

Build the Biology, Build the Business

A Holistic Approach





BLACKWOOD VALLEY BEEF

OUR STORY

Our heritage is Italian, so we are passionate about family and food.

Great grandfather, Giovanni Pensini and his young family, left his farm and Italy in 1920 for the warm, wide open spaces Western Australia had to offer. He brought with him respect for the land and traditional slow food principles. Four generations on, we at Blackwood Valley Organic Beef are still raising our cattle in the same manner. Traditionally, sustainably, conscientiously.

Our cattle story has taken us far and wide, from the fertile river plains of Wyloo Station in the Pilbara, North West of Western Australia, to the lush dairy pastures of Mundijong near Perth, and now, through to the rolling green hills of our farm here at Boyup Brook, in the southwest of Western Australia.

We are proud of our extensive expertise and knowledge of our environment and animal husbandry, and we believe it is this long acquired experience that creates our prime beef and stand out premium brand.

Now and for our future generations.



BLACKWOOD VALLEY BEEF

OUR VISION

We think holistically. Our goal is 'to produce quality food ethically in a manner that has minimal impact and stress on our animals, community and environment, while creating a positive financial outcome for our family and our family's families'.

Farming food has become very much an industrial business, to what we believe is the detriment of farmed animals, the family fabric, the community and the environment. At Blackwood Valley Organic Beef we seek to address these issues.

We embrace an open farm policy. Our front gate is always open, inviting you to the farm to show you what we do because we believe in re-connecting people with their food and where it comes from. We feel the relationship between the farmer and the community has suffered in modern times, and thus the respect for food.

Our goal is to create a truly sustainable paddock to plate beef experience with authenticity and integrity.

Health & Happiness.



BLACKWOOD VALLEY BEEF

OUR LAND

In Western Australia we farm some of the most fragile and worn soils in the world, so farming here is very challenging. Add to this the effects of climate change and declining rainfall, it soon becomes clear the existing face of farming is not sustainable.

As part of our holistic management at Blackwood Valley Organic Beef we practice rotational grazing methods and regularly monitor grass growth thus ensuring we always have the appropriate amount of cattle on the farm. The herd movements of our cattle help to maintain our soil fertility through the stock fertilizing the paddocks, and through the cattle recycling plant material into the soil, creating higher soil carbon levels and microbial activity.

Our goal is to always have 100% ground cover to protect our soils from both water and wind erosion. With organic principles of using no artificial fertilizers or chemicals we minimize the impact our food production system has on our local environment and existing river systems, as well as creating health benefits for our immediate and wider community.

Our future IS the environment. Start small, think big.



BLACKWOOD VALLEY BEEF

OUR CATTLE

Our cattle herd is predominantly british bred, with preference to black angus.

Our cattle are hand selected, exclusively grass-fed and raised in a low stress environment on our Australian Certified Organic farm. We don't use artificial growth hormones, stimulants or antibiotics.

They graze naturally in open paddocks in herds of 500-600 encouraging natural herding behaviour and hierarchy. This ensures a more content, happier animal.

Not only do they live a good life, they live a much longer life than standard beef animals. They are grown slower without force feeding allowing more time for natural flavours and muscle texture to develop. Flavour and tenderness are further enhanced with extended dry aging.

Our cattle are regularly rotated into fresh paddocks, ensuring good growth rates are maintained and eliminating the need for chemicals to control parasites. The extra handling ensures they are more relaxed and docile, a major factor contributing to the end quality of the beef we produce. A happier animal is a softer animal.



A wide-angle photograph of a vibrant green field, likely a grassy meadow or a young forest. The field is filled with tall, dense grass. In the background, a line of trees is visible against a sky filled with heavy, grey clouds. A faint rainbow is visible in the sky, arching over the trees. The overall scene is serene and natural.

