



Three Generations of  
**Exporting Quality**  
to the World



# Paddock TO PLATE

1



## FARMING & SELECTION

We select only the finest stock from around the nation, with an emphasis on sustainably raised animals. We use the latest, cutting edge technology to trace stock processed directly back to it's source.

2



## QUALITY ASSURANCE

Quality assurance is at the heart of our business operations. We control and manage every process from start to finish, complying with strict quality assurance & safety standards.

3



## SLAUGHTER & BONING

We take pride & care in every part of our production process, from humanely caring for animals prior to slaughter, slaughtering operations, boning, slicing & packaging. We ensure each product is produced to the highest standards.

4



## PACKING

Our separate production lines facilitate the varying production we do. We have a fully dedicated "Jimba Premium Lamb" line, separate mutton processing, veal boning & 6-way cutting lines to allow for ultimate production diversity.



From humble beginnings as a local family butcher, the growth of Cedar Meats has expanded to provide a premium product produced locally, and distributed worldwide.

The process of Paddock to Plate ensures that you have confidence in knowing where your meat comes from and that it is of the highest quality. Cedar Meats pride themselves on selecting only the finest livestock from areas that are optimised for grazing in Southern Australia. This, alongside with a stringent quality controlled environment results in an exceptional product that is guaranteed to satisfy.

5



#### CHILLING/FREEZING

Our facilities can hold 140,000 frozen cartons, blast freeze up to 10,000 cartons per day & chill 20,000 cartons. Also, our streamlined carcass blast freezing allows seamless loading of frozen full carcasses straight into containers.

6



#### DISTRIBUTION & EXPORTING

We currently export to all destinations worldwide including the USA, EU & China using our global network. We are able to fulfil the largest orders, whilst with our family controlled operations, pay attention to the finest details.

7



#### THE RETAILER

Our stringent, quality controlled processes ensure premium packaging presentation & precise cuts. Our aim is to exceed customer expectations in every way & with regular customer feedback we are able to continually improve our processes.

8



#### CONSUMER EXPERIENCE

We go to great lengths to give our customers a truly great meat eating experience. Our consumers have great satisfaction knowing that the meat they eat has been managed on their behalf from the paddock to their plate. From our family to yours, please enjoy!

# History & **Background**

**Cedar Meats Australia is an Australian owned and operated family business.**

Commencing operations as a local butcher shop in suburban Melbourne in 1984, its focus has somewhat shifted from providing for the local community to servicing the world.

Since becoming an export premises in 1988, Cedar Meats has penetrated the international markets to the point that its products are now one of the most recognised and demanded product brands in the small stock industry.





# Meet our **Family**

**Meet our Family, The owners, The Kairouz family, who are all actively involved in every aspect of the business.**

From the company's humble beginnings as a small butcher shop, the Kairouz's understand the importance of their customers and partners who, in turn, appreciate dealing directly with the owners.

While most families only extend to a last name, every employee at Cedar Meats is considered part of the family, all equal to be able to have input into decisions that are made by the group for a common good. It is because of this many of the people on plant have been with the owners since the company's beginning.



# Cedar Meats Australia Overview

**Cedar Meats has always been a hands-on, family business, now involving our third generation family members. The business owners operate it on a daily basis with pride and absolute commitment.**

The company can truly service the world. The operation is fully integrated, and currently holds licences to export to all destinations worldwide, including European Union, North & South America, South East Asia, China, Middle East and Africa. Our distribution network abroad provides a personalised service to our clients regardless of their location. Cedar Meats maintains and provides products of a consistently high standard.

Cedar Meats operates within 8km of CBD Melbourne, Australia, in a state-of-the-art export premises. Close to shipping ports and airports, we are conveniently located for logistical purposes. Also, the ability to draw on a wide range of quality employees and low staff turnover ensures we have the best team to get the job done.

To ensure we can provide customised product cuts to suit individual specifications, production within the plant is ultra-flexible and is tailored to customer requirements. Our facility has the ability to slaughter, bone, pack and chill/freeze 10,000 units per day; guaranteeing ultimate efficiency in delivering a quality, specialised product in a timely manner.



# Introducing Our Brands



## CEDAR MEATS AUSTRALIA

The original Cedar Meats brand has become synonymous with quality mutton, lamb, goat and veal worldwide. Many of our long-time customers have only ever bought the Cedar brand. The evolution of Cedar Meats has led to the introduction of alternate brands to support and communicate our individual product ranges.



