

The Greenham NEVER EVER Beef Program

The Greenham NEVER EVER (NE) Beef Program was established in 2012 in response to growing market demand for traceable, premium grassfed beef, produced naturally.

The program demonstrates the stringent on-farm animal welfare and sustainability practices of NE-accredited producers.

Program requirements

To be eligible for financial premiums, cattle consigned under the NE program must be:

Raising claim	Key requirement
100% grassfed	Not fed grain or grain by-products.
Lifetime traceable	Cattle must be individually traceable for their whole lives. Traceability can be recorded using NLIS tags and further strengthened by farm management tags and on-farm record keeping.
Lifetime antibiotic-free	Eligible cattle must not have received therapeutic antibiotics, ionophores (e.g. Rumensin, Bovatech) or coccidiostats (e.g. Baycox), including in lick blocks or feed. Probiotics and drenches can be used as per farm protocols. For welfare reasons, if an animal is sick and requires antibiotics it must not be denied treatment. Treated animals must be clearly identified with 'treated' tags and recorded. These animals will not be discounted at processing.
No added hormones	Cattle must be HGP-free and not fed finishing diets that contain steroids.
GMO-free	Supplementary feed cannot contain genetically modified cotton or canola.
Free range	Cattle must never be confined for intensive feeding.
Certified Humane®	Pain relief is mandatory for castration, disbudding, and dehorning.

Why become NEVER EVER accredited?

NEVER EVER raising claims reflect key consumer purchase drivers. The program underpins a number of Greenham's premium brands, which have been tailored to meet specific requirements in both domestic and international markets.

Consistently meeting our customers' needs ensures continued access to trusted premium markets.



In addition to recognition for meeting industry-leading standards, becoming NE-accredited makes you eligible for financial premiums when you sell cattle to Greenham.

How do I become accredited?

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1. read through the key requirements of the program at www.greenham.com.au/on-farmprograms
2. check if you are registered with the MSA program. If not, register for free at www.mla.com.au/msa
3. contact your local Greenham livestock buyer to schedule an on-farm audit.

For more information contact your local Greenham cattle buyer or go to www.greenham.com.au/contact

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