Building the Biology







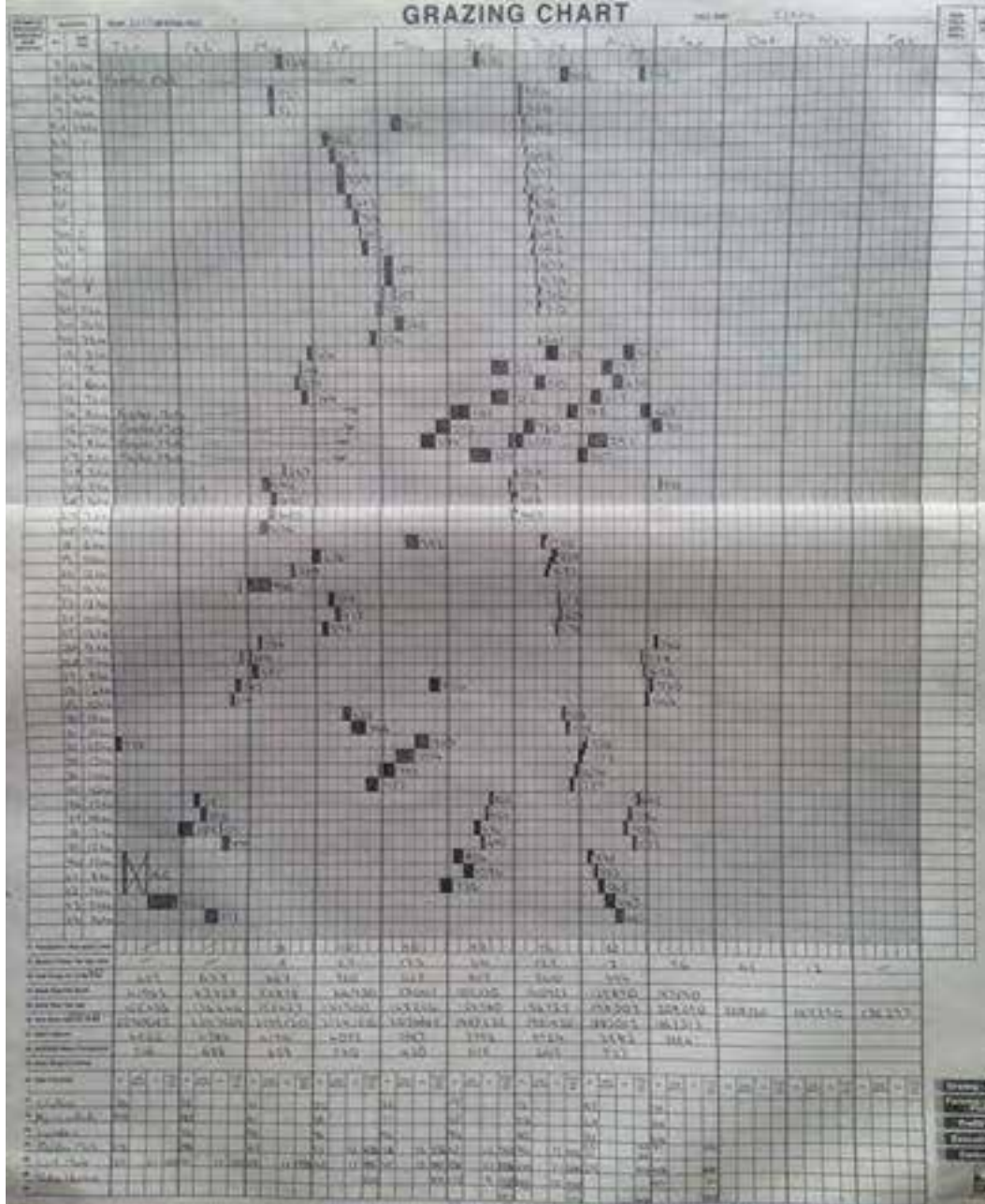








GRAZING CHART



Feed Budget Spreadsheet 2013 Cell No 1 Closed 22/11 Critical Date 15/5/2014 Drought Reserve 16/6/2014

Pdk No.	Size	Area LSU 10	DOH 2013	Total DO	Graze No1	Balance	Graze No2	Balance	Graze 3
3	6	58	1724	10345	7309	3036		3036	
5	6	62	1613	9677	5566	4111		4111	
6	6	62	1613	9677	5515	4162		4162	
7	4	81	1235	4938	2814	2124		2124	
9A	3	45	2222	6667	3142	3525		3525	
9B	3	54	1852	5556		5556		5556	
9C	3	54	1852	5556		5556		5556	
9D	4	62	1613	6452		6452		6452	
9E	4	58	1724	6897		6897		6897	
9F	4	58	1724	6897		6897		6897	
9G	4	62	1613	6452		6452		6452	
9H	4	120	833	3333		3333		3333	
9I	4	58	1724	6897		6897		6897	
9J	4	80	1250	5000		5000		5000	
9K	4	62	1613	6452		6452		6452	
9L	3	45	2222	6667	3142	3525		3525	
9M	5	49	2041	10204	3142	7062		7062	
9N	3	80	1250	3750		3750		3750	
9O	3	49	2041	6122	3142	2980		2980	
10	8	170	833	6667		6667	2783	3884	
11	5	49	2041	10204	3142	7062	2783	4279	
12	5	54	1852	9259	3142	6117	2783	3334	
13	7	58	1724	12069	3142	8927	2783	6144	
14	8	64	1563	12500	7128	5372	4873	499	
15	7	64	1563	10938	4873	6065		6065	
16	8	64	1563	12500	7309	5191		5191	
17	8	64	1563	12500	9746	2754		2754	
21A	5	49	2041	10204	5973	4231	2533	1698	
21B	5	62	1613	8065	4702	3363		3363	
21C	6	64	1563	9375	5343	4032		4032	
21D	7	64	1563	10938	6234	4704		4704	
21E	9	80	1250	11250	7012	4238		4238	
18	6	45	2222	13333		13333	7375	5958	
19	10	58	1724	17241	8439	8802	7375	1427	
20	12	64	1563	18750	11132	7618		7618	
22	16	60	1667	26667	11096	15571	9746	5825	
23	12	54	1852	22222	11096	11126	12182	-1056	







