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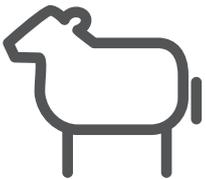


IMPACT AG

your partners in Australian Agriculture

GRASS FED NATURAL BEEF

# Benefits of grass-fed natural beef



## Healthy for the animal

Less reliance on chemical use and low stress handling.



## Healthy for the people

Grass-fed meat is lean, contains good fats and antioxidant vitamins, and minerals and tastes better!



## Healthy for the planet

Restores natural eco systems, reduces the reliance on chemicals and improves the soil.



## Healthy for the community

Creating a sustainable business for generations to come.

# Impact Ag Partners

## Why grass-fed natural beef?

Australia's grass-fed beef industry offers significant opportunities. There is real potential for growth in export markets, with rising per capita income closely aligned with strong and growing demand for beef in our wider region. Australia's geographical proximity to key markets, wide market access, and sterling reputation as a supplier of premium quality, safe and ethically-produced beef ensures the country is well-positioned for the future.

Demand for naturally-produced food is growing globally. Grass-fed natural beef only ever eats grass—no grain, no confinement, no hormones and no antibiotics. This creates sustainable long-term value creation. This branded premium product commands premium prices and reduces exposure to the commodity markets.

## Environmental and Animal Welfare

Impact Ag has implemented and integrated livestock management systems which provide up-to-date livestock monitoring and traceability to track the health and wellbeing of each individual animal under its management. This management system promotes positive animal welfare outcomes, greater transparency in relation to the historical treatments livestock have received, and ensures full and transparent records are kept in relation to the treatment of all livestock under Impact Ag management.

Looking after the environment is an important part of preserving the value of agricultural assets. Impact Ag uses best practice management, technology and innovation to address environmentally significant assets such as water, soil and pasture. As stewards of the land, we have a focus on preserving and increasing its productivity and value for generations to come.

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