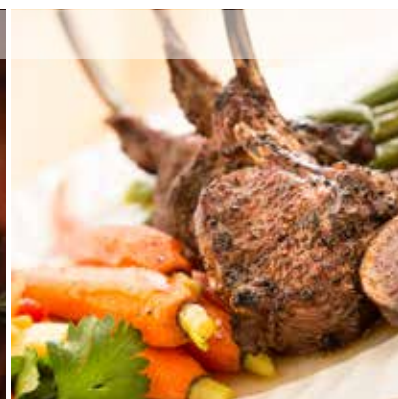
## JIMBA PREMIUM LAMB

Jimba is truly Australian, originating from the native indigenous word for sheep. Linking directly to our Australian heritage and reputation for producing safe, quality lamb of a consistently high standard, Jimba was the first alternate brand to be offered by Cedar Meats. Processing quality lamb warrants its own identity. Already well placed in Europe, USA and Japan, Jimba continues to gain momentum as Australia's leading lamb brand.

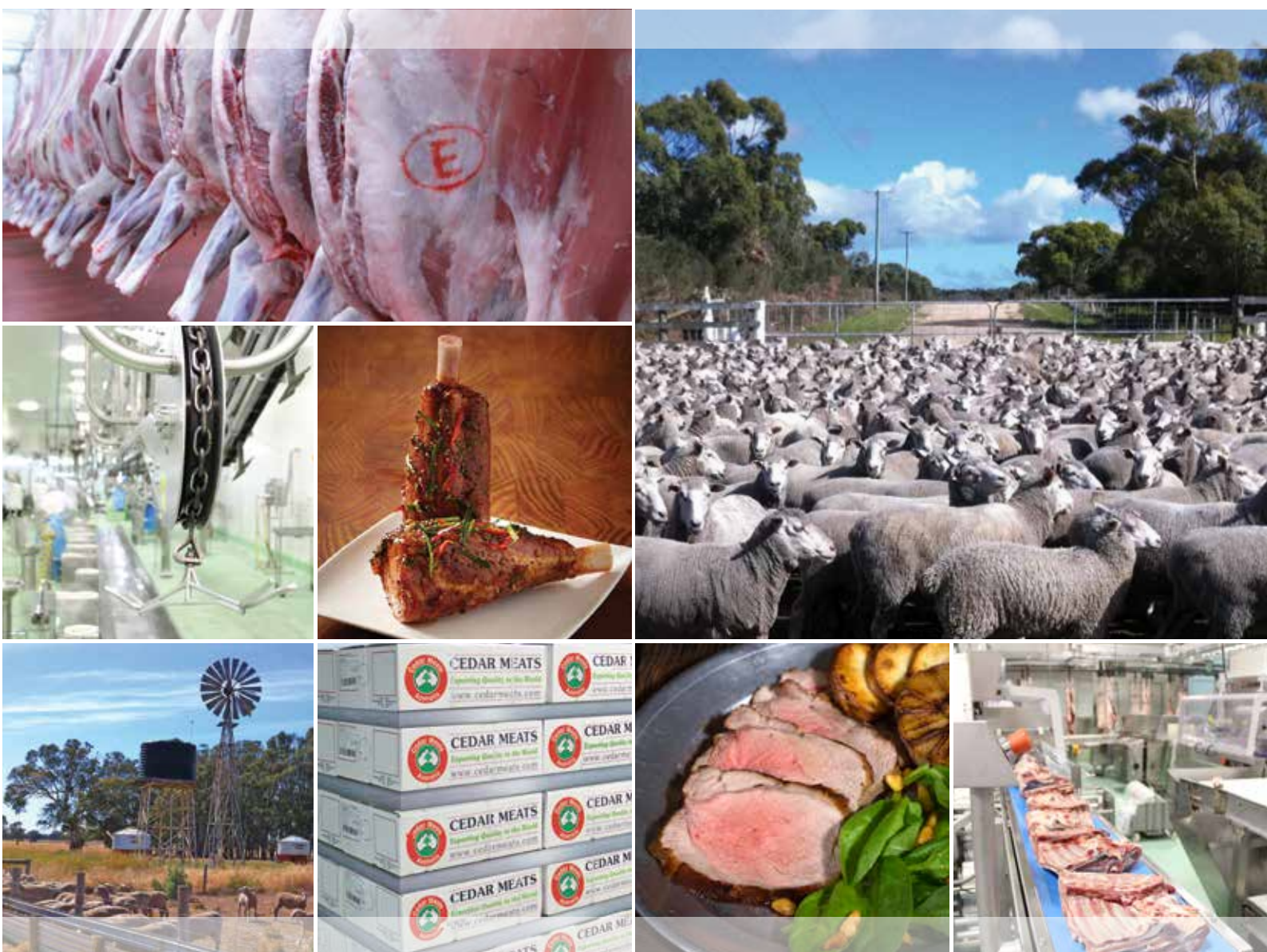


## SOUTHERN PRIDE PREMIUM LAMB

The lush land of southern Australia is renowned for the quality of its lamb, leading to the birth of Southern Pride. Our lambs graze on natural Australian grasslands throughout their lives, providing a pure product of its pure environment. Southern Pride is a leading brand of lamb that provides customers the same high quality standards people have come to expect from Cedar. The brand is an alternative to Jimba and may be available for exclusive use.







“ Guaranteeing ultimate efficiency in delivering a quality, specialised product ”

# State-of-the-art Premises

**Cedar Meats is strongly focused on continual improvement with much emphasis placed on reviewing procedures regularly and keeping the production standards at the highest possible level.**

Our slaughter floor is wide, open, visually appealing and ultra-efficient in its design. All plumbing and electrical lines are concealed and overheads are kept to a minimum. Waste troughs and disposal chutes are strategically located, ensuring the floor is clean at all times. All motors, drives and electrical components are in the roof cavity to prevent damage and disruption to production when they need to be maintained. The floor design lends itself to the two-knife production system which is paramount in retaining our much-valued EU licence.

The processing room boasts 4 separate production lines designed for the varied production. We have a premium lamb line that is capable of processing up to 3,000 lambs per shift to the highest quality specifications. The second line is our saw cutting line equipped with two over-wrappers. This line is capable of processing up to 4,000 units per shift. The third line is predominately used for frozen lamb and mutton processing with the forth line used for bobby veal production. Together these lines can process 3,000 additional units. Our boning room is capable of processing up to 10,000 units per shift.