Fescue/Tall Wheat Grass

15th July



5th September









Building the Business





**BLACKWOOD
VALLEY
BEEF**

Organic & Grass Fed



**BLACKWOOD
VALLEY
LAMB**

Grass Fed

"Tender Full Flavoured"
DORPER & WILTSHIRE
lamb











WHITE RABBIT™

 BREWERY 

FERMENTATION WITH IMAGINATION







**BLACKWOOD
VALLEY
BEEF.**

Organic & Grass Fed



*Tender, full flavoured beef,
grown as nature intended it.*

blackwoodvalleybeef.com.au







Five Freedoms for animals...

- from hunger & thirst
- from discomfort
- from pain, injury & disease
- to express normal behaviour
- from fear & distress





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THE LATEST BEST
Gourmet
Escape
with
SIEMENS

FROM THE TABLE

Winning
appliances

Appliances provided by
SIEMENS Breville



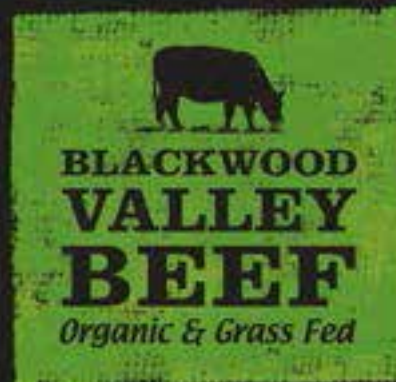




GREENFIRE

DISTRIBUTION







VALLEY
BEEF

MANUSCRIPTS
Intelligent by hand
Product 5
The whole manuscript from

ORGANIC GRASS FED BEEF
AVAILABLE SOON

[illegible]

Cynodon Dactylon (Paspalum)

BURGER BEER

BLACKWOOD
BEEF - LAMB

[illegible]

**BLACKWOOD
VALLEY
BEEF**
dramatic & grass fed



JUS•BURGERS









Australian Organic Meats





ABOVE AND BEYOND GOOD™





Elevation Burger, which sells organic, grass-fed, free-range beef at 55 stores mostly in the U.S., shares its sales growth figures and projections of store openings with suppliers to give them a glimpse into the company's long-term needs.

Elevation also sometimes pays for producers to obtain their certificates signifying they're organic — which can cost up to \$4,000 — in exchange for a slice of future supply. In addition, the burger chain has hired consultants to help farmers convert their operations to organic.

“It's all about supply. Every farm we bring on supports our growth,” said Michael Berger, a founding partner of Elevation Burger. “If you want to be in the business like we are of having a consistent organic protein supply, your only option is to control and grow the supply chain to your customized needs, and that is to go directly to the growers.”

Berger said one of his meat processors abroad was decimated by a cyclone seven months ago and couldn't deliver a promised 50,000 pounds of beef. The burger chain had to scramble to procure enough meat from other suppliers at a higher cost.

“We were stuck biting our nails, down to the wire,” said Berger, who estimated **Elevation will buy 4 million pounds of beef and 500,000 pounds of chicken during the next 12 months.** “You can't just call a regular distributor and say, ‘Hey, sell me that.’

Organic farmers face growing pains as demand outpaces supply

Christopher Doering, USATODAY

August 5, 2015

 ABC
delicious.
PRODUCE AWARDS 2013

FINALIST

Rob Broadfield's pick of the best

1. Rockpool Bar & Grill. The Minderoo burger. "Twiggy Forrest's Pilbara-grown Minderoo beef adds a unique big beefy flavour to Perth's best burger."

2. Varsity. The Double Cheese Deluxe. "This is a true star-spangled burger — two juicy patties, slightly orange Kraft cheese slices, pickles and sauce. It is the most American of Perth burgers and an absolute corker."

3. Merrywell. The K.I.S.S BURGER. "Another simple American-style burger — patty, cheese, pickles, onion — that rocks. Juicy? If the juice isn't dripping off your elbows, it's not a real American-style burger."

4. Jus Burgers. The Organic. "Justin Bell uses Blackwood Valley grass-fed Angus for this little beauty and deals direct with farmers for all his produce. It's the most scrupulously sourced burger in WA. Ask for it medium rare."



Rockpool's Minderoo burger.



The Future?