



Lucrative deal set to benefit meat industry

By KATE MURNANE

THE State Government has secured major new contracts with Coles leading to a lucrative deal for Harvey Beef to further meet the growing capacity of the company.

The amount of Western Australian meat on the shelves in Coles will double Statewide, which will result in a multi-million dollar injection into the WA meat industry.

Harvey Beef and Western Meat Packers have been contracted to supply Coles with 100 head of cattle per week, increasing to a total of 500 head per week in coming months.

Harvey Beef chief executive officer Michael Rappattoni said the increase was not substantial but a

positive step which would have a flow on affect to local producers in the South West, who are the main source of stock to the processors.

Harvey Beef executive manager of marketing and communications said in the long term there would be an increased demand on the 25 to 30 major producers in the region.

Mr Rappattoni said the company had provided a limited supply of meet to Coles and the new partnership would ensure a more constant supply and bring the company closer to meeting their 1,000 head capacity per week.

"The advantage is that if we get it right it could be more than that if it's commercially viable," Mr Rappattoni said.

"It's at a really exciting stage,

we're growing the industry — the response has been really positive."

Harvey Beef recently expanded with the acquisition of Fremantle City Processors, adding a second boning room and an increased capacity to heighten yields.

"It will add additional value to the Japanese and Korean markets," Mr Rappattoni said.

Agriculture and Food Minister Kim Chance said the contracted supply was fantastic news for the local beef industry and consumers because up to 70 per cent of beef sold in Coles would be from WA.

"There is no doubt consumers prefer to buy WA grown beef because they can be assured of its quality and freshness," Mr Chance said.