

# NEWSLETTER

## "MEATING POINT"



THE FRESHEST NEWS FROM  
THE MIDFIELD GROUP

## INSIGHTS FROM THE USA: DRIVING EFFICIENCY AT SCALE

Our recent study tour across the United States, covering more than 11,000 kilometres and visiting key locations between the West and East Coast – offered a valuable opportunity to explore production efficiency, transport systems and the latest advancements in automation. The scale of the US supply chain is impressive, underpinned by significant investment in infrastructure, logistics hubs and high-throughput operations. Across a number of sites, we saw strong adoption of technology, including AI-driven monitoring, robotics and automated systems supporting consistent, around-the-clock production.

The visit reinforced the importance of continuous improvement and innovation in driving performance. From logistics networks to plant operations, there were many insights we can reflect on as we continue to evolve our own processes at Midfield. With our strong focus on structured systems, safety and efficiency, we are well positioned to build on these learnings – leveraging technology and best practice to enhance productivity, strengthen our operations and continue delivering for our customers and partners.



*Much More than a Meat Processor*

# FUELLED BY AMBITION: INSIGHTS FROM THE MEAT BUSINESS WOMEN CONFERENCE

We recently attended the Meat Business Women 2026 Australian National Conference in Sydney, joining industry leaders, emerging talent and peers from across the meat and food supply chain. The event brought together a diverse network of professionals for a day focused on connection, learning and shared ambition, with a strong emphasis on developing people and strengthening the future of our industry. From inspiring keynote speakers to practical sessions and mentoring circles, the conference created a space for meaningful conversations and valuable insights that extend well beyond the day itself.

A key theme throughout the conference was the power of ambition in driving both personal growth and industry progress. The opportunity to connect with others, share experiences and learn from different parts of the supply chain reinforced the importance of building strong, supportive networks.

For Midfield, it was a valuable reminder that investing in people, leadership and collaboration is critical to long-term success. We look forward to continuing these conversations and applying these learnings as we strengthen our team and contribute to a more connected, capable and forward-thinking industry.



## MIDFIELD SHOWCASES AT FHA SINGAPORE



The Midfield team proudly exhibited at FHA Singapore, one of Asia's leading food and hospitality trade events. The show provided a valuable platform to connect with customers, partners and industry leaders from across the region, while showcasing the quality and consistency of our premium beef and lamb products. It was a strong representation of our brand on the global stage, with great interest in our offering and meaningful conversations taking place throughout the event.



FHA Singapore continues to be an important opportunity for Midfield to strengthen relationships and explore new market opportunities. The team returned with valuable insights into customer trends, product demand and the evolving needs of the Asian market. We look forward to building on these connections and continuing to grow our presence in key export markets.

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# WELCOMING OUR COSTCO PARTNERS TO MIDFIELD

We were pleased to welcome guests from Costco USA and Australia for a visit to The Midfield Group recently. The visit provided a valuable opportunity to showcase the full scope of our operations and the areas we are most passionate about – premium quality meat production, the future of farming, and our ongoing commitment to sustainability.

Throughout the day, we shared insights into our paddock-to-plate approach, highlighting the care, innovation and expertise that underpin our products. From livestock management through to processing, our focus remains on delivering consistent, high-quality beef while continually improving our environmental impact.

Sustainability remains a key priority for our business. We are committed to responsible farming practices, supporting the long-term viability of agriculture, and working closely with partners who share these values.

We thank the Costco team for their visit and the opportunity to engage in meaningful conversations about the future of our industry. We look forward to continuing to strengthen this important partnership and exploring the opportunities ahead.



## 40 YEARS OF DEDICATION

40 years.

A legacy of dedication, loyalty,  
and hard work.

Thank you Sam for being such an  
important part of our journey.

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# UDC ON THE GROUND: STRONG MOMENTUM ACROSS ASIA



Our recent visit to Thailand and FHA Singapore reinforced the growing demand for dairy across key Asian markets and the strength of UDC's position in the region.

Global supply of SMP and dairy proteins remains tight, creating strong opportunities for UDC as demand accelerates. Markets such as Indonesia and Vietnam continue to show impressive growth, highlighting the region's long-term potential.

One of the standout trends from the trip was the increasing demand for butter, with a number of customers expressing interest in trial volumes and future supply. This presents an exciting opportunity as we continue to expand our product offering. While global logistics and market dynamics continue to evolve, the overall outlook remains very positive. UDC is well placed to build on this momentum and strengthen partnerships across Asia.



## A MILESTONE WORTH APPLAUDING: LUKE EARNS HIS A GRADE LICENCE

Congratulations to Luke on completing his Electrical Apprenticeship and officially receiving his A Grade Licence this week - a significant milestone in his career.

This accomplishment is a true testament to his hard work, persistence, and dedication to mastering his trade.

From day one of his apprenticeship through to this moment, Luke has consistently shown a strong commitment to learning and delivering quality work.

We're incredibly proud to have him as part of the team and look forward to seeing his continued growth and success in the years ahead.



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# MIDFIELD CROWNED AUSTRALIA'S BEST LAMB AT ROYAL QUEENSLAND AWARDS

Midfield Meat International is proud to celebrate outstanding success at the Royal Queensland Branded Beef and Lamb Awards, with the company recognised across three award categories for its premium lamb brands.

Leading the achievements,

Midfield was awarded the prestigious **Grand Champion Branded Lamb of Show**, recognised as Australia's best lamb, for its Union Station brand entry.

Union Station also received **Gold in the Branded Lamb – 20kg or more MSA and Non-MSA category**, further highlighting the brand's exceptional quality, consistency and eating experience. In addition, Midfield's '246' brand was awarded **Bronze in the Restaurant Trade Branded Lamb – 24kg or more MSA and Non-MSA category**.

The three award wins reflect the dedication and hard work of Midfield's producers, processing teams and staff across the business, and reinforce the company's reputation for delivering premium Australian lamb to customers both locally and internationally.



## UPCOMING EVENTS



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