

# NEWSLETTER

## "MEATING POINT"



THE FRESHEST NEWS FROM  
THE MIDFIELD GROUP

## Industry Innovation on Display at IFFA 2025

Attending IFFA 2025 provided an exciting look into the latest innovations shaping not only the red meat sector but the broader food industry. The event offered a unique opportunity to stay ahead of the curve, particularly in areas of safety, efficiency, and processing technologies.

Exploring large meat processing facilities outside the red meat category delivered valuable insights into alternative methods and technologies. Many of these could be adapted to strengthen our own operational efficiencies, serving as useful benchmarks against our current practices.

In addition to professional learnings, IFFA was a great platform to develop personal skills, build relationships, and engage with like-minded industry professionals. And, of course, sampling the local cuisine was a definite highlight of the trip!



*Much More than a Meat Processor*

# MARKET INSIGHTS FROM FHA 2025 – SINGAPORE

Our participation in FHA 2025 in Singapore delivered meaningful insights into one of Asia's most competitive and dynamic food markets.

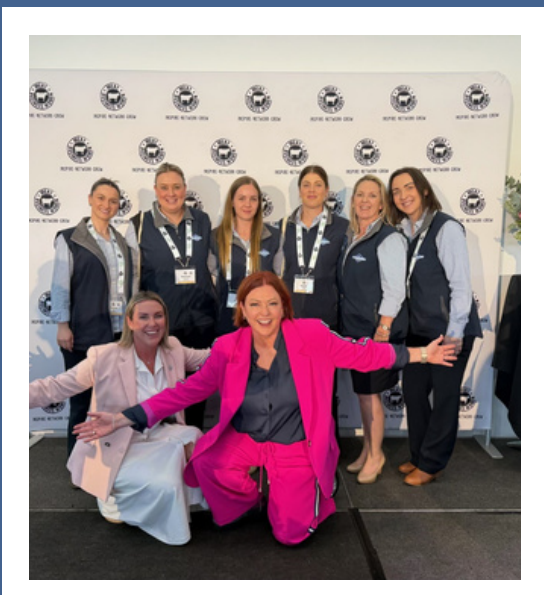
Although exhibitor numbers from Singapore were lower this year, foot traffic was strong and targeted, allowing for productive meetings with customers from Singapore, Vietnam, Thailand, Malaysia, and Australia. Singapore continues to be a mature market with over 300 importers and a workforce supported largely by daily commuters from Malaysia – particularly in blue-collar roles.

While customers appreciated the quality and consistency of our products, concerns around pricing in a cost-conscious environment were noted. These insights are invaluable as we refine our strategy across Southeast Asia.

Overall, FHA 2025 proved to be a valuable opportunity to reconnect with the region, gather feedback, and explore new growth opportunities across Southeast Asia.



## EMPOWERING WOMEN IN THE INDUSTRY: MEAT BUSINESS WOMEN CONFERENCE 2025



The 2025 Meat Business Women National Conference was an inspiring event that brought together people from all corners of the meat industry. It was a great opportunity to connect, share ideas, and build strong relationships.

Attendees explored what's ahead for retail in 2025, including changes in consumer behaviour and how businesses can stay ahead in a fast-moving market. There was a strong focus on the value of mentorship and how it helps support career growth and leadership development.

Workforce diversity was another important topic, with practical tips shared on how to build inclusive, high-performing teams. Industry leaders also offered honest and helpful leadership advice, sharing their own experiences and lessons learned.

Throughout the day, there were plenty of opportunities to network and form new connections—all helping to strengthen and support a vibrant, forward-thinking meat industry.



