

Sustainability Report  
2022

obeorganic  
flourish





Dear Stakeholder,

For over twenty years, OBE Organic® has been supplying wholesalers and retailers around the world, certified organic beef, sourced from family farmers in the pure heart of Australia. OBE Organic® is a premium meat product which cannot be replicated. It's quite simply, real meat.

This Sustainability Update is a product of a business that was created with a vision to provide a sustainable future for the next generation. It has matured to one with a mission to help people lead better, healthier lives. It shows the power of collaboration, inside and outside our value chain. It shows authenticity and transparency, and it takes you on a journey through the four pillars of our FLOURISH Sustainability Program: Animals, Product, Environment & People.

Over the past 24 months, our supply chains have been challenged by the impact of the Covid-19 pandemic on land, air and sea freight logistics. Supply chain disruptions impact our customers in many ways. We know it's very difficult to manage perishable inventory when customer demand fluctuates wildly due to lockdowns and the restrictions placed on retailers and food & beverage outlets by Governments. We know it is frustrating when wholesale orders are placed well in advance and yet your order may be delayed, delivered short of key products or not delivered at all.

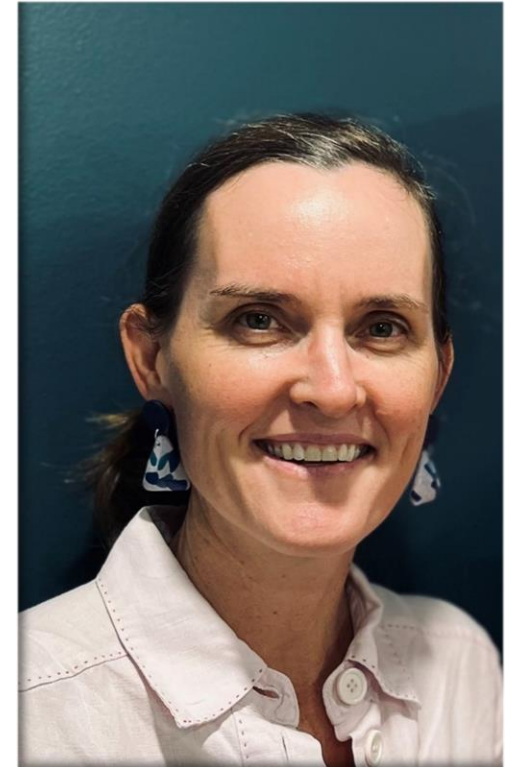
In addition, the Australian beef industry has been impacted by significant shortages of cattle for processing leading to abnormally high cattle prices for an extended period. Whilst rain is most welcome in our production region, it does present some short-term supply and logistical challenges. Rainfall in Outback Australia, our production region, can result in road closures. It means that livestock transporters may be unable to move livestock from the farm to the processing facility in the same quantities or in the usual timeframe.

Thank-you to our supply chain partners for working with us to manage the impact of seasonal rain and the Covid-19 pandemic on our domestic and global supply chains.

Thank-you to our customers for your understanding.

Thank-you to OBE Organic® suppliers and team members. There is no other greater source of inspiration and motivation than to go to work each day and to be surrounded by diverse, experienced, friendly and supportive suppliers and team members.

Please enjoy our latest Sustainability Update. It's who we are and what we do.



'Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work'. Vince Lombardi



## From our Chairman – David Brook OAM

We are confident about the future and pleased to share with you our latest sustainability report, describing the progress of the OBE Organic® FLOURISH Sustainability Program.

### WHAT WE DO

We are Australia’s oldest organic beef exporting company, founded in the 1990s by a group of far-sighted outback families dedicated to the production of organic beef.

Our team of ten staff have built a resilient and sustainable business, whilst contributing to the UN Sustainable Development Goals. As a Signatory to the UN Global Compact, we are committed to its principles on human rights, labour, anti-corruption and the environment.

Whilst the business owns no land, cattle, processing or transport facilities, we process livestock and sell our certified organic OBE® beef all over the world.

**OUR MISSION** Help people lead better, healthier lives.

### OUR VALUES

- **Culture of innovation, continuous improvement & change** – We acknowledge there is always a better way of doing things and we welcome change. We embrace the benefits of new technology.
- **Continuing professional development (CPD)** – We support lifelong learning & striving to be the best you can be.
- **Confidence** - We cultivate an environment that allows us to showcase our talents and expertise.
- **Communicating openly** – We talk regularly, openly and honestly to our colleagues and our clients. We listen carefully too!
- **Caring & trust** - We care for each other by encouraging a healthy work-life balance.

OBE Organic® acknowledges the Jagera and Turrbal peoples, Traditional Owners of the land where our office sits. We celebrate the First Australians’ rich contribution to Australia, especially to the beef industry. We pay respect to ancestors and Elders, past, present and emerging.



[The People Behind OBE Organic](#) What was the inspiration for a group of far-sighted outback Australian cattle farmers to form a farmer-owned company that now sells #certifiedorganic beef around the world? Watch this 2-minute video & hear Co-Founder & Chairman David Brook, describe his lightbulb moment in the early 1990s.

## From our Managing Director – [Dalene Wray](#)



Growing up in Birdsville in the late 1970s and early 1980s, I took many things for granted: dust, searing summer heat and very occasionally, bursts of flooding rain. When the rains came, the few of us lucky enough to call that part of Australia home had the best seat in the house for one of nature's greatest spectacles: the flooding of the great desert river systems.

The transformation of the countryside from a harsh landscape into a thriving ecosystem of grasses and forbs and wildflowers and fish and pelicans is stunning. One can literally see the floodwaters creeping down the ancient water channels before spilling across the countryside as it bursts into life. Watching this miracle as child, I was always filled with joy as the brilliant purples, yellows and reds of the forbs and wildflowers filled the landscape. The mood was invigorating because just as surely as the rapid growth of plants followed the water, the cattle followed the herbage.

Most Australians call the part of the country that I'm talking about the Outback, but many of you reading our Sustainability Update will likely also know it as the Rangelands. Rangelands are not unique to Australia but the Rangelands where I grew up are characterised by seasonal conditions that are often dry, with low rainfall, an arid environment and pristine ecosystems. That's where the story of OBE Organic® started, in the pure heart of Australia. It's a very distinctive location. There is nowhere like it on the planet. It's why our beef is said to be 'Seasoned by Nature®'.

We take our commitment to people, animals, the environment and our product seriously. This Sustainability Update provides a snapshot of our efforts to deliver on our mission, to help people lead better, healthier lives. What we're hearing from consumers around the world is that they want businesses like ours to focus on sustainability. There is no 'one size fits all' when it comes to sustainability. Ultimately, what we do and how we report on our sustainability efforts, needs to be tailored to the unique needs, interests, and preferences of each stakeholder. If you are interested to know more about OBE Organic® beef from the pure heart of Australia please [contact us](#).



