



Coles in WA beef deal

By SARAH MARTIN

THE Great Southern cattle industry has received a much needed boost after Coles supermarkets struck a deal with WA beef processors last week.

Two leading WA beef processors, Harvey Beef and Western Meat Packers, have been contracted to supply Coles with 100 head of cattle each per week, increasing to a total of 500 over the coming months.

The deal will provide local cattle producers with further opportunities and the benefit of diversification.

Neburu Plains director Al-

exandra Pugh said her family's feedlotting business at Narrikup would benefit from the deal, after they recently signed contracts to supply both Western Meat Packers and Harvey Beef.

"It's definitely a step in the right direction for us and the industry," Mrs Pugh said.

"I think it is a really good thing for WA consumers to now be able to buy more WA beef," she said.

"It also gives us another option in the market, and it is always good to be able to spread the risk."

Harvey Beef chief executive Michael Rappattoni said

the deal would lead to good supply opportunities for WA producers.

"I think it's a really exciting step forward. We've had a commitment to look at our domestic market and grow our domestic market, and now it looks like we will grow that market much more than we had anticipated."

"We are really focused on producing a quality product and that has really started to take shape," Mr Rappattoni said.

"We have a fantastic raw quality product, we just have to make sure that the quality of product gets converted to

the box," he said.

Mr Rappattoni said the biggest challenge resulting from the deal would be the continuity of product to meet demand.

"Consistent supply will be one of our challenges over the next 12 months," Mr Rappattoni said.

"We are actively signing contracts at the moment and expect to fulfil all existing contracts," he said.

In a statement, Coles general manager supply chain fresh Richard Brown said the deal would see WA beef in Coles supermarkets by mid March.