

NEWSLETTER

"MEATING POINT"



THE FRESHEST NEWS FROM
THE MIDFIELD GROUP

WELCOMING THE GRIFFIN LANYON LEGACY TOUR TO MIDFIELD

We were honoured to welcome the Griffin Lanyon Legacy Tour to our Warrnambool site on the 17th February. The tour was established in memory of Griffin Lanyon – a passionate young farmer who unexpectedly passed away in 2024. Inspired by Griffin's deep enthusiasm for agriculture and community, his family, alongside the Australian Fodder Industry Association, created this week-long tour to support and inspire the next generation of the fodder industry.

The tour brings together early-career individuals aged 18–30, providing them with the opportunity to connect with industry leaders, visit key operations, and strengthen their understanding of Australia's agricultural supply chain.

It was a privilege to share our story, showcase our operation, and contribute to an initiative that reflects the values Griffin stood for – passion, connection, and commitment to agriculture's future. We thank the group for visiting and wish them well as they continue their journey.



Much More Than a Meat Processor

SUPERMARKET TRADE SHOW TOKYO 2026

The Midfield Group was proud to exhibit at the recent Supermarket Trade Show in Tokyo, one of Japan's leading food and retail industry events. The trade show provided an excellent opportunity for our team to connect with valued customers, strengthen existing relationships, and introduce our premium Australian beef and lamb products to new partners in the Japanese market.

Japan remains an important market for high-quality Australian protein, and the event allowed us to showcase the consistency, quality, and sustainability behind our brands. Throughout the exhibition, our team met with retailers, distributors, and food service partners who share our commitment to delivering exceptional products to consumers. We thank everyone who took the time to visit our stand and look forward to continuing to build strong partnerships in Japan.



KOROIT FIELD DAY 2026: EVENT RECAP



The Midfield Group was proud to be a major sponsor and exhibitor at the Koroit Field Days, supporting this growing local agricultural event in its second year.

Across the two days, our team enjoyed connecting with farmers, suppliers and members of the local community who play such an important role in the region's agricultural industry.

The event provided a great opportunity to showcase The Midfield Group and highlight the strong connection we have with the producers who supply our business.

As the event continues to grow, we're proud to support initiatives that bring the agricultural community together and celebrate the strength of our local industry. We look forward to being involved again next year.

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WELCOMING OUR JAPANESE PARTNERS TO MIDFIELD

Midfield was delighted to host a delegation from our Japanese partners during March. We always value the opportunity to welcome our friends to the factory, share our operations firsthand, and strengthen the relationships that are so important to our business.

Visits like these also give us the chance to showcase the hard work and dedication of our team.



CENTRE FOR BRAIN & EPILEPSY RESEARCH (CBER) UPDATE

We're proud to share that the Centre for Brain & Epilepsy Research (CBER) has launched a new website, highlighting the important work being undertaken in brain tumour and epilepsy research.

The new site provides an update on the incredible work Dr. Gutman is leading and showcases how community support is helping drive meaningful progress. You can explore it here: www.cber.org.au

Thanks to your generosity, we are now sitting at \$679,030 raised – a fantastic effort! We remain committed to reaching our \$1,000,000 goal in honour of Colin McKenna, and we'll keep you updated as soon as we have more news.

Please continue to share and spread the word – every bit of support makes a real difference. With gratitude,
The Midfield Group

DONUT THURSDAYS



A little extra sweetness has been added to the week at Midfield with Donut Day every Thursday. Bringing in fresh donuts has become a fun way to lift spirits, take a short break, and enjoy a treat together as a team.

It's not just about the donuts either – it's also a great way to support a local business while creating a positive moment in the workday. Sometimes it's the small things that make a big difference, and this weekly tradition is already proving to be a simple way to bring smiles around the workplace.

A small treat, a good chat, and a sweeter start to Thursday!

CELEBRATING MIDFIELD MILESTONES

At The Midfield Group, our people are at the heart of everything we do. This month we proudly recognise several team members who have reached significant service milestones, marking decades of dedication and contribution to our business and the wider red meat industry.

Jet, Tai and Bin – 20 Years of Service:

We extend our sincere thanks to Jet, Tai and Bin for their outstanding commitment over the past 20 years. As pioneers who helped forge a pathway into the red meat industry through The Midfield Group, their hard work, resilience and dedication have played an important role in shaping our success.

Their contributions over the past two decades have been invaluable, and we also acknowledge the ongoing support of their families, who have stood alongside them throughout their journey.

Alistair Sharp – 25 Years of Service:

We also congratulate Alistair Sharp on reaching an incredible 25 years with The Midfield Group. As General Manager – Meat, Alistair has worked his way through the business and has become an integral part of the management team. His deep knowledge of the industry, strong leadership and long-standing commitment to the company have helped drive the continued growth and success of the organisation.

Thank you, Alistair, for your dedication and contribution over the past 25 years.



UPCOMING EVENTS



21-24
APR 2026
SINGAPORE EXPO

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