# MAKING AMERICA GREAT AGAIN

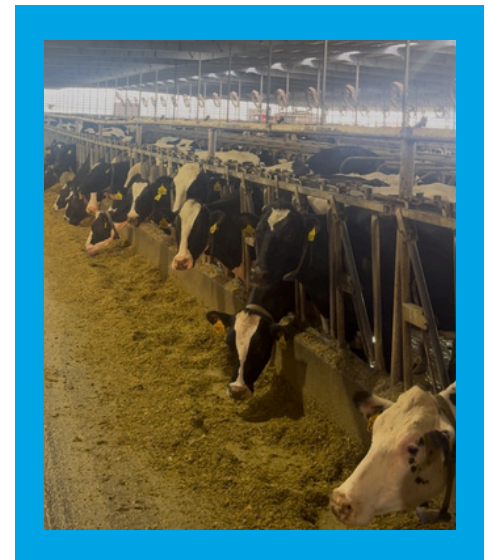
Regardless of the media attention following the infamous “liberation day” it is business as usual on the home front in the United States. With a growing population of over 340 million people the nation (for now at the very least) remains heavily reliant on international partners to meet essential needs—particularly Australian red meat and dairy commodities. This was evident through Mollie’s latest adventure trekking throughout the USA.

From the Chicago city Skyline commercial trade conversations revolved around the domestic demand remaining strong. Australian products are favorable in the U.S. market at this very present, despite the imposition of import tariffs. Facts show in April 2025, Australian beef exports to the U.S. surged, reaching 127,172 metric tonnes, a 21% increase from the previous year. So, whilst the American Beef herd size continues to shrink, the gap of red meat inventory needs filling. Creating a significant opportunity for Australian farmers, red meat manufacturers and exporters!

In the heart of "America's Dairyland" Wisconsin, dairy operations are adopting advanced technologies to boost productivity. One notable example is a farm that milks 6,700 cows using a 100-cow rotary system, achieving an impressive average of 48 kg per cow per day with a 4.5% fat content, surpassing the U.S. industry average of 3.8%. This farm operates as a full barn-raised site, employing state-of-the-art equipment, dairy systems, and stringent herd management practices to achieve high efficiency and production levels.

Similar to the heritage of the Midfield Group, one notable 100% family owned and operated business has a passion and focus on agriculture. Emphasising the importance seamless farming operations to ensure a consistent and supply for manufacturing and high-quality end products for consumers. Renowned as the “Fat Ladies in the American Bathtub,” this factory employs 600 staff and is the largest butter manufacturer in the USA, processing 3.5 million litres of raw milk daily and producing 500 metric tonnes of butter daily for both food service and retail markets.

So, whilst the noise around political trade deals and a volatile USD remains at the forefront of the media headlines, operations and commercial practices remain robust. Highlighting the ongoing strength and resilience of the U.S. dairy and red meat industries, presenting continued opportunities for Australian exporters to play a part in the dynamic market!



# INSIDE THE VANDRIE GROUP – EUROPEAN LEADERS IN VEAL & BEEF

As part of our recent European industry engagement, we had the opportunity to gain a deeper understanding of the VanDrie Group – a remarkable, family-owned business that plays a major role in Europe’s veal and beef supply chain.

With over 3,000 employees and an annual turnover of approximately €3 billion, VanDrie controls around 30% of the European veal market. What truly sets them apart is their fully integrated operation, providing end-to-end control and traceability across the supply chain – from calf birth through to processing, packaging, and product distribution.

VanDrie works with a network of over 1,300 veal farmers, with suppliers typically retaining 30% of calves for dairy replacement and sending the balance into VanDrie’s streamlined system. Processing generally takes place between 6 to 10 months of age, depending on market specifications. Carcase weights average between 120–160kg, though can reach up to 220kg depending on production goals.

In contrast to Australian veal production, which typically occurs at a younger age (often referred to as “bobby veal”), the European market prefers “Sturkie veal”, which is raised longer to meet regional preferences in taste and texture.



VanDrie operates multiple processing facilities across Europe, including in the Netherlands, France, Germany, and Italy. In addition to veal, they also process dual-purpose dairy/beef cows through a dedicated beef plant, where cattle are fed a tailored ration for 3–4 months prior to slaughter, ensuring consistency and quality in the final product.