The [UN Global Compact's Food & Agribusiness Principles](#) include:

- Aiming for food security, health and nutrition
- Being environmentally responsible
- Ensuring economic viability and share value
- Respecting human rights, creating decent work and helping communities to thrive
- Encouraging good governance and accountability
- Promoting access and transfer of knowledge, skills and technology



[SBS Small Business Secrets in association with Austrade](#) - In this 6-minute video, OBE Organic® Managing Director, Dalene Wray explains how, despite the COVID-19 disruption, OBE Organic® has continued to export and she shares her appreciation for the opportunity to lead the business.





# Sustainable Development Goals, the Australian beef industry & OBE Organic®

We have been formally managing sustainability through our FLOURISH sustainability program since 2015 to help us live our mission and to help us run a better business.

The Sustainable Development Goals (SDGs) are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". In 2019 we updated our sustainability strategy to focus it squarely on what we need to do to achieve relevant UN Sustainable Development Goals (SDGs).

The Australian Beef Industry, with a mature sustainability reporting model, monitors and reports against indicators and targets that have been committed to in the Australian Beef Sustainability Framework (ABSF). The ABSF outlines strategic pillars which provide an overarching narrative for our industry's sustainability agenda.

Not all sustainability frameworks and strategies are the same, with each accounting for different motivations and varying material issues.



## We've adopted the UN Global Compact's Food & Agriculture Business Principals

In 2014, we became the first and only Australian beef company to adopt the United Nations Global Compact's six Food & Agriculture Business (FAB) Principles. The FAB principles were launched as the first set of global voluntary business markers for the Food & Agriculture sector. They aimed to establish guidelines for a well-functioning and sustainable global food supply system. In 2019, we became the first and only Australian beef company [to join](#) the UN Global Compact as a Signatory.



For businesses like OBE Organic® that choose to report, the SDGs provide an opportunity to report our contribution towards progressing the SDGs that are most relevant in terms of our purpose, operations and capabilities. Key to achieving the SDGs is behaving and operating in a principled manner. While running a business in an ethical manner has been in our DNA since OBE Organic® was established, we are further guided by our alignment with the Ten Principles of the UN Global Compact. Derived from UN Declarations and Conventions, these universal principles represent the fundamental values that business should embed in their daily strategies and operations.

# The OBE Organic® ‘Flourish’ Sustainability Program

Inspired by the desert flowers of our outback heartland that flourish when conditions are right, we call our sustainability program FLOURISH. By balancing and managing the risks and opportunities arising from economic, environmental and social aspects, we aim to help everyone in our supply chain flourish – especially family farmers.

To develop our Flourish Sustainability Program, we:

- Mapped our stakeholders, including employees, producers, supply chain partners, organic industry bodies, distributors and retailers and consumers.
- Used the six UN Food and Agriculture Business Principles as the basis for a materiality assessment to determine which topics had the greatest impact on our long-term success.
- Developed a plan to manage material sustainability risks and opportunities identified through this process. The plan includes
  - Policy positions
  - Actions to address key topics
  - Objectives, targets and reporting milestones

#obeorganic



FLOURISH is mapped against the UN SDGs and is consistent with the Australian Meat Industry’s strategic priorities.






Because OBE Organic® does not own any land or facilities, our greatest focus is on the areas we have most control over, being people product, and animal welfare. This report, as a result, is focused primarily on these areas. We are also working where possible to influence our value chain to manage the environmental risks and opportunities associated with organic beef production. Our actions in this area are included in the table throughout this report.

## Our material topics

	ENVIRONMENT	PEOPLE	PRODUCT	ANIMALS
SDGs we aim to meet				Not an SDG.



# Our mission is to help people live better, healthier lives. This is how we aim to do it.

Inputs	Business model	Output	Our 2030 SDG targets
<p><b>Financial capital</b></p> <p>We use funds from revenue, shareholders and our bank to run our business</p> <p><b>Natural capital</b></p> <p>We buy certified organic cattle grown with land, vegetation and water</p> <p><b>Manufactured capital</b></p> <p>We contract facilities and services to process and transport our beef around the world</p> <p><b>Intellectual capital</b></p> <p>We invest in innovation and our brand to underpin future growth</p> <p><b>Relationship capital</b></p> <p>We seek to build strong partnerships along our supply chain and with others in our industry</p> <p><b>Human capital</b> We hire employees and invest in their development to deliver our strategy.</p>	<p>We are a private company based in Brisbane and owned by our founding outback farming families and their descendants.</p>  <p>OBE Organic Heartland</p> <p>We buy certified organic cattle from producers, have the cattle processed at modern certified organic abattoirs and sell grass fed organic beef to the Americas, Asia, Middle East and Australia.</p> 	<p><b>The world's best grass fed organic beef.</b></p>  <p>Enough certified organic grass fed beef to provide almost 17 million, 200 gram servings of lean and nutritious beef.</p> <p>Our beef is free from chemicals, added hormones, growth promotants and GMOs. Grass fed beef contains healthy omega-3 fats and is packed with vitamins and minerals.</p> 	<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Ensure sustainable withdrawals and supply of freshwater.</li> <li>• Strengthen resilience and adaptive capacity to climate-related hazards.</li> <li>• Achieve a land degradation-neutral world.</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• Promote safe and secure working environments.</li> <li>• Ensure sustainable food production systems.</li> <li>• End all forms of discrimination and promote the inclusion of all.</li> </ul> <p><b>Product</b></p> <ul style="list-style-type: none"> <li>• Sustainable management and efficient use of natural resources.</li> </ul> <p><b>Animals*</b></p> <ul style="list-style-type: none"> <li>• Lead positive global change in rangelands animal welfare.</li> </ul> <p>*SDG targets do not include animal welfare.</p> 

# Our operating environment

“We are a Queensland-based company and have the privilege of supplying consumers in Australia, as well as customers in export markets in Asia, the Middle East and the US.

We’re mindful of the challenges the world faces to feed a rapidly growing population expected to reach nine billion people by 2050.

Food and agriculture companies have to play a role in meeting those challenges and we know that consumers want business leaders to talk more openly about topics like animal welfare and inequality.

For over 25 years, we’ve been developing competence and expertise in the management of a global organic beef supply chain which originates in the pure heart of Australia.

