Beef is being sought after by world-class chefs and retailers.

## The people behind the beef.

The farmers of King Island hold the key to the success of King Island Beef Brand. Great Beef starts with the finest farmers.

King Island Beef proudly sources livestock from producers that have a proven track record of delivering quality cattle.

## The Quiet Achiever.

The King Island Beef cattle farmer loves the land that he calls home. He feels a connection to it, feels energised by it.

He knows that nowhere else in the world is there such a perfect combination of pasture growth and rainfall. But he also knows that merely working in an optimum environment with a favourable climate is not an automatic guarantee of success.

The support network he has around him—family, friends, workmates and colleagues—is an indispensable component of any success he has. And there also needs to be processes in place that ensure consistent quality.

By stringently adhering to the JBS Farm Assurance Program, food safety and animal welfare are always paramount in his mind. Which means that his farm management practices and the genetics of his cattle are world class.

He has accepted our invitation to 'come on a journey with us', to create a collaborative rather than just a purely transactional relationship—where the outcome is that he gets better results and we all get better beef.

And there also needs to be an uncommon level of commitment. The kind of commitment that is completely justifiable because he receives premium prices for belonging to a premium program.

A commitment that has led to King Island Beef establishing and maintaining a global reputation as a product with environmental integrity. Where consumers have come to completely trust in our brand from gate to plate.

In most other fields of endeavour, the elite standards he constantly achieves would lead to considerable public acknowledgment. He's a winner but he doesn't receive a gold medal, his compelling story of accomplishment going almost unnoticed.

There's no fanfare, no applause. And he doesn't go looking for any because success is its own reward.

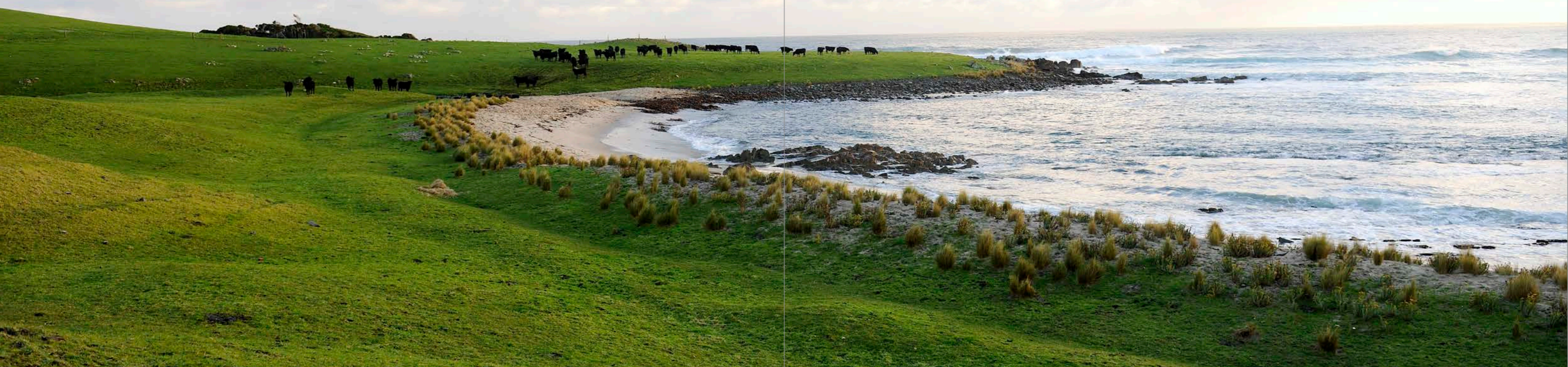
He is the quiet achiever.





King Island Beef is  
inside the top 10% of  
all MSA graded beef  
in all of Australia.

# Our JBS Farm Assurance Program is the linchpin of our customer-focused culture.



## Understanding Our Customers' Needs

From day one of the inception of our business, we have taken conscious action to create, nurture and safeguard our customer-focused culture. We understand our customers' needs—to be able to buy tender, juicy, full-flavoured beef without worrying about freshness, safety or animal welfare.

Beef that has been raised just the way Mother Nature intended. This is why we created one of the world's most stringent quality systems—the JBS Farm Assurance Program.

Not only do we have our own inhouse systems and processes to ensure the supply chain meets expected standards, we also set up a three-tier third party QA system as an added layer of protection for our customers.

This means we can confidently claim international best practice when it comes to strictly adhering to protocols, ensuring compliance at every stage and every level.

- King Island Beef is in the top 10% of all MSA graded beef in Australia, guaranteeing our customers a tender, juicy and full flavoured eating experience every time.
- Our farms are independently certified by AsureQuality to be compliant with the JBS Farm Assurance Program.

- AsureQuality is an internationally recognised inspection organisation wholly owned by the New Zealand government.
- JBS Farm Assurance is ISO/IEC 17065 accredited, the world standard in farm verification programs.
- No other Australian company or brand has this accreditation.
- Guaranteed beef that is antibiotic free, GMO free, no added hormones.
- Finally, our cattle are grass fed and free range for life. JBS Farm Assurance Program was implemented in 2011. It has become an integral part of farm management for our suppliers, and allows us to ensure quality meat consistently.

This program extends across the Great Southern Family, including King Island Beef.

King Island Beef with its unique location, quality farmers and JBS Farm Assurance Program accreditation guarantees fantastic eating quality, every single time King Island Beef is prepared.



# The Great Southern Family, where you will always feel at home.



Great Southern is our parent brand. All brands in the Great Southern Family are produced in a way that ensures superior genetics and exceptional taste.



King Island Beef is all about provenance—beef is sourced from livestock exclusively from King Island. Beef raised on pristine pastures results in award-winning flavour.



For beef to be considered worthy of the Hereford Boss name, cattle must be 100% verified Hereford. The texture and tenderness of Hereford beef is renowned the world over.



Strict protocols mean that only the top 2–3% of cows graded in Australia by MSA meet Pinnacle brand standards. Pinnacle is synonymous with the maxim ‘no compromises on quality’.



Little Joe is the global epitome of grass fed beef. It is exclusive in supply and a luxurious eating experience perfectly suited to the most discerning chefs and niche retailers where only the very best beef is expected.

## The Great Southern Family— Different Stories, Shared Values.

What started as a simple idea, to deliver prime quality delicious meat our customers deserve, has evolved into the Great Southern family of brands that has expanded across Australia and the globe.

Our family of brands offers a superb selection of products that has been tailored to meet the requirements of a growing niche of consumers who insist on all-natural, grass fed protein.

From the major retailer to the most exclusive fine dining restaurant, Great Southern can cater to any buyer requirements.

The Great Southern brand is more than a label, it's a promise.

## The Great Southern Family— Explained:

- The Great Southern Family is made up of five world class brands.
- Of the same name, Great Southern Beef, Hereford Boss, Pinnacle, King Island Beef and Little Joe.

If you would like to know more, visit us at [greatsouthernfarms.com.au](https://greatsouthernfarms.com.au)



The Great Southern Family - Quality Hierarchy.



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@greatsouthernfamily