Carcase chillers are electronically monitored and can hold up to 10,000 carcasses at any one time. We also have a blast freezer for full carcase freezing which holds up to 1500 carcasses. All chillers are linked to a sophisticated SCADA system to ensure monitoring 24 hours a day 7 days a week. Our onsite carton chilling/freezing facility compliments our already impressive plant.







## Employment, training & **Expert Staff**

**Although our facilities are considered to be the benchmark in the Australian Meat industry, our greatest asset is in fact our dedicated workforce.**

We have surrounded ourselves with highly competent management staff who all strive for the same common purpose and employees who respond with an enthusiastic approach to their duties and take pride in their work. All new employees are selected carefully to ensure our work culture remains focused on our family goals and values.

To help achieve this, there needs to be a strong focus on training. We use Meat Industry Specialist Systems Pty Ltd (MISS) to train our staff in Certificate II (Meat Processing), Certificate III (Slaughtering, Boning or Food Services), Certificate III (Meat Safety) and Certificate IV (Meat Safety). This ensures all our existing employees are competent in their duties. MISS also provides pre-vocational training to prospective employees ensuring candidates have an understanding of basic meat hygiene prior to them gaining employment with our company.

Cedar Meats are very proud to have been the winners of the Victorian Multicultural Commission Business Award in 2012 which is testament to our great work culture.

# Product Integrity & **Animal Welfare**

**Cedar Meats has a strong commitment to ensuring the standards for welfare of livestock is upheld.**

Our livestock facilities and equipment are designed, maintained and operated to ensure minimal interference and stress is incurred by livestock.

All stock holding pens are steel framed with mesh flooring and are roofed to provide shelter. Our employees involved in livestock handling are fully trained in all aspects of animal welfare.

We ensure all animals are treated humanely at all times thus enabling them to be stress free at time of processing. This in turn allows us to present the best eating quality meat. Cedar Meats has long been regarded as the standard to which others should strive for in animal welfare principles.

With our close proximity to the city we are often used for trainee vets and international visitors to demonstrate Australia's animal handling procedures.







