



CAPE GRIM BEEF

**GLOBAL ANIMAL
PARTNERSHIP (GAP)
Standard**





1. WHAT IS GLOBAL ANIMAL PARTNERSHIP (GAP)?

THE GLOBAL ANIMAL PARTNERSHIP (GAP) STANDARD WAS FOUNDED IN 2008 AS A NON PROFIT ALLIANCE OF PRODUCERS, RETAILERS, ANIMAL ADVOCATES AND SCIENTISTS DEDICATED TO IMPROVING FARM ANIMAL WELFARE THROUGH THE 5-STEP[®] ANIMAL WELFARE RATING PROGRAM. GAP IS COMMITTED TO RECOGNIZING PRODUCERS THAT EXCEED INDUSTRY STANDARDS AND STRIVE TO CONTINUOUSLY IMPROVE ANIMAL WELFARE. THIS INFORMATION IS THEN CONVEYED TO CONSUMERS SO THEY CAN MAKE INFORMED PURCHASING DECISIONS.

GAP's tiered rating certification requires third-party audits of animal welfare practices, on-farm management systems and transport methods every 15 months. The program provides consumers with reliable information and promotes continuous improvement in animal husbandry.

Whole Foods Market in the USA developed the GAP certification because they believe it is the clearest and simplest way for customers to understand how the animals were raised for the meat they are buying.

All GAP beef, pork, chicken and turkey in their fresh meat cases must come from producers who have achieved certification to GAP's 5-Step Animal Welfare Rating.

Cape Grim Beef is proud to be available at selected Whole Food Markets around the USA.

2. 5-STEP[™] ANIMAL WELFARE RATING PROGRAM

CATTLE FROM TASMANIA, KING ISLAND AND FLINDERS ISLAND OFFER A NATURAL CAPACITY TO ACHIEVE STEP-4 PASTURE CENTERED (WITH STEP-5 BEING THE HIGHEST) OF THE RATING PROGRAM.





THE STEPS:

5+ ANIMAL WELFARE RATING: 5+
ANIMAL CENTERED;
ENTIRE LIFE ON SAME FARM

5 ANIMAL WELFARE RATING: 5
ANIMAL CENTERED;
NO PHYSICAL ALTERATIONS

4 ANIMAL WELFARE RATING: 4
PASTURE CENTERED



3 ANIMAL WELFARE RATING: 3
ENHANCED OUTDOOR ACCESS

2 ANIMAL WELFARE RATING: 2
ENRICHED ENVIRONMENT

1 ANIMAL WELFARE RATING: 1
NO CAGES, NO CRATES,
NO CROWDING

WHOLE FOODS MARKET REQUIRES
AT LEAST A STEP-1 RATING FOR
STEP-RATED SPECIES



3. CAPE GRIM AND THE GLOBAL ANIMAL PARTNERSHIP (GAP)

GREENHAM TASMANIA HAS ADOPTED GAP AS THE DEFINING ANIMAL WELFARE PROGRAM FOR ITS BEEF PRODUCERS ACROSS TASMANIA, KING ISLAND AND FLINDERS ISLAND.

The standard provides guidelines and ensures the integrity of products marketed under the Cape Grim Beef and GAP label.

The core objective of the GAP standard is to provide wholesale and retail customers with assurance that the cattle in the Cape Grim Beef supply chain comply with and maintain the requirements of the GAP program.

Compliance with this standard is achieved through undertaking an extensive audit every fifteen months in which management practices and cattle are inspected and farm records reviewed by an independent AUS-MEAT third party auditor.

Cattle supplied to the Cape Grim GAP program are required to meet the following requirements according to the STEP-4 PASTURE CENTERED standard.

1. NO ANTIBIOTICS EVER

During the life of the animal antibiotics are never administered as per the GAP requirement. Animals treated with antibiotics are removed from the program.

2. NO ADDED HORMONES

Cattle from birth to processing have not been administered hormones as per government regulations.

3. FREE RANGE - NEVER CONFINED TO FEEDLOT

Cattle are all pasture raised and never confined to a feedlot.

4. 100% GRASS-FED

Cattle have had continuous and unconfined access to pasture throughout their life cycle.

5. NOT CONFINED

Animals are pasture raised and never confined to a feedlot.

6. VEGETARIAN FED

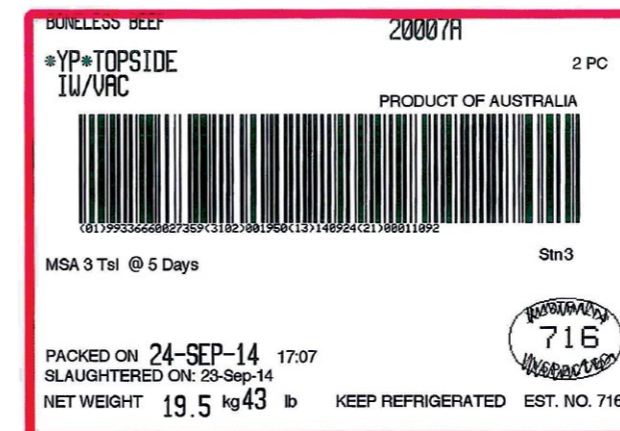
Cattle have had continuous and unconfined access to pasture throughout their life cycle.

7. NON GMO PROJECT VERIFIED

Cattle are never fed GM feed or supplements as required by Tasmanian law, there are no GM feeds available in Tasmania.

8. NOT FED ANIMAL BY-PRODUCTS

Cattle have had continuous and unconfined access to pasture only throughout their life cycle.





4. 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/



5. 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.*

WILL HODGMAN MP
PREMIER OF TASMANIA
 Valid to July 2017





PURE BEEF

CAPE GRIM

TASMANIA

capegrimbeef.com.au