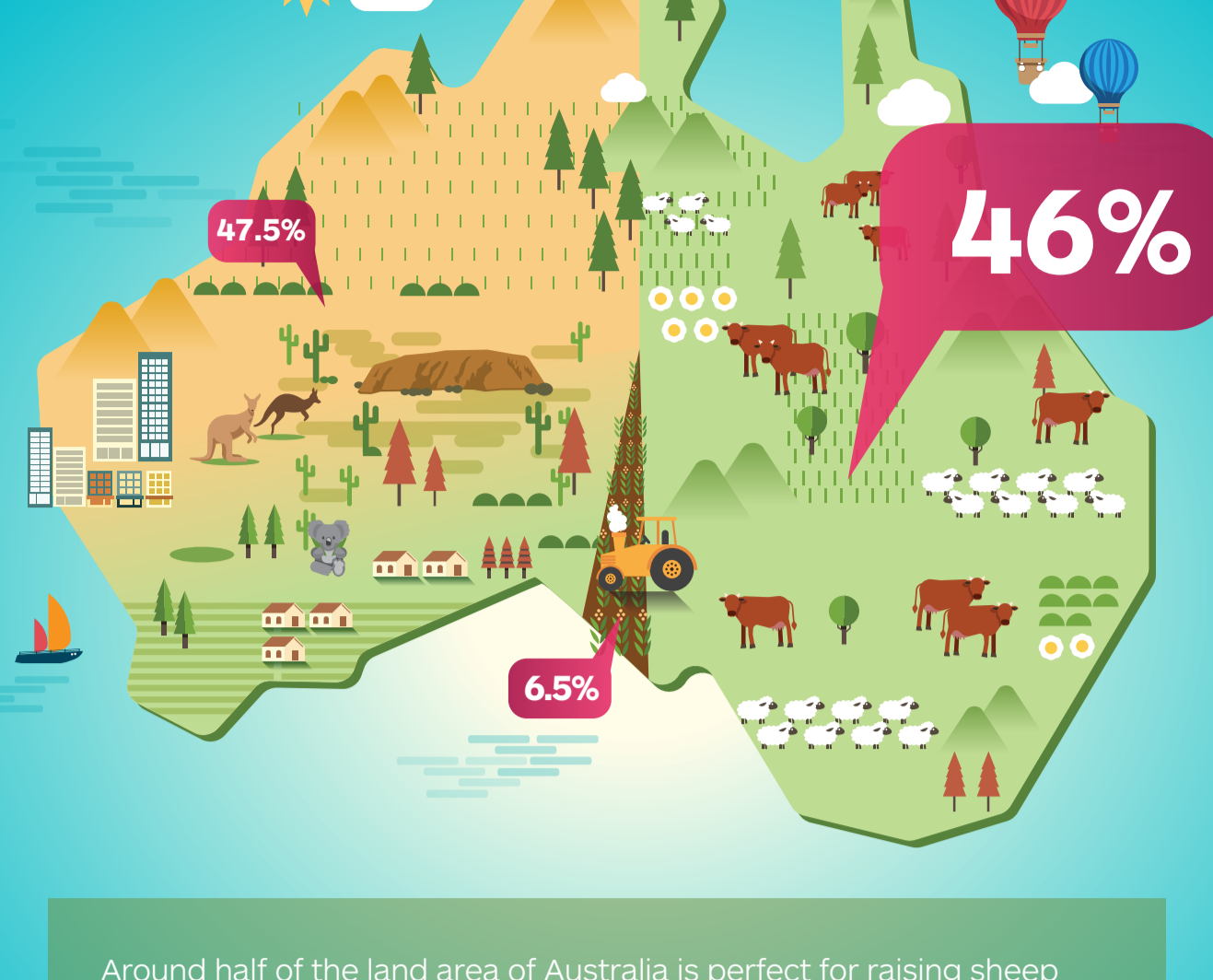


A land perfect for raising livestock naturally



Around half of the land area of Australia is perfect for raising sheep and cattle, with access to green pastures, fresh water and clean air. Australia is an island continent, naturally quarantining livestock against diseases common in other countries.

Animal welfare is a top priority for Australian farmers



Sharia law states how animals should be treated throughout their whole life and not just during slaughter. It emphasises zero tolerance towards animal abuse and mistreatment, and stipulates animals must be provided sufficient space to roam and have access to clean water, feed and fresh air.

For Australian farmers, animal welfare is their number one priority. Most farms are family owned and all animals are raised with respect and care. Animal welfare is a way of life for Australian farmers.

