



NEVER EVER Beef Program

NEVER EVER
Beef Program

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

Third Party Audited & Assured



Bass Strait
— PURE SOUTHERN BEEF —



pureBLACK
GRASS FED ANGUS BEEF



1. WHAT IS THE NEVER EVER PROGRAM?

The Greenham NEVER EVER Beef Program was established in 2012 to source, certify and promote premium quality natural grass-fed beef from producers across Southern Australia.

From its inception, the Greenham NEVER EVER Beef Program has proudly sourced beef that is:

- ✓ Lifetime Traceable
- ✓ No Added Hormones
- ✓ Free Range – Never Confined to Feedlot
- ✓ Meat Standards Australia Certified
- ✓ 100% Grass-Fed
- ✓ No Antibiotics Ever
- ✓ Free from Genetically Modified Organisms

2. CONSUMER LED, CUSTOMER FOCUSED

In addition to these key claims, animal welfare concerns are now at the forefront of customer buying preferences and the NEVER EVER Beef Program has expanded to incorporate the Certified Humane accreditation.

This program is committed to improving the lives of farm animals in food production from birth to slaughter. The Certified Humane label assures consumers that animals are raised in accordance to high animal welfare standards.



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Humane Farm Animal Care



* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.



* NOTE - CAPE GRIM BEEF IS ONLY PRODUCED FROM TASMANIA, KING ISLAND & FLINDERS ISLAND

3. WHAT ARE THE REQUIREMENTS FOR NEVER EVER?

LIVESTOCK

1. All livestock must have records showing complete lifetime traceability.
2. Livestock must be individually identified:
 - NLIS tag: prior to leaving and purchased arrivals on to the farm
 - NLIS/management tag and red “treated” tag: any antibiotic treated livestock.
3. Livestock must be fed a wholesome 100% grass-fed and 100% vegetarian diet (exception of milk or milk replacer prior to weaning) for their entire life.
4. Livestock must have free access to clean nutritious feed of sufficient quantity and quality to sustainably maintain an Australian Body Condition Score of 2.5 or higher.
5. Supplementary feeding may be used to compliment grazing, as support during adverse seasonal conditions or at time of weaning.
6. Livestock must have continuous access to clean drinking water.
7. Livestock must never be fed a diet that includes grain or grain byproducts.
8. Livestock must never be confined to a feedlot or intensive yard finishing system.
9. Livestock must never have access to genetically modified crops.
10. Livestock must never be fed any finishing diets that include therapeutic antibiotics or steroids.
11. Livestock must never be administered hormone growth promotants or ionophores.
12. No animal may be denied treatment when sick or injured. An animal identified to require antibiotic treatment must be treated promptly. The treated animal must be excluded from the Program.
13. Prohibited marking of livestock include: face branding, ear splitting, tail docking, wattling.
14. The use of genetically modified and/or cloned animals and their offspring is prohibited.
15. Castration must only be undertaken on healthy animals. Pain relief treatment must be used for all castration procedures when the animal is older than 7 days.
16. Disbudding and dehorning must only be undertaken when necessary and on healthy animals. Pain relief treatment must be used for all disbudding and dehorning procedures.
17. Calves must not be weaned from their mothers before an average of six months of age. Exceptions may be made if the welfare of the mother and/or calf is compromised.



“The environment in which livestock are raised must be conducive to good health. The Manager must have an Animal Health Plan that is in accordance with good veterinary and husbandry practices and promotes high animal welfare practices.”

NEVER EVER BEEF STANDARD

4. MANAGEMENT

1. A Health Plan must be documented including details regarding annual health treatment, biosecurity plan, non-ambulatory procedures and euthanasia procedure.
2. A Farm Plan must be documented including all farm husbandry records, an emergency plan for natural disasters and the animal welfare standards of Greenham NEVER EVER, Certified Humane and Animal Health Australia.
3. If working stock dogs are used they must be properly trained and kept under control at all times.
4. Electric prodders (hot shots) are only to be used on livestock if there is impending harm to the operator or animal (and must not be common practice).
5. The Property Identification Code (PIC) of the farm must be accredited with Livestock Production Assurance (LPA) and Meat Standards Australia (MSA).
6. All personnel handling livestock must do so in a positive and compassionate manner and must be competent in procedures that have potential to cause suffering.



“The Manager must have appropriate training or experience to ensure management systems promote best practice. Management procedures should be documented to ensure best welfare practices are understood and followed by all livestock personnel.”

NEVER EVER BEEF STANDARD

5. ENVIRONMENT

1. Livestock must have protection from predation and pests where possible.
2. Livestock must be provided with adequate space in pastures to perform normal patterns of behaviour.



Bass Strait

— PURE SOUTHERN BEEF —

- 100% GRASS FED
- FREE RANGE
- NO ADDED HORMONES

6. PAIN RELIEF TREATMENTS

Disclaimer: The choice of pain relief depends on the type of procedure being performed and the circumstances under which it is being performed. Please speak to your veterinarian to get specific advice relevant to your needs. If in doubt, speak to your veterinarian prior to administering any treatment.

Pain Relief options for beef animals come in two broad categories – systemic or topical. Systemic drugs are either injected or given orally and affect the entire body. Topical pain relief options are applied directly to the painful area and act to desensitize the pain response at that site.

The pain relief drugs currently available in Australia are injectable anti-inflammatories (e.g. Metacam, Tolfidine or Flunixin), oral anti-inflammatories (e.g. Buccalgesic) or topical local anesthetics (e.g. Tri-Solfen).

Recommended treatment according to procedure:

CASTRATION

Banding: Injectable or oral anti-inflammatory.

Surgical: Injectable or oral anti-inflammatory and/or topical local anesthetic.

DISBUDDING / DEHORNING

Injectable or oral anti-inflammatory and/or topical local anesthetic.

PROHIBITED ANTIBIOTIC TREATMENTS

Disclaimer: This list is not exhaustive. If in doubt, speak to your veterinarian prior to administering any treatment.

OXYTETRACYCLINE

- Alamycin
- Oxytet LA
- Bivatop
- Engymycin
- Hexasol
- Terramycin or Alamycin Spray
- Utozyme pessaries

TRIMETHOPRIM SULFA

- Trisoprim
- Streptosulcin tablets
- Scourban

PENICILLIN

- Propercillin
- Norocillin
- Depocillin

CLOXACILLIN

- Opticlox eye ointment
- Orbenin eye ointment

CEFTIOFUR

- Excenel
- Accent
- Exede

OTHER

- Micotil
- Draxxin



7. NON-GMO PROJECT VERIFIED

Greenham 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 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:
nongmoproject.org/find-non-gmo/search-participating-products/





For more information about the Never Ever Program or to contact your local Greenham livestock buyer, please call 1300 548 378 or visit www.greenham.com.au



* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.



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*Beef raised and fed a diet in compliance with the Non-GMO Project Standard for avoidance of genetically engineered ingredients.