



**GLOBAL COOPERATION TO ADVANCE  
SUSTAINABLE MEAT PRODUCTION**

**Dalene Wray**  
Managing Director



# MEXICO 2001





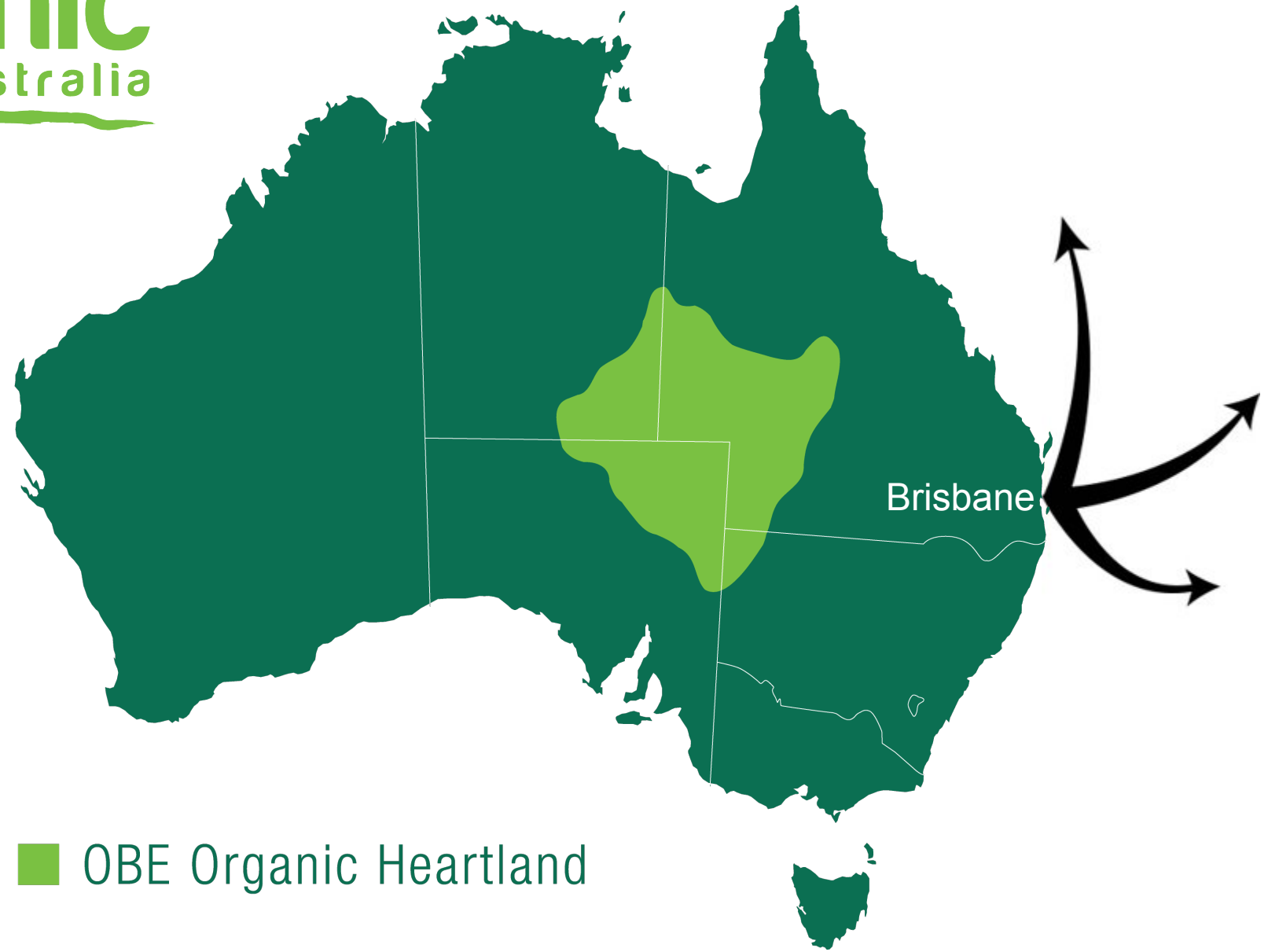


our future









■ OBE Organic Heartland



# From The Pure Heart of Australia





**obeorganic**  
australia

**SAZONADO** *por la*  
**NATURALEZA**

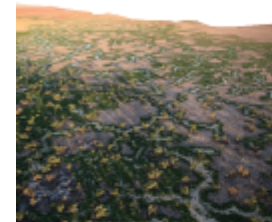
res australiana  
alimentada por pastoreo  
certificada 100% orgánica



**obeorganic**  
australia

**SAZONADO** *por la*  
**NATURALEZA**

RES AUSTRALIANA  
ALIMENTADA A BASE DE PASTO  
CERTIFICADA 100% ORGÁNICA



#### De procedencia única

Nuestro ganado proviene de llanuras remotas en el corazón de Australia, donde los paisajes se extienden hasta donde alcanza la vista. En este vasto desierto, los canales fluviales fluyen a través de antiguas llanuras aluviales salpicadas de abrevaderos naturales.