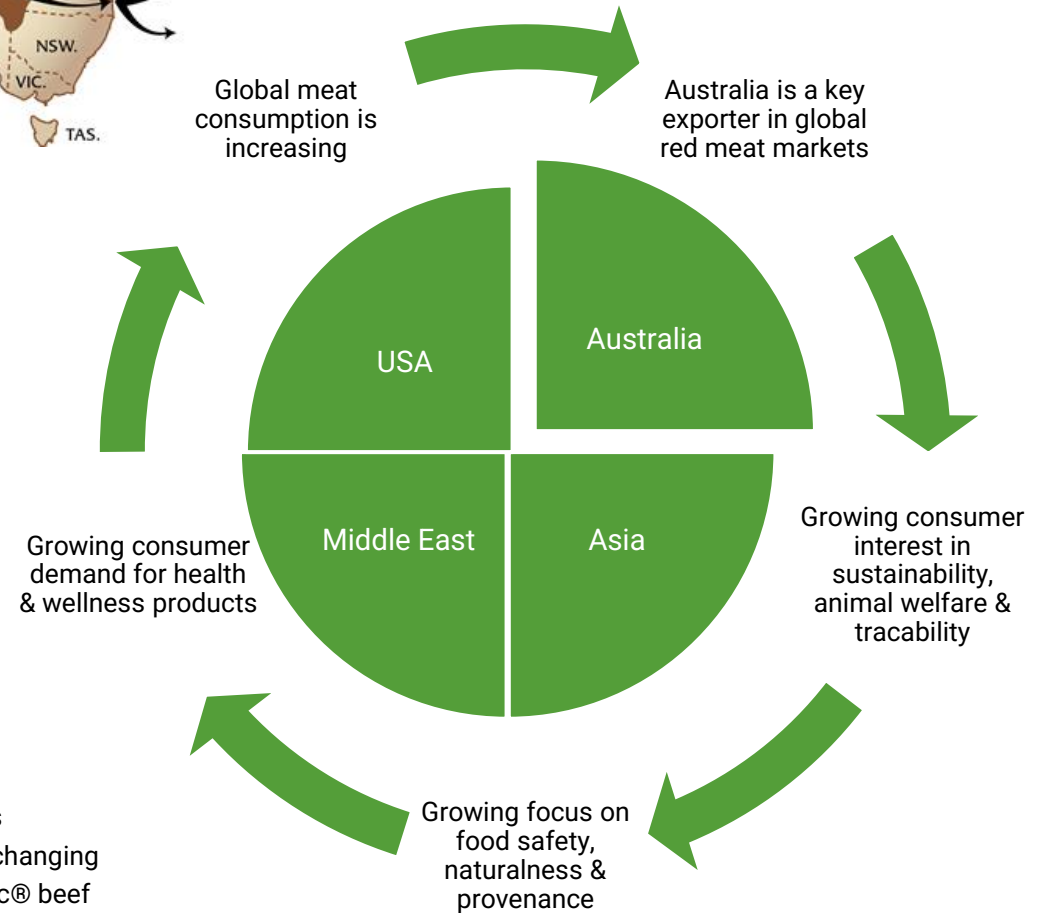
We’ve also been doing a lot behind the scenes with regards to animal welfare, mental health, gender equality and we are starting to speak up on a range of issues.”

**Deirdre Lander – OBE Organic Non-Executive Director**



[A video insight into the heart of OBE Organic](#)

This 1.2-minute video perfectly illustrates the innate beauty of OBE Organic’s heartland, the Channel Country of Outback Australia. It showcases the ever-changing natural elegance of the land, life and love that goes into bringing OBE Organic® beef to families of the world.





## How we are contributing to change in our industry

The COVID-19 pandemic has caused many businesses to necessarily look just weeks and months into the future instead of years and decades. So much change is occurring over such a short time period at unprecedented scale and from multiple fronts it has tested our international supply chains like never before.

Improving supply chain resilience, growing and diversifying domestic and export markets, mitigating risk and harnessing opportunity will be key to OBE® Organic’s recovery from the business impacts of the pandemic. Digital technology will play a critical role in our recovery, including adopting better systems for information flow. Whilst some of our peers will focus more on some work areas, our successful recovery from the pandemic will require a collaborative approach and communication between all participants as most actions will be complementary.








Poor nutrition and ultra-processed foods are causing major health issues around the world. OBE Organic® team members commit to the following actions because it is important to us that we continually update, change, listen, deliver and contribute towards a better, healthier life for all.




Encourage the Australian Government to adopt policy supportive of our industry	Contribute to the sharing of best practice across our industry.
Provide informed opinion to encourage constructive debate on industry matters	Nurturing existing and developing new relationships with stakeholders.
Commit to capability development and training at all levels in our organization.	Maintain positive working relationships with relevant Peak Industry Bodies to influence policy positions.
Participate in relevant trials of new technologies	





## Our Contributions

<p>September 2019</p> 	<p><a href="#">Open Letter to Parliament: Gene Editing Deregulation Undermines Brand Australia</a></p>	<p>We wrote to express in the strongest terms possible OBE® Organic’s opposition to plans to deregulate the gene editing SDN1 and CRISPR – CAS9 technology in Australia.</p>
<p>January 2020</p> 	<p><a href="#">Indigenous, Environmental, Agricultural and Local Government Stakeholders Call for Better Lake Eyre Basin Consultation</a></p>	<p>A powerful partnership of stakeholders including OBE Organic® joined forces to seek more time and better consultation from the Queensland Government on potential changes to laws which could affect waterways and land use in the iconic Lake Eyre Basin in the pure heart of Australia.</p>
<p>Jan – June 2021</p> 	<p><a href="#">Organic Industries of Australia</a></p>	<p>We are an active member of Organic Industries of Australia (OIA), the independent peak body which acts in the interests of all certified organic operators in Australia. In 2021 we participated via OIA in the Organic Industry Working Group established by the Department of Agriculture, Water and the Environment to ensure our regulatory framework is fit-for-purpose going forward. Minister for Agriculture, Drought and Emergency Management, <a href="#">David Littleproud said</a>, “Improving the regulatory framework should be focused on growing our organic industry, improving market access with other countries, especially our major trading partners and reducing the need for multiple accreditations from different countries – reducing regulatory burden and saving money.”</p>
<p>August 2021</p> 	<p><a href="#">Australian Government inquiry into the definitions of meat and other animal products</a></p>	<p>We contributed our perspective to the Australian Government’s Senate Rural and Regional Affairs and Transport Legislation Committee’s inquiry into the definitions of meat and other animal products. We recommended a strengthening of Australia’s regulatory and enforcement framework for the use of meat branding and product claims by manufacturers of Manufactured Plant Based Proteins (MPBPs) is urgently required to protect the past, current and future industry investment into meat category branding by OBE Organic® and so many of our contemporary peers, those who have come before us and those who will follow in our footsteps.</p>
<p>September 2021</p> 	<p><a href="#">Regional Telecommunications Review</a></p>	<p>We contributed our perspective to the 2021 Regional Telecommunications Review. We recommended the Committee consider examining connectivity in the context of its impact on products, animals and people. A broader perspective would allow consideration of new or novel solutions. Furthermore, we recommended the Committee consider regional connectivity from the perspective of the <b>movement</b> of products, animals and people.</p>

