



Opal Creek Feeders congratulates NMPC on their Oakey Abattoir expansions

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Brodie Agencies, Winton would like to congratulate Oakey Holdings & Oakey Abattoir on the upgrades to their slaughter floor and boning room and look forward to our continued association into the future.

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RED MEAT *Bending the curve*

Oakey Abattoir Profile

Expanding the Oakey market footprint

For years, butchers had been contacting the company because they liked the consistency and quality of the product...

IT'S fair to say that a proportion of meat and livestock industry stakeholders across eastern Australia still assume that production out of Oakey abattoir is heavily oriented towards Japanese export.

While that is still true to an extent, changing market circumstances and new opportunities means Oakey's grain and grassfed, chilled and frozen production now finds its way into a much broader basket of domestic and international markets.

Expansion of the market base has fostered a more flexible approach throughout the plant to specialised fabrication practices and individual market requirements.

While the company has supplied raw material for the Australian domestic market for many years, this has often lacked any direct Oakey 'identity.'

However, Oakey is now moving into a much stronger domestic focus, servicing the Australian wholesale market for retail and food service use.

The Oakey logo has been well-known and respected in export markets for years, but in recent times the brand and the company's GFYG (grainfed yearling) product is now becoming a lot more evident in the domestic trade.

"For years, butchers had been contacting the company because they liked the consistency and quality of the product in the generic unbranded bag, but recognised our AusMeat plant establishment number (558)," said general manager Pat Gleeson.

Vacuum pack bags used on the domestic market now clearly carry the distinctive Oakey blue key symbol, and specific brands are emerging as part of the expansion into domestic supply.

Most of the grainfed trade cattle meeting company specifications go into the distinctive Oakey Black 70-day GFYG program. While Oakey Black has been in existence for some time, it is only now starting to be highlighted as a commercial brand identity.

Another important long-term outlet for Oakey has been the EU market. The plant has been a major Australian supplier of grassfed and grain-supplemented cattle under the EU High Quality Hilton quota for many years, and recently performed its



General manager Pat Gleeson with a sample of the first production run of Oakey's new EU high quality grainfed beef, packed in eye catching Oakey Reserve cartons.

first kills of Whyalla-fed cattle for the exciting new tariff-free EU Grainfed Beef quota. The first EU grainfed production run was performed last week, with 480 head being processed and packed in distinctive Oakey Reserve purple cartons.

Under the new EU grainfed cattle specification, EU-eligible non-HGP treated cattle must be grainfed for a minimum of 100 days on a ration containing 12.26MJ of energy, which effectively requires at least 120 days on feed when starter rations are factored in.

On top of gaining access to an additional 20,000t of quota, another major attraction under the new EU grainfed trade is that it attracts zero tariff, unlike the Hilton grassfed country-specific quota, which is tariffed at 20pc.

Oakey Holdings recently held

a supplier information day at the company's Whyalla feedlot to stimulate interest among producers in gaining EU accreditation necessary to supply the program.

The emphasis on broader markets has also seen the re-activation of Halal accreditation, allowing the plant to export into Muslim customer countries around the world. All of the hides generated from the Oakey facility are transported to the Nippon-owned New Wave leather factory near Toowoomba, where they undergo a wet-blue preservation process before export.

Proudly providing Apprenticeship Services to Oakey Abattoir



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We are proud of our association with Oakey Abattoir and congratulate them on the opening of their new Slaughter Floor development

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