



Australian Agricultural Company Limited
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MEDIA RELEASE

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Gold medal proves AACo's Master Kobe is pure class

Australian Agricultural Company Limited's (AACo) flagship beef brand, Master Kobe, has again been recognized for its class-leading quality, winning a gold medal and being named Champion of the Wagyu and other breeds class at the prestigious Sydney Royal Fine Food show last Friday.

Master Kobe is the pinnacle of AACo's beef brands and is derived from full blood and purebred Wagyu cattle that have spent 500-plus days on a highly specialized grain ration, to achieve a minimum marble score of nine.

This award follows on from a gold medal and title of grand champion of show at the 2011 Royal Queensland Food and Wine Show and a gold medal at last year's Royal Sydney Fine Food Show.

David Farley, AACo Chief Executive and Managing Director, said the awards reinforced the company's focus on quality, safety and consistency throughout the entire supply chain.

"This award is testament to the quality and usability of the Master Kobe product, AACo's strict quality assurance standards, and ultimately, the dedication of our people and innovation in our breeding, genetics, backgrounding and feedlotting programs," he said.

"Master Kobe continues to be benchmarked as Australia's best beef across the globe.

"The primary markets for Master Kobe include mainland Asia, particularly China, and the Middle East, however, we have identified additional markets that we will look to grow in the coming 12 months."

Long term Master Kobe aficionado Tatsuya Imaizumi, a Japanese Managing Director of a growing chain of high-end restaurants throughout China and Thailand, said this latest accolade was an acknowledgement of the quality Master Kobe has become renowned for.

"AACo can bring me the best Wagyu at any time, no matter where I am in the world. The productivity is big enough, the quality is stable and various brands always support my business in any kind of situation," he said.

Master Kobe represents approximately 1 per cent of AACo's branded beef production, which is drawn from the Company's total current herd of 60,000. Other AACo beef brands include 1824 Premium Beef, Brunette Downs Grass Fed Beef, and Wagyu brands include Darling Downs Wagyu, Kobe Cuisine and Takumi Wagyu.

Mr Farley said the Company continues to see increased demand for high quality beef, including Wagyu, in both traditional markets such as the USA, Korea and Japan, as well as emerging markets such as Indonesia, China, Taiwan and the Middle East.

“While we may have the largest and one of the most respected Wagyu production and beef marketing programs in the world, we will continue to grow and refine our systems and markets to meet demand, while remaining committed to maintaining the highest levels of quality, food safety and consistency,” he said.

AACo is renowned for having the largest Wagyu herd in Australia with 60,000 head currently in the supply chain. Today, AACo has 30,000 Wagyu on feed at Company owned and operated feedlots in Central Queensland and on the Darling Downs, all at different stages of their feeding regime.

“Pat Dempsey, AACo’s General Manager Beef Group and Greg Gibbons, General Manager Farming and Feedlots, must be acknowledged for their contribution in achieving a consistently high standard across all AACo’s products, which has resulted in this award,” Mr Farley said.

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About AACo

Australian Agricultural Company Limited – AACo (ASX:AAC) – is the largest beef cattle company in Australia. For more information about AACo, please go to www.aaco.com.au.

For the latest updates on AACo’s proposed meat processing facility, visit the project website at www.aacont.com.au

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