	<p><b>Sharing our perspectives</b></p>	<p>Speaker Young Beef Producer’s Forum Roma 2018, 2019  Speaker Australian Rangelands Conference Canberra 2019  Speaker <a href="#">Women Trading Globally</a> program facilitated by the <a href="#">Export Council of Australia</a>, in partnership with the Australian Department of Foreign Affairs and Trade’s Aid for Trade and Australia Awards programs 2019  Speaker Annual Meat Industry Convention Los Cabos Mexico 2020  Panelist Global Market Insights – South-East Asia (Vietnam, Thailand and Malaysia) Virtual March 2021  Panelist Going Global Program hosted by the NSW Government &amp; Export Council of Australia March 2021  Contributor Export Documentation Course administered by the Export Council of Australia March 2021  Facilitator UN Dialogue for Meat Business Women in preparation of the UN Food Systems Summit April 2021  Panelist at the launch of the Australian Beef Sustainability Framework Update Beef Australia May 2021  Panelist WHS Seminar Beef Australia May 2021  Panelist CSIRO Responsible AgTech Symposium Brisbane May 2021  Panelist University of Queensland Careers Pulse - Is there anything we can't solve with Maths? Brisbane 2021  Panelist Growing Indigenous Businesses Through Trade Pitch Panel September 2021  Keynote NRM in the Rangelands Conference Longreach October 2021</p>
	<p><b>Our contribution to research</b></p>	<p>We participated in an interview with a University of Queensland PhD Candidate on research which characterises and explores what people within the Australian cattle industry understand as communication challenges and opportunities that they face, particularly with regards to sustainability.  We participated in an interview with an Edith Cowan University PhD Candidate on research which aims to investigate adoption and use of supply chain performance measurement systems (SCPMS) within Australian cattle and beef supply chains.</p>
<p>Ongoing and ad hoc</p> 	<p><b>Initiatives to build a better future for all</b></p>	<p>We’ve hosted students from TAFE, Central Queensland University, Queensland University of Technology &amp; Wyoming State University (USA)  We contributed to the development of Red Meat 2030 by attending meetings in Canberra and Toowoomba. All staff provided feedback into the development of MLA’s Strategic Plan to 2025.  We provided feedback to KPMG to help develop Australia’s Digital Foundations for Agriculture Strategy.  We provided feedback to the Australian Farm Institute on the Australian Agricultural Sustainability Framework  We’ve supported regulatory reform on technical trade barriers to reduce the burden of doing business through our membership in the Export Council of Australia, Chamber of Commerce and Industry Queensland and the Australian Arab Chamber of Commerce (AACCI).  We contributed to the <a href="#">AACCI submission</a> to the Australian Government joint standing committee on trade and investment growth inquiry into diversifying Australia’s trade and investment profile.  We contributed to the Meat &amp; Livestock <a href="#">Project</a> titled, ‘Commercial application of supply chain integrity and shelf life systems’ September 2020</p>





**We care for our  
animals**





Themes	Position	Action
<b>Management Commitment &amp; Policy</b>	OBE Organic® acknowledges animal welfare as a business issue.	Animal Welfare Strategy & Plan Developed Animal Welfare <a href="#">Committee Created</a> 'Animal' is one of four themes covered in our Flourish sustainability program
<b>Organic Certification</b>	Livestock sourced by OBE Organic® are certified organic	Livestock are not genetically engineered or cloned and are not given hormone growth promotants. Livestock meet the criteria for organic certification.
<b>Safe Livestock Transport</b>	Livestock are sourced from the pure heart of Australia necessitating long distance live transportation.	Producers are encouraged to haul livestock using operators accredited to the <a href="#">Trucksafe</a> Industry Accreditation Program. No alternate mechanism currently exists to transport livestock therefore animals are typically rested en-route in certified organic spelling yards where they are provided access to clean water and feed. Hunger, thirst and discomfort are minimized whilst animals are being transported.
<b>Humane Slaughter</b>	Slaughter establishment accredited under an appropriate Animal Welfare Certification System. Pre-slaughter stunning is mandatory.	100% of livestock are slaughtered in an Australian Livestock Processing Industry Animal Welfare Certification System and livestock are rendered unconscious before slaughter. On-plant vets provide feedback on animal condition. Livestock are insensible to pain, discomfort and stress prior to death.
<b>Innovation</b>	We support and participate in projects dedicated to advancing farm animal welfare practices in our industry.	A behavioural science 'hackathon' was conducted with university students. Animal welfare indicators were subsequently included in feedback sheets to producers. A case study was drafted. We have contributed to relevant industry and Government initiatives including the Halal Markets Trade Group and achieving equivalency with JAS Organic Livestock Standards. We maintain ongoing engagement with the Animal Welfare Collaborative and the RSPCA.

# Animal welfare

Animal welfare is integral to our business strategy. Animal welfare for livestock on farm, during transport and at slaughter is a collective issue for the food industry as well as being an individual issue for each company in the industry.

The Livestock Production Assurance (LPA) program is the Australian Livestock Industry's on-farm assurance program covering food safety, animal welfare and biosecurity.

Animal welfare is just one of seven elements that producers need to satisfy to become LPA accredited. Every LPA accredited producer follows the Australian Animal Welfare Standards and Guidelines for Cattle.

Under LPA, on-farm systems must be implemented to ensure the management of livestock is consistent with the requirements of the Australian Animal Welfare Standards and Guidelines for Cattle.

All Australian red meat processing establishments must operate to AS4696:2007 – Australian standard for the hygienic production of meat and meat products for human consumption.

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Making progress and raising standards across the industry with regards to animal welfare is everybody's business. Prompt feedback from the processor back to the producer is one way in which animal welfare (and health) can be monitored and improved on farm & throughout the supply chain, whether issues are identified that relate to animal handling or management at the abattoir, during transport or on farm.

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Slaughter is the final step in a series of events that can be stressful to animals: namely mustering, loading, transport and unloading. Humane slaughter ensures that moments immediately prior to slaughter do not cause unnecessary suffering or distress.

We have an animal welfare strategy to be a positive force for change in Rangelands animal welfare.



Staff are aware of and understand relevant animal welfare legislation.



Animals are handled in a manner that does not compromise their welfare.



Cattle are transported as often as possible using Trucksafe-Accredited Operators.



We monitor the effectiveness of pre-slaughter stunning.



We provide prompt feedback from the processor back to the producer



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[Animal Wellbeing at OBE Organic](#) This 30-second video showcases how livestock roam freely on organic properties in Outback Australia.

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## Case Study: A behavioural science approach to animal welfare

Animal welfare is one of the most important pillars underpinning the social license of the global livestock industry. In an industry-first approach OBE Organic® partnered with behavioural science experts, [Evidn](#), to use an evidence-based approach to behaviour change for animal welfare.

### The actions:

- Simplifying the structure and style of feedback sheets to reduce cognitive load of producers
- Use of appropriate colour and design principles to draw attention to key information
- Use of message framing to provide positive reinforcement while concurrently highlighting areas for improvement
- Use of social norms to showcase how an individual producer compares to their peers and industry

### Key considerations:

- Information alone is not sufficient to change behaviour
- Social norms play a crucial role in shaping how producers think about animal welfare
- Animal welfare can be thought of as ‘someone else’s responsibility.’ Providing clear, consistent, real-time feedback is an important way to overcome this
- When livestock returns are unusually high, producers may be less concerned about financial penalties for non-compliance

Our Goal: To lead positive global change in Rangelands animal welfare. We aim to **‘change for good’** with the right focus on process and behaviour.

## Case Study Themes



<p><b>A shared commitment to lead visibly</b></p>	<p><b>Optimise what we've got</b></p>	<p><b>Embrace behavioural science</b></p>
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**The background:** Feedback sheets are used by meat processors in Australia to provide red meat producers with a comprehensive set of carcase data post-slaughter. Producers are compensated based on their compliance with a suite of metrics. Full compliance provides producers with bonuses, whilst penalties and deductions are introduced for non-compliance. Some of these metrics, like bruising and meat colour, can give some insights into handling pre-slaughter.

