

FACT SHEET



Supplying the Greenham NEVER EVER Beef Program



The Greenham NEVER EVER (NE) Beef Program was established in 2012 in response to growing market demand for traceable, premium grassfed beef, produced naturally.

The program demonstrates the stringent on-farm animal welfare and sustainability practices of NE-accredited producers.

To be eligible for financial premiums when supplying Greenham, cattle consigned under the NE program must be:

RAISING CLAIM	KEY REQUIREMENT
Lifetime traceable	Cattle must be individually traceable for their whole lives. Traceability can be recorded using NLIS tags and further strengthened by farm management tags and on-farm record keeping.
100% grassfed	Not fed grain or grain by-products.
Lifetime antibiotic-free	Includes therapeutic antibiotics and ionophores (e.g. rumensin) in lick blocks and feed but not drenches. Animals that need to be treated for illness must be tagged and recorded, and will not be discounted at processing.
GMO-free	Supplementary feed cannot contain genetically modified cotton or canola.
No added hormones	Livestock must be HGP-free and not fed finishing diets that contain steroids.
Free range	Never confined for intensive feeding.
Certified Humane™	Mandatory use of pain relief for castration, disbudding and dehorning.
Meat Standards Australia (MSA) eligible	Cattle must come from an MSA-registered property and meet the minimum standards for MSA grading, including a pH of less than 5.71 and at least 3mm of rib fat.

WHY BECOME NEVER EVER ACCREDITED?

NEVER EVER raising claims reflect key consumer purchase drivers. The program underpins a number of Greenham's premium brands, which have been tailored to meet specific requirements in both domestic and international markets.

Consistently meeting our customers' needs ensures continued access to trusted premium markets.



In addition to recognition for meeting industry-leading standards, becoming NE-accredited makes you eligible for financial premiums when you sell cattle to Greenham.

HOW DO I BECOME ACCREDITED?

1. read through the key requirements of the program at www.greenham.com.au/on-farmprograms
2. check if you are registered with the MSA program. If not, register for free at www.mla.com.au/msa
3. contact your local Greenham livestock buyer to schedule an on-farm audit.

For more information contact your local Greenham cattle buyer or go to www.greenham.com.au/contact

Greenham livestock contacts

Cattle buyer	Region	Mobile	Email
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