



MEDIA RELEASE

Monday February 4, 2008

CAPACITY TO INCREASE AS HARVEY INDUSTRIES GROUP ACQUIRES FREMANTLE CITY PROCESSORS, FREMANTLE

Harvey Industries Group, trading as Harvey Beef, is pleased to announce its subsidiary entity Harvey Industries Processing Centre (HIPC) has acquired the business assets of Fremantle City Processors Pty Ltd, a meat processing facility located in Fremantle WA, effective February 1, 2008.

The processing facility operating as Harvey Industries Processing Centre (HIPC) based in Fremantle, will continue to operate as a boning room and increase the facilities capacity by 100%.

"We are excited at the prospect of being able to acquire facilities that will allow Harvey Beef to increase production capacity so significantly," said Harvey Industries Group Chief Executive Officer, Michael Rapattoni. "Ultimately, we are confident this move will benefit producers and the Western Australian red meat community substantially."

"As a group we see this as the perfect opportunity for continuing our commitment to strengthening relationships with our producers, key suppliers and customers over the coming months," surmised Mr Rapattoni.

Fremantle City Processors Pty Ltd commenced as a beef processing facility in late 2006 under the guidance of experienced Managing Director Rob Nottle. Since its inception, Fremantle City Processors Pty Ltd has had a successful record of servicing both the domestic and export markets with premium quality beef products.

"We are pleased to have been able to partner with Harvey Beef, an organisation committed to promoting the ongoing growth of the beef industry in both Western Australia and around the world," said Fremantle City Processors Pty Ltd major shareholder Rob Nottle. "I feel confident that the newly formed Harvey Industries Processing Centre will be able to further capitalise on the firm foundations that have already been laid in Fremantle, to better service producers and customers alike."

There will be no day-to-day changes in the way Harvey Beef or the new Fremantle based Harvey Industries Processing Centre operates. "Continuity for staff, customers and producers alike, is of utmost importance to us in our operations going forward, and we believe this opportunity will allow us to better service the requirements of our existing customers in Japan and Korea and also grow new relationships overseas," agreed Rapattoni and Nottle.

Current shareholder in FCP, Challenge Dairy Cooperative has endorsed the sale and new direction of the enterprise. "We are pleased to advise that we are in the process of entering into a strategic supply alliance pertaining to dairy steers and cull cows that will create value for both parties," commented Rapattoni and Chairman of the Cooperative, Larry Brennan.

Harvey Beef operates within a culture of continuous quality improvement and employs innovative processes and procedures that meet stringent production, safety and hygiene standards. Around 70 per cent of Harvey Beef's product is exported overseas – in particular to Japan, Korea, Indonesia, USA, Singapore, Taiwan and the Middle East.

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