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## More WA beef to land on Coles' shelves

WEST Australian consumers will soon be able to buy more WA beef from Coles supermarkets.

Coles has this week struck a deal that will see the majority of beef sold in its West Australian supermarkets sourced from WA growers.

The two leading WA beef processors, Harvey Beef and Western Meat Packers, have each been contracted to supply Coles with 100 head of cattle per week. Over coming months, this volume will increase to a total of 500 head per week of WA beef.

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

Coles general manager supply chain fresh Richard Brown said the deal would make it easier for Coles customers to buy WA-grown beef.

"We've been keen to increase our volumes of WA beef for quite a while now, and we hope this new arrangement will get approval from

our customers," he said.

"We've had some great discussions with Harvey Beef and Western Meat Packers, and we're excited at the prospect of giving our customers a terrific range of quality WA beef products in our stores.

"As well as beef cuts, we'll also be carrying two great value-added Harvey Beef products – a corned silverside and a marinated beef roast – and we're keen to look at other opportunities in the value added space."

Harvey Beef Michael Rapattoni said he was excited at the opportunity to supply quality Western Australian beef to 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.

"Harvey Beef remains committed to domestic volume growth and

we believe this opportunity to supply Coles with high quality Western Australian beef offers us the opportunity to continue working towards that goal."

Western Meat Packers group general manager Linchon Hawks said the company was pleased to expand and extend their long-standing relationship with Coles.

John Pugh's family operates Nebru Plains, a feed-lotting business that supplies cattle to both Western Meat Packers and Harvey Beef. Mr Pugh supported the new partnership with Coles.

"We see this as a wonderful development for the industry," Mr Pugh said.

Feed-lotter Geoff Pearson said Coles' new commitment to WA beef was "timely and important to the WA industry".

Richard Brown said Coles will be supporting the State Government's Buy West Eat Best campaign.