- Truly grass fed for lifetime with full lifetime traceability & 3rd party audit verification USDA Label Approval
- GMO Free for lifetime with full lifetime traceability & 3rd party audit verification. USDA Label Approval.
- Free Range for lifetime with full lifetime traceability & 3rd party audit verification. USDA Label Approval.
- No Antibiotics including Coccidiostats and prevention of suckling calves from treated Mother animal contamination with full lifetime traceability & 3rd party audit verification. USDA Label Approval.
- Visibility to registered producers, every property mapped and farmer identity easily pulled through to product marketing and provenance identification.

GRASS FED	Grass fed for lifetime Never fed grain Lifetime traceability
PREMIUM	Total supply chain story High Branding Appeal & Fit with current consumer demands Provenance traceable to individual origin farm. MSA Grading in top 10% of all MSA beef in Aust. Grass or Grain fed. Eating Quality Guaranteed Tenderness – Consistent Superior Eating Quality Pinnacle Grade MBS 2+ Company specifications over and above minimum MSA & Industry requirements. Livestock procurement team inspecting all consignments on farm prior to delivery. Operations delivering superior shelf life & specification.
NATURAL	Grass Fed for lifetime Free Range for lifetime No Antibiotics for lifetime No GMO feed for lifetime Welfare/Humane Treatment
FARMER	-Integrated Supply Chain -Multi Species -Honouring generations of family farming practises -Sustainable supply chain model and management practises -Premium price for producer. -2 way information flow. Collaboration, R&D, Productivity and Quality Improvements. -Farmer identity and traceability -Animal safety -People Safety -Whole of farm management system -Regional & Rural Community Focus. Eg. King Island Fund
EXCLUSIVE	-Only multi species program of its kind. -Program can be tailored to individual needs. Not locked into a rigorous inflexible industry program. -Private brands can be underpinned by JBS Farm Assurance. -Geographical diversity of supply base.

INTEGRITY

- Every element underpinned by JBS Farm Assurance Integrity
- JBS Farm Assurance
- JAS/ANZ Accredited
- ISO 65
- 3rd Party Independently Audited
- Food & People Safety
- Transportation Element included in program.
- Animal Welfare
- Livestock Welfare Certified System
- Lifetime traceability
- USDA Label Approval for all key claims.

EVERY registered farm 3rd party audited every 18 months