Stress free, well cared for animals produce the best quality meat



The muscles of healthy, stress free animals contain high levels of glycogen, which is converted to lactic acid after the animal is slaughtered. Lactic acid is necessary to produce meat that is tender, tasty, and of good

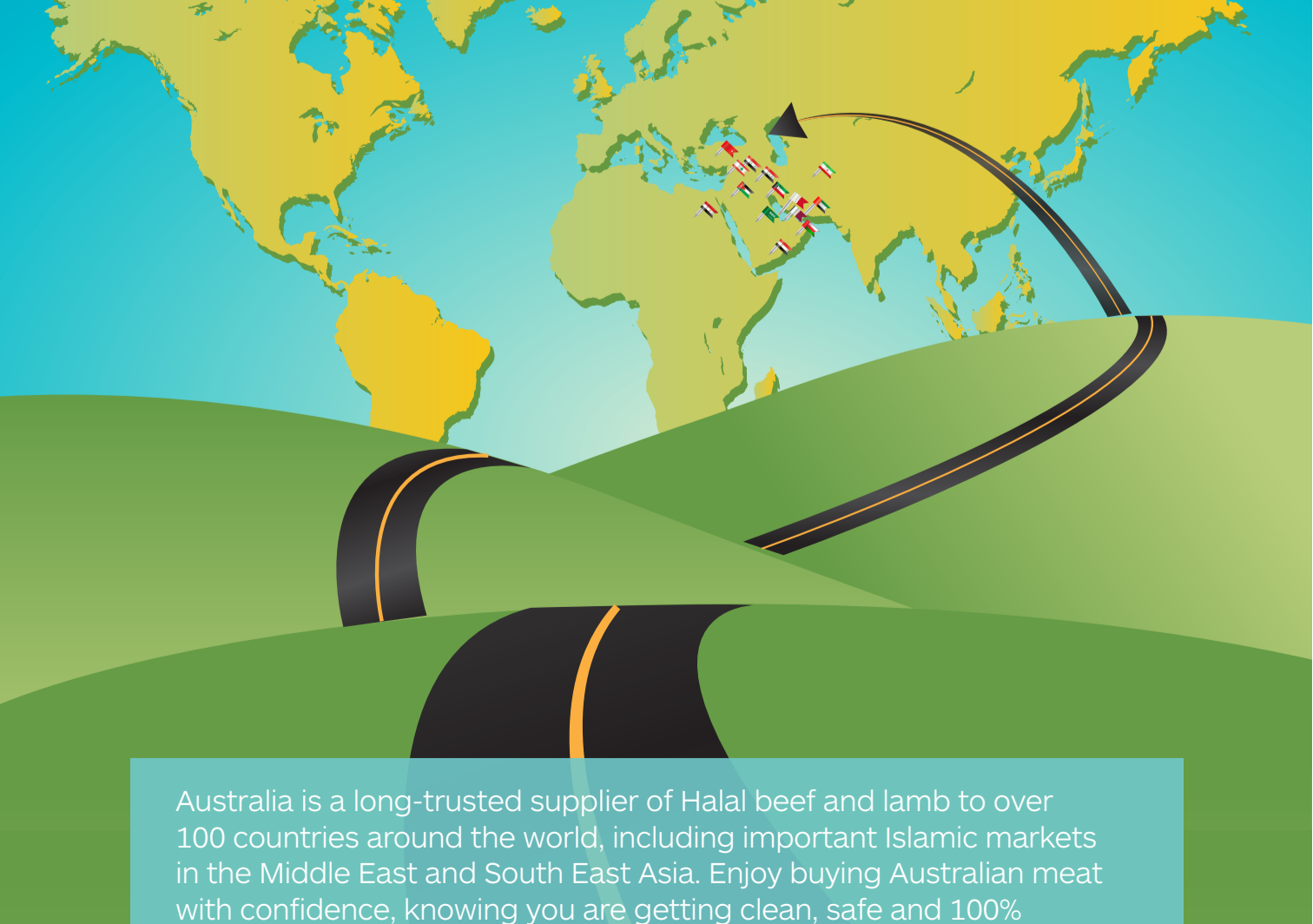
quality and colour. If the animal is stressed before or during slaughter, the glycogen in the muscles is exhausted and less lactic acid is produced, reducing the quality of the meat.

A cycle of trust, from farm to plate



As a leading exporter of Halal beef and lamb around the globe, Australia has developed some of the world's most rigorous systems for whole-of-life livestock traceability, product identification and Halal integrity. Australia's traceability and integrity systems are enforced by government regulation and oversight.

A long history of exporting high quality beef and lamb to Islamic markets



Australia is a long-trusted supplier of Halal beef and lamb to over 100 countries around the world, including important Islamic markets in the Middle East and South East Asia. Enjoy buying Australian meat with confidence, knowing you are getting clean, safe and 100% guaranteed halal.