# Qualifications & Certifications

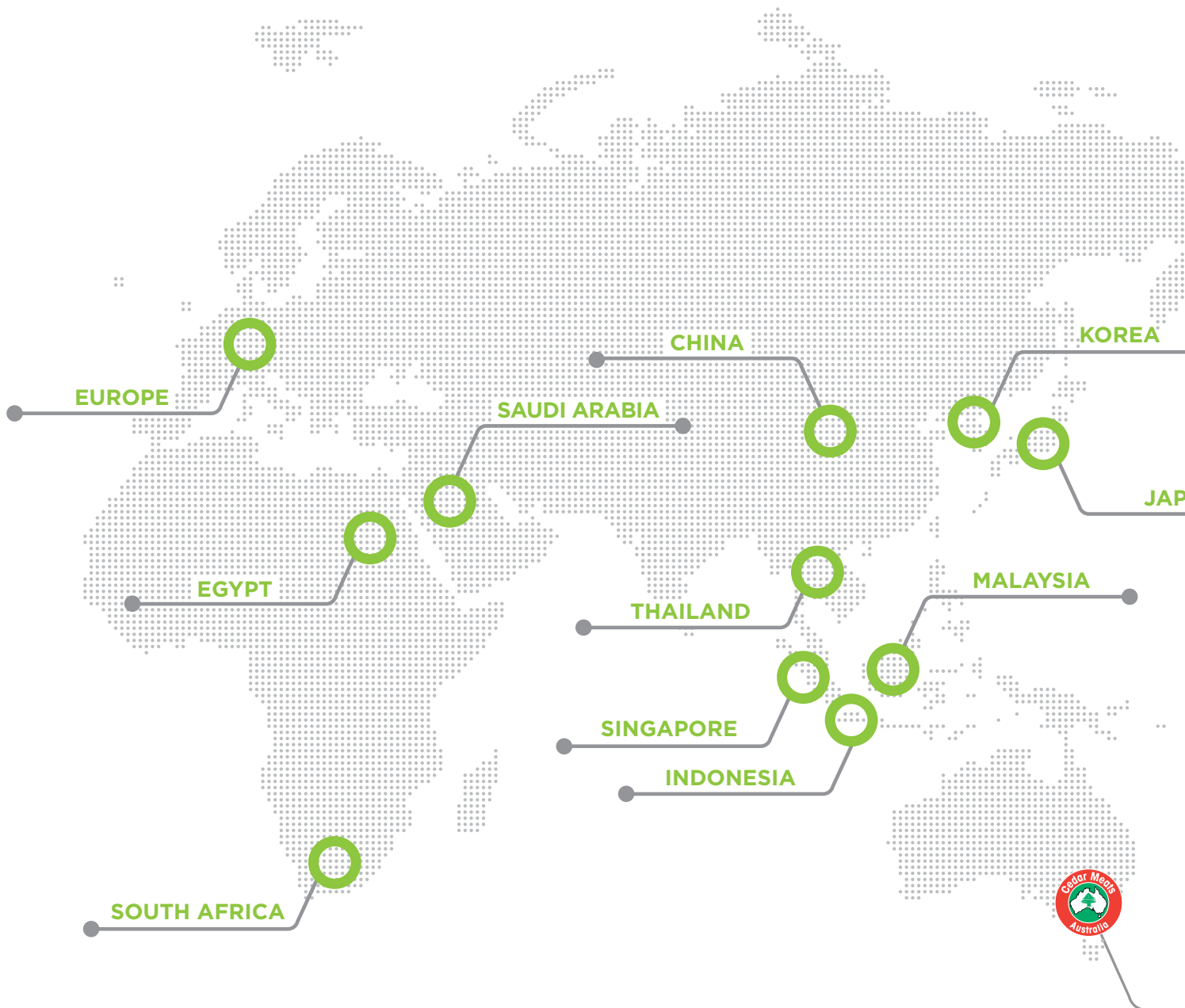
**Cedar Meats is a fully accredited export establishment and operates under a Department of Agriculture approved arrangement.**

Within this arrangement is a Department of Agriculture approved HACCP and Halal program, and incorporates the principles of Standard Operating Procedures (SOPs), Work Instructions (WI) and Good Manufacturing Practices (GMP's). Internationally, we have also been certified 'A' grade under the BRC Global Food Standard.

Our Licence includes the Slaughter of Livestock, Boning, Pharmaceutical, Offal, Cold Storage and Skins.