Post-slaughter feedback sheets are an important tool to inform producers of their compliance with animal welfare metrics. However, sheets can be overly complex, difficult to understand and access, and aren't currently designed to identify further opportunities for improvement.

Noting that all producers are required to receive feedback sheets post-slaughter, they are therefore a potentially powerful vehicle to highlight information that enables producers to confidently improve their animal management techniques.



**We care for our  
product**





Our business produces thousands of tonnes of nutritious, grass fed, certified organic beef each year. Our beef is:

- Free of antibiotics, added hormones, and genetically modified feed
- Raised on pastures free from chemical treatments.



Lean beef – like our organic grass-fed beef – [offers nutritional benefits to people of all ages](#) when eaten as part of a balanced diet. We promote responsible consumption of beef in line with the Australian Dietary Guidelines which recommend a maximum of 700 grams of lean red meat (or about 455 grams cooked) per week. The [Australian Dietary Guidelines](#) say lean beef is part of the ‘protein-rich’ food group people should eat every day. Lean red meat is a particularly good source of easily absorbable iron, zinc and B12. It can be especially important for some groups including infants, children, women (particularly when pregnant) and athletes. Click [here](#) to learn more about the Australian beef industry, including the role lean red meat plays in a healthy balanced diet.

The safety of our beef is assured by the Australian meat industry’s strong focus on food safety. The industry protects its reputation for producing clean, green and safe red meat products with several traceability and quality assurance programs.

These include electronic traceability of every animal in Australia, numerous legislative requirements and industry standards at processors and inspections by importing authorities.

Themes	Position	Action
<b>Waste</b>	Reduce product wastage	We maintain yield & carcass utilisation targets. We are analysing in-transit temperature data for customers to support quality + shelf-life assumptions.
<b>Nutrition &amp; Safety</b>	Promote the health and nutrition benefits of a balanced diet which includes lean red meat	We enjoy strong anti-fraud systems within Australian meat processing systems. Tools exist which enable the recording and sharing of livestock management history through our value chain. Meat leaving Australia in a carton has a unique <a href="#">GS1-compliant barcode</a> (per carton). Transfers of product destined for export from one registered establishment to another are controlled.



[What’s your flavour?](#) In this 2.12-minute video you hear from Amie Valpone of the popular blog, [TheHealthyApple.com](#) in New York City, who shows us how to make a healthy and organic, Blueberry Strip Steak Salad using OBE Organic® beef.



# Lifetime Traceability

OBE Organic® combines three elements to enable the lifetime traceability of our organic livestock.

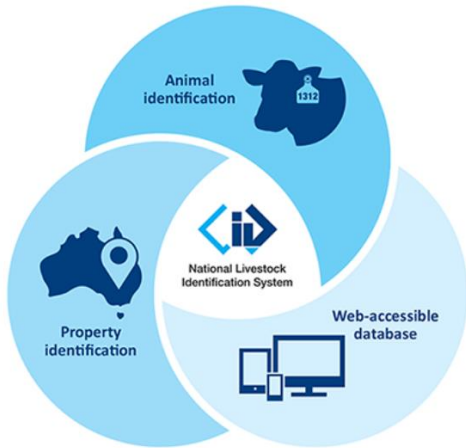


Image Credit: <https://www.integritysystems.com.au/>

1. All livestock are identified by a visual or electronic RFID ear tag device.
2. All physical locations are identified by means of a Property Identification Code.
3. All livestock location data and movements are recorded in a central database known as the National livestock identification system.



**Tive** GPS temperature data loggers use a combination of cell networks, WiFi and GPS tracking and they play a key role in mitigating risk across our global supply chain. The innovative cloud technology provides full visibility of the location and temperature of OBE Organic® beef no matter where it is in the world.

# Origin fingerprints of our certified organic beef

In November 2020, Meat & Livestock Australia (MLA) published a report titled 'Compositional Traceability – Origin Fingerprints for Australian Beef and Lamb'. The report describes how 'in response to issues of rising product fraud and increasing demands for traceability and authenticated provenance claims, MLA Donor Company (MLA) partnered with Oritain, global leaders in verifying the true origin of products, in a research & development project to validate and demonstrate Oritain's ability to scientifically distinguish Australian beef and lamb from meat produced in other countries.'



OBE Organic® was proud to participate in this important project. Oritain tested for the innate origin fingerprints in OBE Organic® beef, focusing on trace elements and stable isotopes, which links them to our unique production region in the pure heart of Australia. The project validated and demonstrated Oritain's ability to scientifically distinguish OBE Organic Australian beef from meat produced in other countries.



Learn more about the project [here](#).

Image Credit: [Oritain](#)



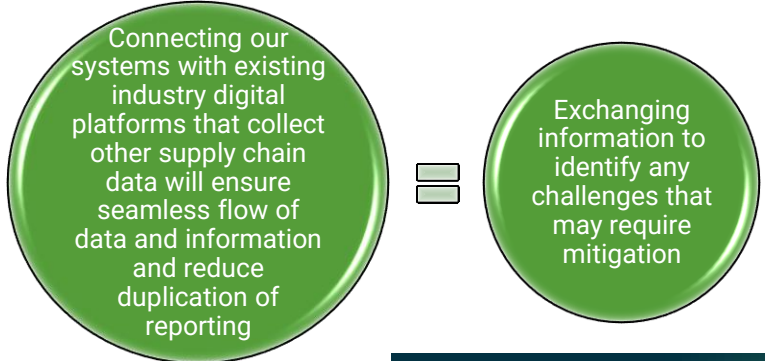
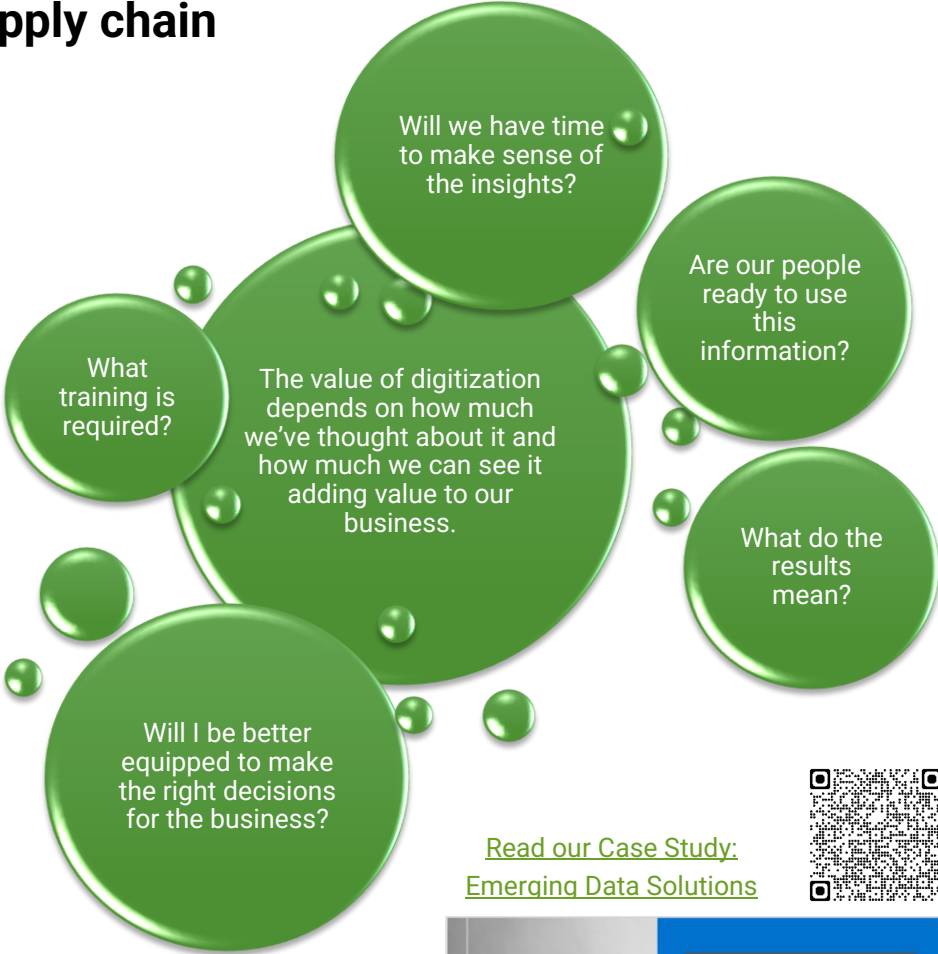
# Streaming data flow through our export supply chain