#### Ganado libre

En fincas con pocas cercas, nuestro ganado predominantemente Hereford sigue sus instintos naturales para recorrer 17 millones de acres de pastizales orgánicos certificados. Con una interacción humana mínima, forrajean libremente durante todo el año en sintonía con la naturaleza.



#### Sabor de los pastos naturales

El ganado OBE pasta en pastizales que cambian estacionalmente, con más de 260 especies de pastos nativos, hierbas y suculentas. Las características estacionales de esta tierra prístina infunden sabores únicos y naturales en cada corte de carne de res orgánica OBE.



■ OBE Organic Heartland

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- Alimentados a base de pasto
- Certificado USDA orgánico
- Libre de químicos, antibióticos, hormonas agregadas y OGM
- Propiedad del agricultor
- Sustentable

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

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Free roaming cattle

+

Millions of hectares of  
naturally organic  
wilderness

+

Hundreds of native species

=

Seasoned  
by  
Nature



# obeorganic flourish

sustainability program

environment



people



product



animals






You're more likely to be successful if you manage what's important to the people who contribute to your success.

Source: AccountAbility AA1000





Growth

Productivity

Risk



environment



people



product



animals





environment



people



product



animals



### **Water**

Ensure sustainable withdrawals and supply of freshwater.

### **Climate change**

Strengthen resilience & adaptation to climate hazards.

### **Land**

Achieve a land degradation-neutral world.

### **Safety**

Promote safe and secure working environments.

### **Resilience**

Ensure sustainable food production systems.

### **Diversity**

End all forms of discrimination.

### **Health, food safety, nutrition**

Achieve environmentally sound management of chemicals and wastes.

### **Waste**

Sustainable management and efficient use of natural resources.

### **Animal welfare**

Lead positive global change in rangelands animal welfare.

\*Animal welfare is not an SDG, but is crucial to our business.



**Safety**

Promote safe and secure working environments.

**Resilience**

Ensure sustainable food production systems.

**Diversity**

End all forms of discrimination.





