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Brief: HARVEY(P)



HARVEY Beef chief executive Michael Rappatoni said EQA will benefit the WA cattle market.

“Traditionally, Japan has demanded a long fed (250-300 day) Wagyu-type product,” he said.

“This program may give us the opportunity to get some short fed beef into that market, which is more prevalent in the WA beef industry.

“With high grain prices longer fed product is not really cost effective at the moment, so WA feedlotters could benefit.

“If we get this program right it will help to provide a 12-month consistent supply for our grain-fed product.

“At the moment we are looking at six months of grass-fed product and six months grain fed.

“That means we have to have a consistent supply of grain-fed cattle for 12 months of the year and from our perspective this program will help encourage that.”

Mr Rappatoni said Harvey Beef was working closely with Meat and Livestock Australia (MLA) to get the brand up and running.