OBE Organic® is continuously working to optimize the transfer of complex operational and verification data along our supply chain for both customers, supply chain partners and to comply with Government reporting obligations.

We have invested time in exploring emerging solutions to streamline data flow through our export supply chain.

Data provides both a picture of current practice and enables us to demonstrate our commitment to improving practice. It shows us where we are now and where we need to be in the future.

The OBE Organic® team are leveraging data & insights to promote change in our business.



[Read our Case Study: Leveraging Technology](#)

**Leveraging technology to stay ahead of the herd**



[Read our Case Study: Emerging Data Solutions](#)





**We care for our environment**







As a company not owning any land, cattle or facilities, our direct environmental impact is minimal. However, we know healthy landscapes create healthy food. Landscapes are complex systems where everything is linked: good grazing management preserves vegetation which improves soil health, increases water retention, reduces erosion, and stores more carbon in vegetation and soil. Our producers are required to show evidence of good environmental management principles as part of their organic certification. We seek where possible, to go beyond organic certification and proactively seek to help producers further manage environmental risks and opportunities.

Themes	Position	Action
<b>Water</b>	Ensure sustainable withdrawals and supply of freshwater	Active participation in Lake Eyre Basin Group Consultation Future action: Work with Desert Channels and other NRM groups to understand and promote regional strategies to support sustainable water use.
<b>Climate Change</b>	Strengthen resilience and adaptive capacity to climate-related hazards	OBE Organic livestock are not finished in energy intensive feedlots. Carbon is sequestered through grazing management in the rangelands. Our production methods contribute to sustainability by utilising forage resources, which are then converted into a healthy and nutritious lean protein for human consumption. We are monitoring scope 2 (electricity) and scope 3 (business travel) emissions. We have commenced Carbon Measurements on some freight movements in our supply chain.
<b>Land</b>	We have a policy on <a href="#">Deforestation</a> We have a position on <a href="#">Regenerative Agriculture</a> as compared to Organic Agriculture	We maintain organic certification to the <a href="#">National Standard</a> for Organic and Biodynamic Produce and the USDA National Organic Program, which ensures that 5% of land on the properties we source livestock is set aside for conservation or protection purposes. OBE Organic® producers do not utilise pesticides or herbicides known to be harmful to the environment. We maintain membership with <a href="#">Southern Queensland Landscapes</a> .



[Vegetation Management](#) In this 1-minute video, OBE Organic producer Grant Rieck explains how vegetation is managed on his organic cattle station, Bollards Lagoon.



# Regenerative Agriculture

OBE® Organic's entire supply chain is fully certified organic.

Our supply chain begins with certified organic cattle producers: family farmers who have chosen organic livestock production as a way of life. Their properties are certified by third party auditors to comply with Australia's National Standards for Organic and Bio-Dynamic Produce and the United States Department of Agriculture National Organic Program (USDA NOP).

Cattle are transported to a USDA-approved certified organic processing facility under strict, certified organic standards. All feed provided to animals in transit is organically certified and, on arrival at the processing facility, cattle are kept in yards dedicated exclusively to organic stock.



You can learn more about organic agriculture and the standards by which it is managed, [here](#).

## Are We Regenerative?

Yes & No. We often get asked if the farmers who supply us practice regenerative agriculture.

**We're certified organic.** Organic agriculture is not the same as regenerative agriculture – organic agriculture has a larger emphasis on prohibiting synthetic inputs like chemicals, antibiotics, and GMOs – but both have as their starting point a philosophy of working with nature and caring for the soil as the building block. The main difference is organic agriculture is certified against robust and well-known standards whereas regenerative agriculture currently is not. Our graziers are independently audited by a third party every year to ensure they are complying with strict organic standards.

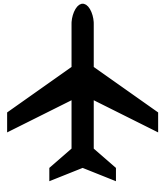
**We've pretty much been doing it naturally.** If you look at the most common definition of regenerative grazing, most of our graziers – especially in the really big properties in the Lake Eyre Basin – have been virtually 'regenerative' forever. The core tactic of regenerative grazing is to have cattle in large herds and move them around frequently to mimic the herds of the African savannah – in so doing they eat in a confined space, trample dung and urine into the soil, move on when feed has been eaten and return to the same spot weeks or months later when the feed (and soil) has regenerated. This may be logical for the farms most of us see when we're driving around the countryside, but for a lot of [OBE Organic's](#) graziers in the Australian outback, their farms are up to 400,000 hectares and they have virtually no fences. Instead, mobs of cattle graze freely and move on to new pastures when they need to ... just like those herds of the African savanna.



[The Channel Country - A journey from dawn till dusk](#). This 8-minute video takes you on a journey from dawn to dusk through the majestic Australian Outback's green oasis, the Channel Country. Unique inland draining rivers have irrigated and nourished these rich cattle grazing grasslands for generations.



## Sustainability in our supply chain



At OBE Organic®, we are mindful that in all our actions, we must be taking positive steps to reduce our impact on the planet.

Climate change is an issue for businesses everywhere and sustainable logistics services are part of the solution.

[Mainfreight](#) is a global supply chain partner, specialising in arranging the shipping of our product by air around the world. For Mainfreight, tackling climate change begins with accepting that our businesses are based on activities that generate carbon emissions and therefore taking responsibility to reduce those emissions over time while maintaining competitiveness. We are working closely with Mainfreight on a emissions accountability and reporting project.