# Mexico 2001





# Brisbane 2019



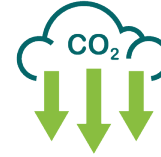




# SUSTAINABLE DEVELOPMENT GOALS



GLOBAL  
ROUNDTABLE FOR  
SUSTAINABLE  
BEEF



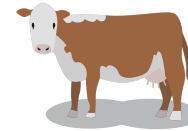
Carbon emissions



Water



Land use



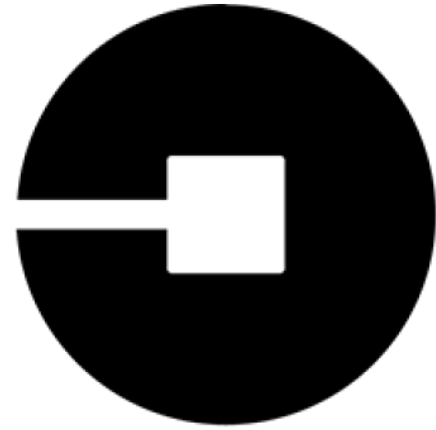
Animal welfare



Health



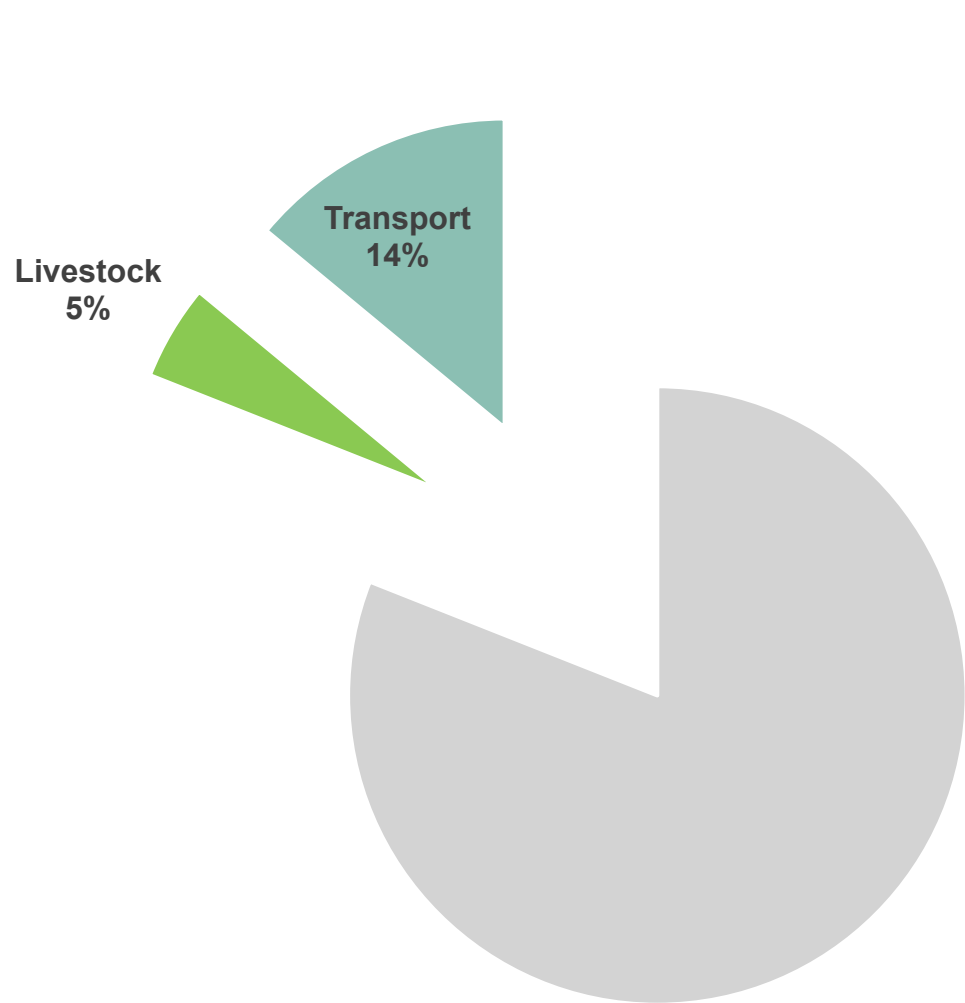
Safety of our people

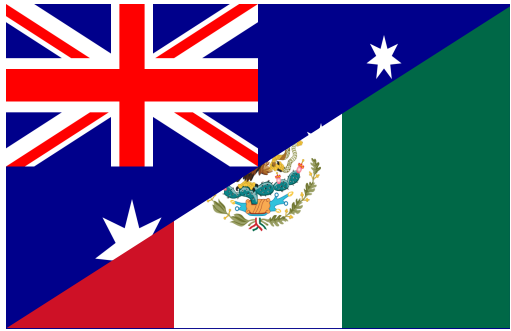


**UBER**



# Direct Emissions (IPCC sectorial approach)





### WOODFIRE GRILL

#### Bedrock Pepper Steak

10oz • 300g, 350 days grain fed wagyu ribeye, black peppercorn sauce 108

#### Ribeye Cap Steak

10oz • 300g, 365 days grain fed cap of ribeye (limited quantities) 128

### AUSTRALIAN GRASS-FED BEEF

#### Striploin

10oz • 300g 79



#### Ribeye

14oz • 400g 89

### DRY AGED BEEF

#### USDA Prime Ribeye

10oz • 300g 108



#### Irish Grass-fed Ribeye

10oz • 300g 98



### USDA PRIME GRAIN-FED BEEF

#### Tenderloin

8.8oz • 250g 98

#### Ribeye

10oz • 350g 99

### FOR THE TABLE

#### Tomahawk Steak

400 days grain fed long-bone ribeye (market price)

#### Whole Rack of Lamb

roasted root vegetables, mint sauce 129

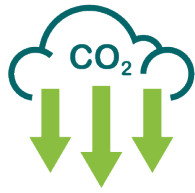
#### Double Cut Dry Aged Porterhouse

thyme butter 180

36oz • 1kg







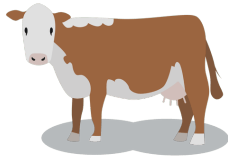
Carbon emissions



Water



Land use



Animal welfare



Health



Safety and wellbeing



diversity



# GLOBAL ROUNDTABLE FOR<sup>®</sup> SUSTAINABLE BEEF

- [HOME](#)
- [WHAT IS SUSTAINABLE BEEF?](#)
- [WHO WE ARE •](#)
- [BECOME A MEMBER](#)
- [GRSB NEWS •](#)
- [EVENTS •](#)
- [CONTACT US](#)
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- [EXECUTIVE COMMITTEE](#)







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Gracias, esperamos continuar colaborando con  
ustedes