



Harvey Beef wins Coles contract

THANKS to two major new contracts secured by the State Government, locals will soon be able to buy more WA beef from Coles supermarkets.

Two WA beef processors, Harvey Beef and Western Meat Packers have each been contracted to supply Coles with

100 head of cattle per week, increasing to a total of 500 per week over the coming months.

Harvey Beef chief executive officer Michael Rapattoni said he was excited at the opportunity to supply quality Western Australian beef into Coles supermarkets.

“We are confident this

partnership will benefit both Western Australian producers and customers by increasing the amount of local beef available to local consumers,” Mr Rapattoni said.

The first of the new WA beef will appear on Coles supermarket shelves in mid-March.