

NEWSLETTER

"MEATING POINT"



THE FRESHEST NEWS FROM
THE MIDFIELD GROUP

MIDFIELD ACCOMMODATION VILLAGE COMING SOON!

We're pleased to announce that work will soon begin on the Midfield Accommodation Village in Merrivale, which will provide safe, modern, and affordable housing for up to 221 key workers in our region.

Thanks to a generous \$5 million grant from the State Government, this project will not only offer flexible living options for workers but also help strengthen our local workforce and support the community.

Accessible by public transport or bike, the village is designed to make life easier for those who keep our essential services running.

We can't wait to share updates as the project takes shape and to involve local businesses in bringing this important development to life.



CELEBRATING TONY JONES – 27 YEARS OF DEDICATION

After an incredible 27 years with The Midfield Group, we bid farewell to Tony Jones as he steps into retirement.

Tony's career in the meat industry began back in 1977 at Gilbertsons, where he started as a trainee pig buyer before moving into cattle and sheep markets. He joined Midfield in 1998, with the support of Colin, Titch, Don Munro, and Brad Peel, and quickly became a valued member of the livestock team.

Covering markets from Mount Gambier to Dubbo, though most often in the Riverina, Tony brought knowledge, experience, and a sense of humour that made him a pleasure to work alongside.



Over the years, Tony has seen the industry change dramatically and worked through both its challenges and lighter moments. He fondly recalls the many characters he has met along the way and the unique stories that made the livestock trade such a memorable career.

On behalf of everyone at The Midfield Group, we thank Tony for his dedication, hard work, and commitment over nearly three decades. His contribution to the business and the industry has been invaluable. We wish Tony all the very best for his retirement and future endeavours.

MIDFIELD GROUP SHINES AT THE 2025 AUSTRALIAN FOOD AWARDS

We are delighted to share some exciting news!

At the 2025 Australian Food Awards, two of our flagship brands were recognised for their excellence:

- **Union Station – Gold Medal**
- **Coorong Black – Silver Medal**

These awards reflect our ongoing commitment to quality, consistency, and innovation, and we are proud to see our hard work acknowledged on a national stage.

We would like to take this opportunity to thank you for your continued support. Achievements like these are made possible because of valued customers like you who share our passion for premium products. We look forward to continuing to deliver the very best in meat and dairy to you.



COORONG GOLD – COMING SOON!

From the pristine coastal landscapes of South Australia's Coorong region comes Coorong Gold – a premium 100-day grain-fed beef brand delivering consistency, flavour, and golden quality in every cut.

Crafted from carefully selected British-bred cattle, Coorong Gold offers a broader breed profile than Coorong Black, while maintaining the same high standards of grain-finishing, marbling, and tenderness.

Wanderribby Feedlot – Precision Feeding for Premium Quality

Coorong Gold cattle are grain-finished at our purpose-built Wanderribby Feedlot, where they are:

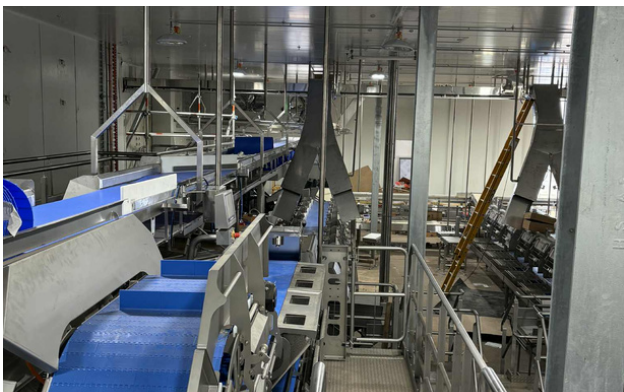
- ✓ **Sourced from British bred cattle known for high quality carcass yield.**
- ✓ **Fed on a specialised grain ration for 100+ days**
- ✓ **Managed with care to promote marbling and eating quality**
- ✓ **Graded to ensure consistency across every delivery**

With a strong commitment to animal welfare, sustainability and quality assurance, Coorong Gold is the ideal choice for premium domestic and export markets. Perfect for retailers, chefs, and food service partners who value quality, consistency, and versatility—without compromise.

Stay tuned – Coorong Gold is coming soon to elevate every plate.



TRIM MANAGEMENT (TMS) ROOM UPDATE: EXCITING PROGRESS AT MIDFIELD



Midfield's new Trim Management (TMS) Room is quickly taking shape, with significant progress made on facility upgrades and more milestones to come in the weeks ahead.

These developments mark a major step forward in strengthening efficiency, safety, and production capacity across the business. We look forward to keeping you updated as the project continues to advance.

BEHIND THE SCENES AT MIDFIELD: INSPIRING TOMORROW'S WORKFORCE



At The Midfield Group, we are proud to open our doors to school tours, giving students the chance to see firsthand what our industry has to offer. From Paddock to Plate and Grass to Glass, we showcase the many exciting and diverse roles available across our business. Our tours give students a behind-the-scenes look and highlight the opportunities for meaningful careers within the industry.

We host visits across our Processing Site, UDC, and Pastoral operations, providing a well-rounded picture of the industry in action. It can be difficult to understand what a job truly involves without seeing it in practice, which is why these tours are such a valuable experience. We hope these tours encourage students to imagine their own career journey, showcasing the exciting opportunities for growth and development that await.

MIDFIELD HEADS TO ANUGA 2025 – NOT LONG NOW!

We're counting down the days until Anuga 2025 in Cologne this October – the world's leading food and beverage trade fair.

As one of Australia's top independent meat processors and exporters, Anuga is a fantastic opportunity to connect with global partners, share our story, and explore the latest in food innovation.

If you're attending Anuga, we'd love to see you! Visit us at Hall 6, Stand B108 – meet the team, check out our range, and discover what makes Midfield much more than a meat processor.



anuga anuga.com

THE NO.1 FOR
FOOD & BEVERAGE BUSINESS

Cologne,
04.- 08.10.2025

Visit us!
Hall 6, Stand B108

THE MIDFIELD GROUP

Much More than a Meat Processor

TECH & AI: ENHANCING THE FUTURE OF MIDFIELD

At Midfield, we're always looking ahead — and that includes exploring the latest in technology and artificial intelligence to support our people, processes, and performance.

Currently, we have several exciting projects either in development, under review, or in the proposal phase. These initiatives are designed to boost efficiency, improve safety, and future-proof our operations:

AI Vision Tools:

- In-house visual intelligence to improve PPE compliance, detect idle pallets, and support real-time decision-making.

Smart CCTV & Safety Monitoring:

- Intelligent site surveillance that helps monitor people, vehicles, and risks — including natural language search features.

Drone-in-a-Box Surveillance:

- Automated drones programmed to deploy and monitor key site areas, improving perimeter security and reducing manual checks.

Virtual Reality Induction & Training:

- Immersive, headset-based learning tailored to each employee's pace and skill level.

AI-Powered Fleet Management:

- Smart driver-assist tools, fatigue monitoring, and predictive insights for safer, more efficient transport.

Predictive Maintenance:

- AI and Internet of Things sensors working together to identify issues before they become problems.

We look forward to sharing more as these projects progress and continue to invest in innovation that makes a real difference across our operations.



MIDFIELD WINS AMPC AWARD FOR ENVIRONMENTAL PERFORMANCE



We're proud to share that Midfield has been awarded the AMPC Award for Environmental Performance!

This recognition follows our results in the AMPC Environmental Performance Review and will be officially presented at the AMPC Innovation Showcase on Thursday, 11 September.

A huge thank you to our team for their dedication to sustainable practices across our operations.