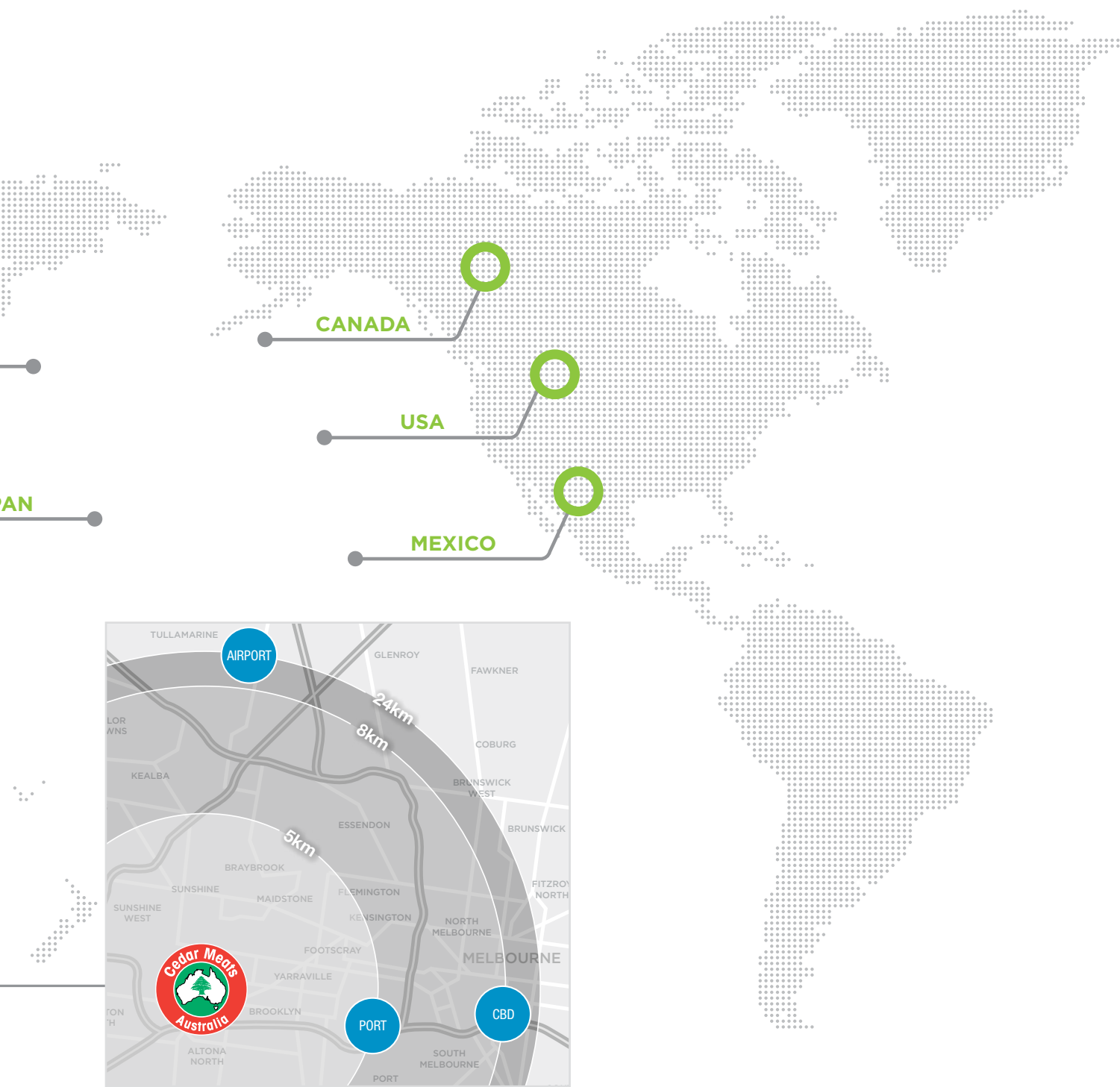
# Exporting Quality to multiple **Worldwide Locations**





Cedar Meats is conveniently located 8km to CBD Melbourne, 5km to Melbourne Shipping Port and 24km to Melbourne airport. With all the main arterial freeways within a close proximity, management of logistics locally, nationally and internationally is extremely easy. We currently hold licenses to export to all destinations worldwide, including European Union, North and South America, South East Asia, China, Middle East and Africa.

*Cedar Meats welcomes all enquiries. Our family looks forward to hearing from you.*



MELBOURNE/VICTORIA



## Cedar Meats Australia Pty Ltd™

690 Geelong Road  
Brooklyn Victoria 3012 Australia

**Ph** +61 3 8398 1999

**Fax** +61 3 8398 1998

**Email** [info@cedarmeats.com](mailto:info@cedarmeats.com)

[www.cedarmeats.com](http://www.cedarmeats.com)