



PARADIGM
FOODS

OUR ANIMAL FOCUS





THE WELLBEING OF OUR ANIMALS IS AT THE CORE OF OUR BUSINESS.

We believe this is essential in delivering on our purpose to *"Make Meat Better"* for consumers, producers and the future of our industry & our planet.

Our Animal Focus Philosophy is made up of five key pillars, to ensure animals are cared for, treated with respect and celebrated for the nourishment and experience their produce provides.

PARADIGM FOODS ANIMAL FOCUS PHILOSOPHY

Our animal sourcing aligns to our five pillars of Animal Focus.

- 1 Honouring the Animal
- 2 Animal Welfare
- 3 Compliance with Governing Bodies
- 4 Aligning to our Group Policies
- 5 Going Above & Beyond



1

HONOURING THE ANIMAL

We are passionate about creating brands with a story, to ultimately prevent the commoditisation of meat, allowing producers to be recognised for their hard work, and for animals to be honoured for their produce.

We are dedicated to developing thoughtful and impactful protein brands and ensuring we honour and celebrate the life of animals through the communication of our brands. Each of our brand stories and communication elements is aimed to ensure animals are acknowledged and celebrated for their produce – with the aim of connecting consumers to the food they eat in a meaningful way.

**WE KNOW THAT IF WE DO NOT
HONOUR THE ANIMAL, OUR
CUSTOMERS WILL NOT HONOUR US.**



2

ANIMAL WELFARE

PARADIGM FOODS ALIGNS TO THE FIVE DOMAINS OF ANIMAL WELLBEING.

The Five Domains take the traditional Five Freedoms a step further to include the impacts of how we manage animals' mental wellbeing.

1. Nutrition

Appropriate consumption of water and nutritious foods to maintain health and minimise thirst and hunger.

2. Environment

Where applicable, provide shade or shelter, good housing, good air quality and comfortable rest.

3. Health

Prevent or rapidly diagnose and treat disease and injury so animals enjoy good health.

4. Behaviour

Provide sufficient space, proper facilities and appropriate company of the animal's own kind.

5. Mental state

Promote safe conditions so animals feel safe and secure and avoid mental suffering.



3

COMPLIANCE WITH GOVERNING BODIES

We expect our suppliers meet and exceed the appropriate governing bodies regulations in respect to animal welfare. This includes, but is not limited to:

- AusMeat
- APIQ Free Range (Australian Pork Industry Quality)
- Australian Government - Department of Agriculture and Water and the Environment (DAWE formerly DAWR)
- Australian Lot Feeders Association (ALFA)
- National Feedlot Accreditation Scheme (NFAS)
- Livestock Production Assurance (LPA)
- Australian Livestock and Rural Transporters Association (ALRTA)
- Animal Transportation Association (ATA)
- All other transport associations

All processing establishments we engage are accredited by the Department of Agriculture Water and the Environment (DAWE), AUSMEAT and Australian Animal Welfare Certification System (AAWCS). The supplier is rigorously audited by both DAWE and AUSMEAT to ensure that all Animal Welfare procedures and requirements are being followed and met.

Several suppliers also hold British Retail Consortium (BRC)/Safe Quality Food (SQF)/North American accreditation which is a Global Food Safety Initiative (GFSI) recognised standard. Similarly with these initiatives, Animal Welfare is a major part of the audit process.

Every establishment has an Animal Welfare Program as a part of their Approved Arrangement which is approved by an Area Technical Manager (ATM) a Senior Vet and certified Auditor from the Department of Agriculture Water and the Environment (DAWE).

Any Animal Welfare incident or occurrence is documented and submitted to DAWE and all corrective action and verification is also verified by the On Plant Veterinary Officer (OPVO).

As a part of the Hazard Analysis and Critical Control Point (HACCP) process all establishments conduct Animal Welfare monitoring daily which is reviewed and verified daily by the site's Quality Assurance Manager and the Department's OPVO.

Paradigm Foods also conducts its own Animal Welfare Internal Audit.

WE MAKE SURE THAT OUR SUPPLIERS ADHERE TO ALL THE RELEVANT STANDARDS OF REQUIREMENTS AND LEGISLATION.



4

A LIGNING TO OUR GROUP POLICIES

We only work with suppliers that respect animal wellbeing. They work progressively towards adopting healthy and humane practices towards animals, based on best available technology and standards. This includes working with our supply chain partners to implement compulsory use of pain relief and best practice antimicrobial stewardship and transportation.

We continually collaborate with our suppliers to report morbidity and mortality instances across our supply chain and benchmark these against publicly available numbers (where available) or industry intel.

Our additional AgTrade Group Policies include:

- Anti-microbial Management Policy
- Wagyu Heifer Purchase Protocol



5

GOING ABOVE AND BEYOND

FUELLED BY OUR PURPOSE TO MAKE MEAT BETTER, WE KNOW WE CAN ONLY ACHIEVE AND DRIVE REAL CHANGE BY GOING ABOVE AND BEYOND WHERE OUR INDUSTRY SITS TODAY.

We are fiercely passionate about making a difference in our industry and pride ourselves on going above and beyond in regards to our animal welfare initiatives.

As a business which does not own or control hard assets, our ability to impact animal welfare results comes through *who* we do business with and our ability to influence the way our partners honour the animals in the same way we do.

We value animal wellbeing so much because we know it's the right thing to do by the animal, but we also know a low-stress animal delivers a better quality product, so it makes sense commercially to approach our products and brands with a great focus on animal wellbeing. In our opinion – the way it should be across the industry!

Across our supply chain, some examples of our initiatives to stretch beyond industry expectations includes;

Feedlot shade – although it is not mandated in our industry, we only work with feedlots which ensure shade is provided to all animals. This is to ensure all animals can exhibit natural behaviours and find access and comfort in shade as they would in their natural habitat.

Hoof Trimmings – we only work with feedlots who routinely review the condition of animals' hooves and actively trim where necessary. This is not mandatory in all feedlots.

Truck Safe transport – we encourage all producer suppliers to use Truck Safe vehicles for animal transport to ensure safety and comfort.

Comfort at slaughter – Where required, cattle are provided hay and Vitrate (electrolytes) on arrival at processing plants to alleviate additional stress and add to their comfort.

Going forward, this area of *Going Above & Beyond* in animal welfare is a huge focus for us as we strive to improve environmental enrichment for animals. We are currently investigating a trial for cattle backscratchers to be used within feedlots to allow cattle further opportunity to exhibit their natural behaviours and ensure their comfort.

As our influence as a young business continues to grow across our supply chain, we look forward to encouraging more groups in our industry to think differently and put the animal at the core of their business operation.





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