



Bright future

■ Three years after almost closing, Harvey Beef secures lucrative Coles deal

By **LEE-MAREE GALLO**

SINCE the collapse of local icon E.G. Greens and sons almost three years ago, local beef processing plant Harvey Beef is breathing new life into the economy.

The company has recently acquired a new processing plant and secured a lucrative contract with supermarket giant Coles, ensuring a brighter future.

Harvey Beef chief executive officer Michael Rapattoni said they were making every effort to restore faith in the company by working to build sustainable long-term relationships with their suppliers, producers, staff and the local community.

He said they were continuing to build on the foundations laid by the Green family more than 80 years ago.

Despite seeing three CEOs come and go in that period, Harvey Beef say they are now settled with their current management structure.

“I think it is fair to say we have an exciting and committed new senior management team at Harvey Beef,” said Mr Rapattoni.

“We are growing our capabilities across operations, production, live-stock, marketing and sales and I feel confident this will provide a solid foundation on which to build the successful future of the busi-

ness.”

Harvey Beef, along with WA beef processing company Western Meat Packers, recently secured a contract with Coles to supply 100 heads of cattle per week with the volume to increase to 500 over the coming months.

This will provide a multi-million dollar cash injection into the local beef industry and Mr Rapattoni said this may open the door for local employment opportunities within the company.

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Employment to benefit from growth: Greens

By **LEE-MAREE GALLO**

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HARVEY Beef chief executive officer Michael Rapattoni said Harvey Beef's growth could be a boon for local employment.

"As our production capability increases so will our demand for committed staff," he said.

"I feel confident opportunities for good people will continue to be central to our long-term growth and success."

As well as securing the Coles contract, Harvey Beef recently acquired a processing plant in Fremantle which will see the company's capacity increase to 1000 bodies per day.

This is a significant increase from the 650 bodies per day prior to the acquisition.

Looking towards the future, Mr Rapattoni said they were investigating the possibility of developing new products and would continue their commitment to producing quality beef.

They are also looking at becoming more involved with the community.

"Harvey Beef has been a long standing member of the Harvey community and we are committed to becoming more involved and more supportive over the coming months and years," said Mr Rapattoni.

"Our staff and many of our key producers, suppliers and customers are local residents of Harvey and the South West region, which means that we want to continue contributing to the ongoing growth and development of the area."