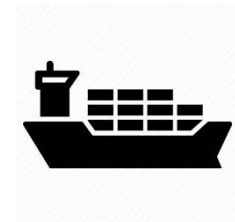
Stages	Status	Action
Stage 1	Completed	Port to port emissions for each transaction is listed on each invoice, historical data has been calculated and auditable reporting is available on request ( follows GLEC .v2 international standards)
Stage 2	In development	Trade lane and mode specific CO2 reporting for each leg of the shipment – a step toward more accurate reporting moving away from basic standard kg x distance x CO2 factor
Stage 3	In development	Lane specific emission factors and sub category considerations like Freighter v Belly and Reefer v Dry



**MAERSK**

The choice of [Maersk ECO Delivery](#) for our sea freight to North America was a natural further step towards a sustainable future.

Maersk ECO delivery provides direct carbon savings. Rather than Carbon offsetting by planting trees and calculating future carbon reduction. Maersk ECO Delivery uses sustainable biofuel from waste-sources such as wasted cooking oil as a source product. It is a solution that is backed by some of the most trusted and respected environmental and emissions bodies in the world. Their accreditation, verification and proven methodologies are proof that the carbon savings are tangible and real.





We care for our people







Themes	Position	Action
<b>Safety</b>	<p><b>Workplace Health &amp; Safety</b></p> <p>OBE Organic® has processes in place to facilitate compliance with its obligations under Federal and State Laws including the Work Health &amp; Safety Act 2011 (WHS Act), Work Health &amp; Safety Regulations 2017 (WHS Regulation) and relevant code of practice</p> <p><b>Safety Management System</b></p> <p>A Safety Management System approach to managing safety, including the necessary organisational structures, accountabilities, policies, processes and procedures enables OBE Organic® to reasonably comply with responsibilities under the scope of the Chain of Responsibility (COR) as within Heavy Vehicle National Law (HVNL).</p>	<p>Employee Handbook + Code of Conduct</p> <p>Workplace Health &amp; Safety Committee</p> <p>Workplace Health &amp; Safety Manual</p> <p>First aid training</p>
<b>Resilience</b>	<p>Mental Health Strategy</p> <p>Mental Health Action Plan</p>	<p>Employee Assistance Program</p> <p>Mental health first aid training</p> <p>Development plans documented</p>
<b>Diversity</b>	<p>Human Resources Policies</p> <p>Reconciliation Action Plan</p> <p>Cultural Awareness Policy</p> <p>Cultural Awareness Strategy</p> <p>Aboriginal &amp; Torres Strait Islander Employment Plan</p> <p>Aboriginal &amp; Torres Strait Islander Procurement Plan</p>	<p>We are implementing our Reconciliation Action Plan</p> <p>Board / staff gender diversity</p>



How does a manager of a 780,000-hectare outback cattle property manage farm safety? In [these two short videos](#), Anthony Brook from Cordillo Downs Station, details how he protects himself & staff with the proper equipment & safety measures.

# Diversity & Inclusion

## RECONCILIATION

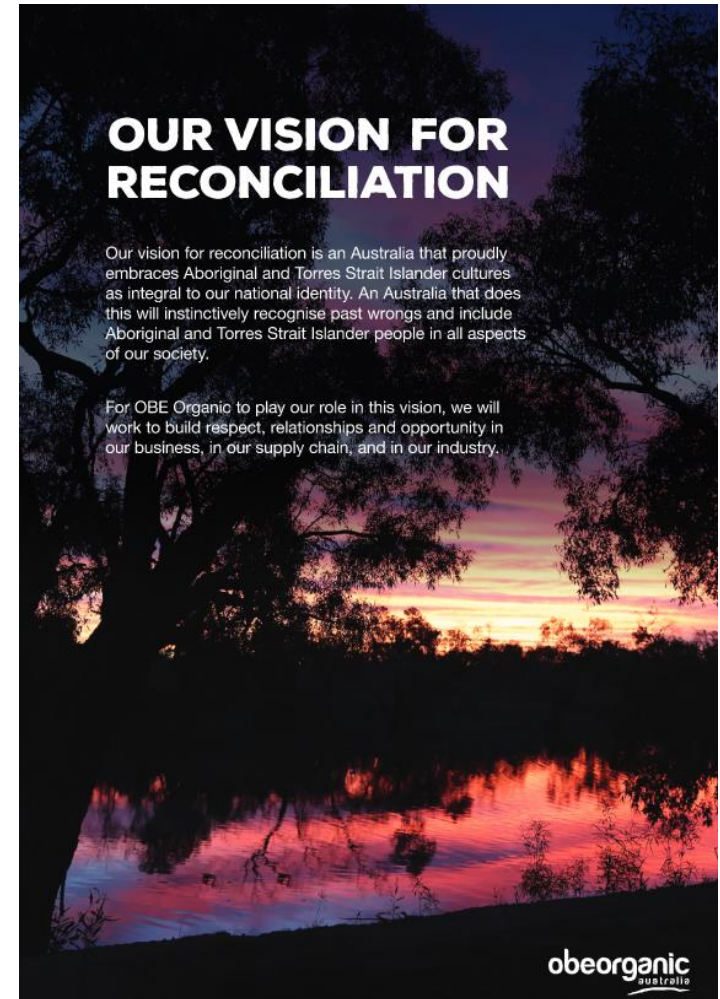
Indigenous Reconciliation is a co-owned agenda – its success is only as good as the allies and businesses who will help to champion and actively commit to it.

Our vision for reconciliation – as defined by our employees through a consultative process – is an Australia that proudly embraces Aboriginal and Torres Strait Islander cultures as integral to our national identity. An Australia that does this will instinctively recognise past wrongs and include Aboriginal and Torres Strait Islander people in all aspects of our society.

For OBE Organic® to play our role in this vision, we will work to build respect, relationships and opportunity in our business, in our supply chain and in our industry.

In November 2017, OBE Organic® became (to our knowledge) just the fourth agribusiness to have a Reconciliation Action Plan (RAP) endorsed by [Reconciliation Australia](#). RAPs are simple, practical plans, developed with the support of Reconciliation Australia, to document what an organisation plans to do to build respectful relationships and create opportunities for Aboriginal and Torres Strait Islander peoples. In June 2019, Reconciliation Australia endorsed our second RAP.

To share our experience of developing a Reconciliation Action Plan we published a report titled 'Milestones in our journey to reconciliation'. The report is based on lived experience and is a reflection of our own interpretations and views. You can read the report [here](#).



## Diversity & Inclusion

OBE Organic is a proud member of [Femeconomy](#).

Femeconomy certifies businesses that have at least 30% women on the Board of Directors or are 50% female owned. Companies with female leaders are more likely to have workplace flexibility, more likely to employ women and less likely to have a gender pay gap so they are helping to create gender equality for their employees and communities. Read our Non-Executive Director Deirdre Lander's Femeconomy profile [here](#) and our Managing Director, Dalene Wray's profile [here](#).



International #RualWomensDay is an important day for those in the industry to reflect and celebrate the vital role that women internationally play in agricultural production, food security and natural resources management. Read our blog [here](#).