An often-overlooked but significant part of their business lies in hide processing. VanDrie cures and grades around 1.2 million veal hides and 100,000 cattle hides annually – a major contributor to their vertically integrated model and a value stream that supports the fashion and leather goods industries.

Our visit to VanDrie provided invaluable insights into global best practices, long-term sustainability, and the power of integrated supply chain thinking. There is much we can learn from their scale, systems, and collaborative approach across the European market.

# A VISIT TO ELPOZO – SPAIN'S PORK POWERHOUSE

Our visit to ElPozo, one of Spain's leading meat processors, began with a warm welcome – the Australian flag proudly displayed outside the plant and again at reception, a gesture that set the tone for a memorable experience.

Based in Murcia, Spain, ElPozo is a family-owned, vertically integrated business with a deep-rooted commitment to excellence and growth. The company processes an impressive 14,000 pigs per day, including both Duroc and Iberian breeds, across a 62-acre facility that houses everything from animal reception to value-adding and packaging.

What makes ElPozo stand out is not just its scale, but its spirit. The business is still led by its founding brothers, now aged 87 and 88, who maintain a daily presence on-site. When asked where they see the business in 10 years, their answer was immediate and bold: "Twice the size." Age clearly hasn't dampened their drive.

With over 6,000 staff, ElPozo manages the full supply chain – from cropping for feed, to pig rearing, processing, and product development. Nearly every part of the carcass is value-added on-site, ensuring maximum efficiency and product diversity.

A highlight of the tour was learning about their Iberian pork program, often described as the "Wagyu of pork". These pigs are raised for 18–24 months and fed specialised diets to enhance flavour and marbling. Their Iberian hams are then hung for 24 months, following centuries-old techniques that yield premium quality. In contrast, Duroc pigs are processed at 6 months of age, typically at 115kg.

The scale and sophistication of the facility were brought to life during the tour, which included being chauffeured between buildings via company taxis and travelling through hundreds of metres of elevated glass corridors decorated with vibrant artwork – a true reflection of pride in place and process.

ElPozo has also expanded its footprint through subsidiary brands across packaged food sectors including fish, turkey, red meat, and dairy, all built on the same fully integrated blueprint. This visit was not only inspiring but also reinforced the strength of long-term vision, vertical integration, and a relentless focus on innovation and quality – values we share and continue to invest in at Midfield.





# INNOVATION IN MOTION: ROBOTIC KNIFE SHARPENER SET TO ARRIVE

We're excited to announce the upcoming arrival of the Knecht Robotic Knife Sharpener, scheduled for July, marking another major investment in technology and workplace excellence at Midfield.

At a value of \$1.75 million, this system is the first fully robotic sharpener of its kind in Australia and represents a significant step forward in both operational performance and staff welfare. Capable of sharpening up to 780 knives per shift, the automated system will deliver consistent, high-quality results — improving yield, reducing manual handling, and supporting better OHS outcomes across the processing floor.

This investment highlights Midfield's ongoing commitment to adopting cutting-edge technology that enhances safety, efficiency, and productivity — all while supporting the wellbeing of our workforce.



# TRIM MANAGEMENT ROOM TAKING SHAPE



Exciting progress is underway on Midfield's new Trim Management (TMS) Room, which is quickly taking shape on-site. With the base slab poured and all structural steel now erected, the development is well on track and making strong visual impact.

Over the coming weeks, the mezzanine floor will be concreted, paving the way for the installation of internal wall panels and the arrival of state-of-the-art processing equipment. Once operational, the TMS Room will play a critical role in our beef processing operations.

Scheduled for commissioning in August, the facility will feature automated x-ray scanning technology to assess the chemical lean (fat content) of all beef trim. It will also be equipped to pack product in both traditional 27.2kg cartons for export and in bulk packs, rapid chilled via a liquid nitrogen cooling tunnel, to serve domestic market needs.

This investment marks another step forward in our commitment to technology, efficiency, and delivering premium quality at every stage of our operation.