

STAFF NEWSLETTER

"MEATING POINT"



THIS NEWSLETTER IS DESIGNED TO KEEP EVERYONE AT MIDFIELD INFORMED AND CONNECTED - SHARING IMPORTANT UPDATES, EVENTS AND GOOD NEWS WHILE PROVIDING A DIRECT LINE FOR FEEDBACK AND QUESTIONS.



As we approach the end of the year, I want to take a moment to sincerely thank our staff, customers and suppliers for your continued support throughout 2025.

To our Midfield team - your dedication, resilience and pride in what you do every day is what drives our business forward. To our suppliers, customers and partners - thank you for the trust you place in us and for being part of the Midfield journey.

From all of us at The Midfield Group, I wish you and your families a safe, relaxing and enjoyable Christmas, and every success for the year ahead.

Dean McKenna

UDC IN GERMANY

As part of the development of our new state-of-the-art butter plant in Penola, scheduled to be operational by September 2026, the Union Dairy Company team recently reached a major project milestone.

Tommy and I spent an intensive week in Germany focused on Factory Acceptance Testing (FAT) and pilot plant trials for butter production.

The pilot trials delivered critical insights into butter texture, crystallization, and process parameters. Salted and unsalted butter trials demonstrated how SSHE temperature settings and pin worker configurations influence hardness, plasticity, and graininess, with several trials achieving ideal consumer and pastry characteristics.

Overall, the learnings provide strong confidence in achieving premium butter quality and process consistency during full-scale production.

John Beeby – General Manager, The Union Dairy Company



A FANTASTIC NIGHT AT THE MIDFIELD CHRISTMAS PARTY



Late November, we came together for our annual Christmas celebration – and what a night it was! Held at the iconic Cally Hotel in Warrnambool, we welcomed more than 650 guests, including staff, suppliers, and valued customers from across the business.

The atmosphere was electric from the moment the night kicked off. Local band JAGR set the tone with crowd favorites, along with DJ Matt, who kept the dance floor buzzing well into the evening. Wyton Catering delivered once again, serving up an exceptional menu that had everyone talking.

One of the night's biggest highlights was the major prize draw, with Roy Warrick taking home the \$10,000 travel voucher – a memorable win to cap off a brilliant event.

The Christmas party is one of our favourite traditions at Midfield. Each year, it gives us the chance to come together, relax, unwind, and celebrate the people who make our business what it is. Thank you to everyone who joined us and helped make the night such a success. Here's to another great year ahead!

MIDFIELD RECOGNISED AS VENDOR OF THE YEAR BY WILD BULL

We are proud to announce that Midfield has been awarded Vendor of the Year by Wild Bull, a recognition made even more meaningful because it was voted by the employees who work directly in transactional business with Costco.

This award reflects the strong, collaborative relationship we've built through our ongoing supply into Costco via Wild Bull. It recognises our commitment to consistency, reliability, and the high-quality products and service our teams deliver every day.

A big thank you to our operations, sales, logistics, and production teams whose hard work continues to strengthen our partnerships and uphold Midfield's reputation for excellence.



FROM DALLAS TO THE WORLD: MIDFIELD AT THE MICA CONFERENCE

Midfield recently attended the MICA Conference in Dallas, Texas – the beef capital of America, where more than 500 industry leaders gathered, making it one of the most successful events to date.

The conference offered a valuable platform to reconnect with existing clients, engage with new potential partners, and gain fresh insights into global market trends.

Beef was a major focus throughout the event, with conversations centering on the balance between U.S. production and imports, shifting market dynamics, and the influence of trade barriers, particularly current U.S. tariff measures.

A common view among attendees was that U.S. demand for beef protein will remain strong, while imported prices are expected to stay firm amid reduced domestic cattle supply as the U.S. continues to rebuild its national herd.

Midfield looks forward to leveraging the strong relationships formed and the market insights gathered at this year's conference.



PALM DRIVER SAFETY AWARENESS EVENT

Over 200 PALM scheme workers from across the Warrnambool region recently took part in the PALM Driver Safety Awareness Event, with the majority of attendees coming from Timor-Leste and Fiji.

The event received overwhelmingly positive feedback, with participants highlighting how much they learned and how valuable they found the hands-on, interactive format. Many shared that the practical demonstrations helped reinforce key safety messages in a meaningful and memorable way.

One of the most impactful moments of the day was a live rescue demonstration by VIC SES. Watching emergency crews use specialised equipment to safely extract people from a crashed vehicle delivered a powerful reminder of the importance of road safety, and why avoiding such situations in the first place is critical.



Participants also enjoyed engaging with Victoria Police, with many commenting that they were surprised by how friendly, supportive, and approachable local officers were. These interactions helped build trust and confidence while reinforcing important road safety information. Another standout highlight was the CPR demonstration by Ambulance Victoria. For many attendees, this was their first opportunity to learn life-saving CPR skills. Participants appreciated seeing firsthand how quick action in an emergency can truly make a difference.

Overall, the event was a valuable learning experience that strengthened safety awareness, encouraged open conversation, and reinforced the importance of looking out for one another both on and off the road.

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The **staffissues@midfield.com.au** email is available for staff to raise questions, concerns, or matters they'd like support with. Messages are received only by the Managing Director Dean McKenna and treated confidentially.

EMPLOYEES ARE ALSO ENCOURAGED TO SEND
SUGGESTIONS OR FEEDBACK.
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