### [Meat Business Women \(MBW\)](#)

OBE Organic® is a member of MBW, the global professional networking movement for progressive women working across the meat industry. MBW's mission is to connect talented and dedicated professional women in every role within the meat industry, all over the globe. We're proud to have contributed to an important report by MBW which establishes an international view on #genderinclusion in the meat industry. It draws on survey data from over 60 organisations across five countries. Read it [here](#)



In May 2021 we joined a global campaign backed by leading meat businesses to change perceptions of careers in the meat industry, highlight female role models and encourage more women to join the sector. 'She Looks Like Me' showcases the breadth of roles and career options that exist in the meat supply chain and features images and video testimony from fifty women including a number who work in the OBE Organic® supply chain. [Watch the 2.5-minute video here](#).







# Resilience – Mental Health

Developing Mental Health First Aid skills in our people is part of the work we're doing to embed a sustainable and effective mental health program at OBE Organic®



In 2020 Mental Health First Aid Australia (MHFA) recognised OBE Organic® as a GOLD Accredited Mental Health First Aid Skilled Workplace.

In 2020 we were proud to [present our very first report](#) on our journey to becoming a Mentally Healthy Organisation during the Covid-19 pandemic. We know that many people in agriculture dismiss mental illness as though it doesn't exist. We encourage stakeholders to read this comprehensive report and share your feedback with us.

Watch our Chairman David Brook introduce our report [in this short 1-minute video](#).



In 2021 [MHFA Australia](#) & [Austrade](#) published case studies about how we're making an impact in our industry and the wider community by amplifying important Mental Health messages.

We've taken the time to record and share our experience with MHFA and the difference it has made – not only in our workplace but also in the agricultural community more broadly. Click on the QR Code to watch the videos and hear the OBE Organic® story.




## MHFA CONVERSATIONS

Thank you to Dalene Wray, Managing Director at OBE Organic for taking the time to record and share her experience with MHFA and the difference it has made – not only in the workplace but also in the agricultural community more broadly. Click on the videos below to hear the OBE Organic story.

<p><b>OBE Organics #1</b> from Mental Health First Aid</p> <p>OBE ORGANIC Hear about the impetus for implementing MHFA training at OBE Organic.</p> <p>01:59</p>	<p><b>OBE Organics #2</b> from Mental Health First Aid</p> <p>OBE ORGANIC Hear about OBE Organic's approach to implementing MHFA training in their workplace.</p> <p>00:56</p>	<p><b>OBE Organics #3</b> from Mental Health First Aid</p> <p>OBE ORGANIC Learn how MHFA training can have a huge impact on small business.</p> <p>01:43</p>
<p><b>OBE Organics #4</b> from Mental Health First Aid</p> <p>OBE ORGANIC Learn how OBE Organic have taken the mental health conversation to the agricultural sector more broadly.</p> <p>01:23</p>	<p><b>OBE Organics #5</b> from Mental Health First Aid</p> <p>OBE ORGANIC Hear Dalene Wray as she talks about the small steps we can all take.</p> <p>00:56</p>	<p><b>OBE Organics #6</b> from Mental Health First Aid</p> <p>OBE ORGANIC Learn more about the concept of staying mentally well and the benefits of this new approach.</p> <p>00:48</p>


## Resilience - Mental Health

 [Buddy Up](#) is a men's suicide prevention communications campaign: a call to action to men, by men. The campaign originated in Canada but the message resonates right here in Australia.

In Canada men have a suicide rate three times higher than women. Why? We have socialised men to be strong, stoic and self-reliant; showing emotion is a sign of weakness, as is asking for help. Further, men are underserved by our traditional health and social service sectors. Men are dying in alarming numbers, all around us, alone. How can we change this reality?

Together with OBE Organic® Chairman David Brook, we ordered printed [#BuddyUp](#) resources from Canada. Then we wrote personal messages to supply chain partners like this:



 'Hi Bob, Part of our job is to do what we can to ensure that all of our team stays mentally well. Through all the day to day difficulties that come our way and your way, we do appreciate the effort that you and your team go to make it work. Keep smiling!' 😊

We've posted our notes and these [#BuddyUp](#) resources to men in our supply chain and we've encouraged them start a conversation and to keep it going.



## A unique collaboration for the good of humanity



😊 Always give 100%, unless you're donating blood



💧💧 The #save1000Lives initiative has already saved over 600 lives with 30 very special people donating for the very first time. [Lifeblood](#) is asking Australians to take the Bloody Oath, an important promise to be a regular blood donor. [Watch this video to see Aussies take the oath.](#) Let's enjoy a little healthy competition and make a genuine difference together. Learn more here [👉 #save100lives](#) We'd love you to join our team!



📌 In February 2021 we launched an initiative to #Save1000Lives with Red Cross Lifeblood. We asked all those eligible to sign up to our team and donate some liquid life.

With the world coming to a pause last year there is one essential service that has not ceased in demand: Blood and Plasma donations. One in three Australians will need blood or blood products in their lifetime, but only 1 in 30 donate. Lifeblood is encouraging people who have never given blood to roll up their sleeves.

"I think generosity is in Australian's blood. Donating blood or plasma is a costless habit that can help save countless lives."  
Dalene Wray – Managing Director

Our campaign was given a boost in July 2021 when we were featured in online media: ['Call to arms: Why Covid lockdowns are driving new blood donations'](#)

How to get involved in 4 easy steps:

- ✓ Find out if you are eligible to donate blood
- ✓ Create an account with Lifeblood
- ✓ Join our Lifeblood team [#save1000lives](#)
- ✓ Find your nearest blood donor centre and book in your appointment
- ✓ Tell people about

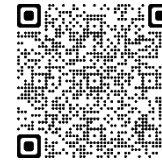






# Partnering for Customer Value

We foster constructive relationships with stakeholders, and we work collaboratively on continuous improvement.



Partnering for Customer Value (P4CV) is an initiative implemented by the Western Australian State Government to provide WA's agrifood businesses with research and business intelligence on practices that lead to international competitiveness and improved export capacity.

The initiative commissioned a series of 11 case studies that identified patterns of success in business management that had the potential to enhance the international competitiveness of WA's agrifood sector. The 11 case studies, including one on OBE Organic®, profiled 14 agribusinesses in the horticulture, livestock, dairy, grains, seafood and processed foods sectors across small, medium and large enterprises that were from Australia, New Zealand, Europe and the United Kingdom.

These cross-sector case studies showed real-world examples of how partnering along the value chain can enhance export capacity and competitiveness.

The case study describes the elements of value that OBE Organic's product delivers to its customers. It details the importance of partnership planning and structure and governance development for success.



OBE Organic Beef | Taste the State | Queensland | Australia. In this 2.5-minute video, MasterChef star Matt Sinclair visits an organic cattle station. The footage showcases the amazing diversity of seasonal grasses outback cattle graze on, which translates into OBE Organic® grass fed beef that captures the real flavour of Australia. With 72,000 YouTube views already, consumers are showing us they want to see where their food comes from.





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*Gina Rieck*