

S. Kidman & Co and Hancock Agriculture launch Aussie beef into UK under new FTA

Today in London S. Kidman and Co and Hancock Agriculture Executive Chairman Mrs Gina Rinehart AO and CEO the Hon Adam Giles officially launched Kidman beef products and two new 2GR Wagyu products into the UK market.

These three products Kidman 120 Day, Kidman Premium and Kidman Platinum are all EU accredited High Quality Beef (HQB), non Hormone Growth Promotants (HGP free) and HALAL certified.

The introduction of these three Kidman products and more 2GR Wagyu products into the UK market comes on the back of the successful commencement of the new Free Trade Agreement between Australia and the United Kingdom.

Speaking at the launch event in London Executive Chairman, Gina Rinehart said "I would like to congratulate the hard work of all the Ministers and officials on both the Australian and UK sides of the negotiating table for extending the arm of friendship further with this Free Trade Agreement between our countries who share such close history. Indeed, generations ago, both sides of my family, came from the south of England, and I've seen gravestones of our family members dating back to the 1600s in the church graveyard at St Mary's near Weymouth. This is certainly a long-shared history with your country, my Hancock family ancestors arrived in West Australia from England, in the 1830s. And my great grandfather on my mother's side, the Nicholas family, arrived in Eastern Australia also in those early years of the then British colony. I am proud to say that since their arrival from England, our family is the longest continuous owners of cattle properties in Australia. The iconic S. Kidman owned his first property back in 1886, more than two decades after our Hancock family members started the first cattle stations in the north west of West Australia, after farming in the more southern part. I rather hope as we carry on this proud industry, that we've learnt a thing or two about cattle!"

CEO Adam Giles added: "I'd also like to thank former Trade Minister Dan Tehan who helped to make this FTA happen and Minister Don Farrell for completing and announcing the deal."

Hancock Agriculture through its 2GR Wagyu brand was already exporting its high value and delicious 9+ wagyu into the UK but the new free trade agreement now provides access to S. Kidman & Co.

S. Kidman & Co, started in Australia in 1899 by Sir Sidney Kidman, and is one of Australia's oldest cattle companies and is chaired by Gina Rinehart AO whose family connections to Australia's cattle industry not only stretches back to before the 1860s and earlier in West Australia, but also, her grandfather on her mother's side, James Nicholas, of Cobb & Co fame, was a good friend of Sidney Kidman, and they owned several large properties together, providing for the horses Cobb & Co required.

Kidman's beef and cattle were sold mainly to the Australian markets, but Australia produces far more beef than it can consume.

Mrs Rinehart added, "Under the new FTA tariff free quota system we can now export to the UK and we will offer a beef product range across the entire marble score."

Adam Giles said: "From our Kidman 120 Day Grain Fed Santa Gertrudis product through to Kidman Premium 2-3 marble and Kidman Platinum 4-5+ marble to our 2GR 6-7, 8-9 and 9+ wagyu we are providing a suite of outstanding beef options across the whole marble score range. This from Australia and it's clean outback air, to our friends and allies in the UK."

Speaking at the launch Ms Rinehart said "Hancock Agriculture and S. Kidman & Co, are Australia's leaders when it comes to animal welfare and this shows in the quality of our meat."

"The mantra we have established right across all our properties is, "happy healthy cattle are the best cattle". We are seeking some of Britain's best restaurants and hotels to share our program of providence for those who want to eat very well and with a healthy conscience."

The providence of the 2GR Wagyu and Kidman cattle stretches across the entire life of the animals.

Adam Giles added: "Our supply chain sees us care for our animals from the genetic bull breeding programs right the way to the feedlot and processors. We are not just beef or cattle traders. We breed and feed our own cattle. In fact, we grow our own grains to ensure that not only is our product excellent for the consumer but to help us hedge against drought, and we maintain whole of life traceability for our providence pathway."

"Providence, our divine guidance of care in knowing where our cattle have come from is not our only point of difference," said Mr Giles. "Our animal welfare standards and investments are second to none."

By the end of next financial year every water trough on Kidman and Hancock properties will be shaded to keep water cool for the animals and to help keep bacteria down. Clean cool drinking water is better for the cattle's kidneys. It keeps them healthy and in turn they can grow more quickly.

Cattle scratching posts will continue to be rolled out and water sprinklers installed in the yards for cattle comfort. Shade will also be provided for horses at all yards, and more shade structures will be built in paddocks to provide greater relief from the heat, the wet and cyclones.

"Further to our providence of origin and leading animal welfare standards are the investments we make to ensure our footprint is as light as possible," Mr Giles added.

"After years of capital investment into solar the S. Kidman & Co board yesterday confirmed that by the end of the 2023/24 financial year every water bore would be converted to solar,

instead of relying on windmills, and all homesteads will become solar powered, but with backups when necessary. We already have electric motorbikes and we will have ordered many more and are currently trialling electric utilities to identify the best options for roll out to our properties. The Hancock properties are already well advanced with solar."

"Further, we are currently undertaking a scientific trial of our cattle's diets to determine the health and methane reduction benefits of asparagopsis."

Speaking at the end of the launch Mr Giles said: "Isn't it great when long term friends like Australia and the UK can sit down and work out a deal like the FTA that benefits the people of both of our countries."

Mrs Rinehart whose financial contributions into the UK includes a \$250m investment into the natural fertiliser project, via Sirius, now run by Anglo, said, "now we have the UK FTA done, hopefully with some effort, we will see a free trade agreement executed with the EU to help reduce red tape and regulatory burden. I have long advocated the mantra, 'from red tape to red carpet', even launched a book of mine, with this title."

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