



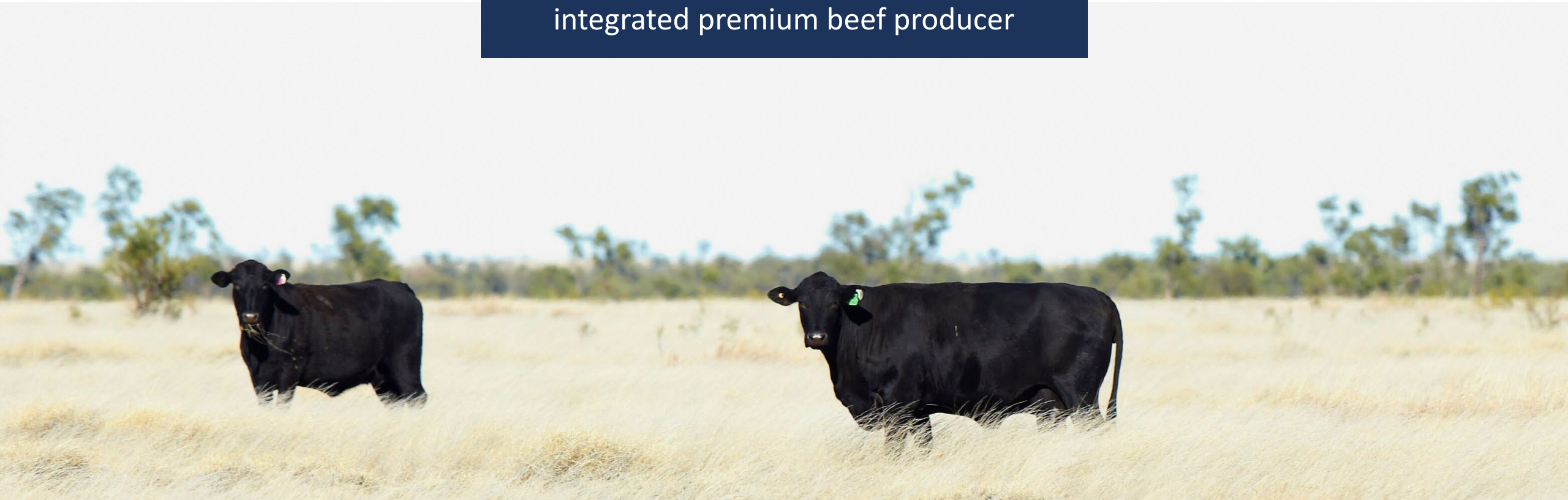
The Art *of* Australian Beef



Anna Speer

***AACo** has a story like no other*

A cattle company founded in 1824 that has
grown to become Australia's largest
integrated premium beef producer





There is a real palpable magic at the heart of AACo

We combine generations of farming heritage with stewardship over some of the world's finest cattle country and the most advanced, innovative technologies available to deliver premium-grade beef to the world's most discerning consumers.

Our history brings together that knowledge and experience.

AACo Beef is a product of Australian history

Heritage

AACo's herd has the most highly credentialed full-blood Japanese Black Wagyu sires and breeding females to ever leave Japan.

Our three major Wagyu bloodlines ensure the diversity of our herd, enabling us to produce outstanding quality every time.



Our cattle are raised and grown on native Australian pastures in one of the most intact natural environments in the world and finished on custom-designed blends of grains.

AACo's pastures are managed to maintain land condition and productive capacity.

We follow science-based guidelines that ensure the sustainable use of our pastures.





AACo is committed to being a leader in sustainable beef production.

This means consistently striving for best practice and continuous improvement in the management of the environment and animals under our stewardship.

Information about our natural resources is used to make the best decisions in managing sustainability.

*Why innovation is just as important as our
history...*





*Value-added mindset: it starts with
your team*

IDEAS CO.

WHAT

Ideas Co. is a centralized committee focused on bringing ideas forward to improve the efficiency and productivity of the company. Everyone has great ideas, a lot of the time these ideas can be lost or not shared across business units.

WHEN

All the time. There will be monthly focus' on specific problems that need fixing. These will be set at the beginning of each year.

WHY

1. To support idea generation
2. To help develop and evaluate the idea
3. To speed up the process/remove road blocks
4. To help share ideas and recognize those who are innovative

WHO

- Chair: Michael Johnson
- Victoria River and Top End Rep: Dan Chapman
- Barkly Rep: Jack Littler
- Northern Queensland Rep: Annaleise Scott
- South Queensland Rep: Peter Butz
- Corporate Rep: Travis Herdon
- Corporate Rep: Simon Kensit

The aim is to change at least three people on the committee every 6 months.

HOW

The process is quite simple:

1. Generate the idea individually or as a group
2. Fill out the ideas sheet that should either be in your office, kitchen or social club
3. Send the form to ideas@aacocom.au
4. Each month everyone will get a response to whether their project was successful or not.
5. All the projects will be backlogged in an 'ideas' library
6. Selected projects will be developed, evaluated and implemented

COMMUNICATION

All the communication will be done through Workplace on the ideas@aacocom.au page - please use this to spread any innovative ideas you have.

*And then you need
to empower
them.....*

The D - Committee

A close-up photograph of a person wearing a straw hat and sunglasses, holding a measuring tape against a blue vertical structure. The background shows a wooden fence and a clear blue sky. A semi-transparent dark blue box with white text is overlaid on the image.

*We need to measure it....
cattle management system*



Genetics are integral to our success

Rangelands — respect what it takes



AACo's Strategy

Purpose

We craft the magic of Australia into remarkable dining experiences.

Vision

To be trusted globally as producers of the finest quality Australian beef.

Strategic Priorities

Branding & Marketing

*Consumer appreciation for the experience they can expect with our product.
Drive margin growth*

Integrated Supply Chain

Consistent, high-quality supply with genuine provenance. Optimise efficiency

Innovation & Technology

Quality and consistent product, and production efficiency

Performance Culture

A platform for our people to perform to their potential, and develop as individuals.



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aaco.com.au