



NEVER EVER Standard



Third Party Audited & Assured

PURE BEEF
CAPE GRIM
TASMANIA



pureBLACK
GRASS FED ANGUS BEEF



1. WHAT IS THE NEVER EVER PROGRAM?

THE GREENHAM NEVER EVER PROGRAM BEGAN IN 2012 TO MEET THE GROWING DEMAND FOR BEEF THAT COULD SATISFY THREE KEY PILLARS FOR CONSUMERS:

- 1) 100% GRASS FED | NO GRAINS - EVER
- 2) NO ANTIBIOTICS - EVER
- 3) NO HORMONE GROWTH PROMOTANTS (HGPS) - EVER

WHY NEVER EVER?

Originally instituted in the USA, the NEVER EVER Program was a response to consumer demands for verifiable assurances by processors for **'lifetime traceability'** and **'confinement free'** ideals to be clearly stated on meat labels.

2. NATURALLY NEVER EVER

CATTLE FROM TASMANIA AND VICTORIA OFFER A NATURAL CAPACITY TO ACHIEVE THE STATUS OF 'NEVER EVER'.





***NB - CAPE GRIM BEEF IS ONLY SOURCED FROM TASMANIA, KING ISLAND & FLINDERS ISLAND**

3. WHAT ARE THE REQUIREMENTS FOR NEVER EVER?

The NE program requires all participating producers to be audited into the program to ensure a high level of animal management and animal welfare practices, precise records are kept, lifetime traceability maintained, and all treatment data for the lifetime of the animal is documented.

- Have spent their lifetime on pastures
- Lifetime grain-free diet
- Never been confined for intensive feeding production
- Have been handled consistently to the MSA standard
- Are free from hormone growth promotants (HGPs)
- Are free from antibiotics
- Lifetime traceability via NLIS eartags

MAINTAINING CERTIFICATION

- An on-site audit is required every two years
- Producers must keep records and evidence between each audit

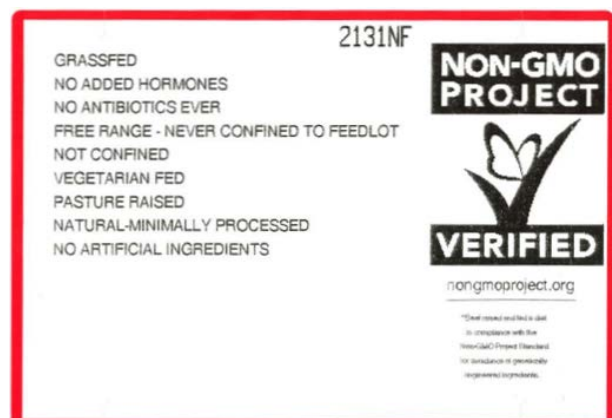
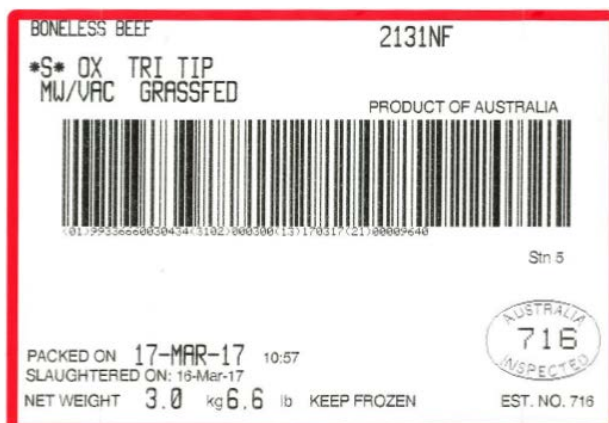


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4. GREENHAM NEVER EVER BEEF PROGRAM PROTOCOL

1. The cattle to be included in the program were
 - a. Born and raised on ranches/farms within this producer group
And/or
 - b. Purchased and accompanied by documentation
2. These cattle have been individually identified at birth and the individual identity has been maintained throughout the animal's life. Cattle are identified by an NLIS ear tag.
3. The diet of these cattle throughout their lifespan, with the exception of milk (or milk replacer) consumed prior to weaning, is derived solely (100%) from forage consisting of grass (annual and perennial), forbs such as legumes and brassica, browse, or cereal grain crops in the vegetative i.e. pre grain state.
4. Cattle are not fed grain or grain by-products.
5. Cattle are kept on, or have access to, pasture or range primarily covered in vegetative matter such as grasses, forbs etc.
6. Cattle are only fed the following to supplement grazing, or during the non-growing season:-
 - a. Hay
 - b. Haylage
 - c. Baleage
 - d. Silage
 - e. Crop residue without grain
7. Cattle have never been administered antibiotics.
8. Cattle have no added hormones/HGP (Hormonal Growth Promotants).
9. Cattle have never been confined to a feedlot.
10. Cattle have been vegetarian feed for whole of life.
11. Property must be capable of demonstrating isolation and trace back of animals deemed not suitable for this program. E.g. injured animal where antibiotic was used and identified by the use of colored ear tag on both ears and recorded.
12. Property must be LPA and MSA registered.
13. Property must submit accompanying "Producer Eligibility Statement for Purchased Cattle" with each consignment.
14. National Vendor Declarations are to be endorsed "100% grass fed beef / No antibiotics ever"

CARTON LABELS





5. NON-GMO PROJECT VERIFIED

As a result of Tasmania's GMO free status, Greenham Tasmania can source and process cattle that fulfils the obligations of one of the strictest Non-GMO protocols in the world based in the USA.

Beef exported to the USA under the Cape Grim Beef Non-GMO Project Verified label is underpinned by the requirements of the Non-GMO Project Verified licensing agreement.

Operation Type: Handler
 Certification Number: C0217613-NGMOHNG-2
 First Certified Date: 22 September 2014

For a current web listing of NON-GMO Project Verified products, please visit:

www.nongmoproject.org/find-non-gmo/search-participating-products/



6. TASMANIAN GOVERNMENT POSITION ON HGPS



CERTIFICATE OF ASSURANCE

Quality

Greenham Tasmania Natural Beef

Establishment No. 716

*This is to acknowledge that management systems,
audited by AUS-MEAT – are in place for
Greenham Tasmania Pty Ltd
to ensure that:*

- *Cattle raised in Tasmania and processed by Greenham Tasmania Pty Ltd are free of hormonal growth promotants, the use of which is illegal in Tasmania;*
- *In the infrequent instances where cattle have grazed pasture or crop that had previously been treated with a registered agricultural chemical, the National Vendor Declaration ensures that appropriate Withholding Periods and Export Slaughter Intervals have elapsed.*

A handwritten signature in black ink, appearing to read "Will Hodgman".

**WILL HODGMAN MP
PREMIER OF TASMANIA**





GREENHAM
NEVER EVER
Beef Program

- 100% Grass Fed | No Grain - Ever
- No Antibiotics - Ever
- No Hormone Growth Promotants (HGP) - Ever

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