



- **Integrated Supply Chain Managers** ●

# COMPANY PROFILE



**Australian Country Choice Pty Ltd**  
Brisbane, Queensland, Australia

**Company Profile:**

**Australian Country Choice (ACC)** is a vertically integrated supply chain organisation dedicated since 1995 to the supply of high quality fresh beef, veal & meat products to Coles Group Ltd; Supermarkets, maintaining a "plate to paddock" philosophy.

ACC, is part of the Lee Group Pty Ltd, a Queensland family company, privately owned and operated by the Lee family, which commenced as H.J. Lee & Sons in 1958. The company progressed to rural activities in the Roma district in 1967 and developed one of Australia's first commercial beef cattle feedlots built at Brindley Park in the 1970's.

The Australian Country Choice relationship with Coles was initiated in 1972 by Norm and Trevor Lee and formalised by long term contract in 1995 to a position where the company is the principal northern supplier and processor of Beef for the YLC Coles, Smart Buy and Certified Organic branded range. Additionally the Company processes Coles branded; Veal, value-added, further processed and retail ready packaged fresh meat products for national distribution.

On completion of the current development program the ACC Group will have over \$300 million dollars invested in its integrated operations and created employment for over 1,000 Queenslanders.

**ACC Supply Chain:**

ACC and Coles have identified that the control of animal husbandry and nutrition from an early age through to processing remains paramount to optimising, food safety, product integrity, product traceability, eating quality and product consistency.

Implementation of this strategy has positioned ACC to control, own or manage each critical pathway in the beef supply chain:

- Cattle Breeding Properties
- Cattle Backgrounding (grower) Properties
- Cattle Feedlots
- Beef Slaughter and Boning Facilities
- By-Product / Co-Product Facilities
- Meat product Value Add Facilities
- Retail Ready (MAP) packaged meat products
- Primary Distribution Facilities

**CHARTER:** To efficiently produce and process meat based products for Coles Group Ltd-Supermarkets, export clients and consumers which achieve the highest quality standards or production certifications.

**VISION:** ACC is committed to an efficient, ethical and sustainable business in partnership with our suppliers, staff, communities and customers. Our goal remains to achieve best practice and certified management standards in Environmental responsibility & sustainability, Animal production and welfare, Meat & food processing, Employee health, safety & wellbeing, and Customer service and satisfaction.

**MECHANISMS:** **Total Integrated Management (TIM)**

**STANDARDS CERTIFICATIONS**

ISO 9001 Quality Certification  
ISO 22000 Food Safety Certification  
ISO 14001 Environmental Certification  
ISO 17025 NATA Laboratory Certification  
AS 4801 Occupational Health & Safety Certification

**INDUSTRY ACCREDITATIONS**

AQIS Export Establishment License Registration  
AQIS AQAA Accreditation  
Safefood Qld Food production Safety Accreditation  
Safefood Qld SFQ Organic processing License Registration  
Aus-Meat A+ Processing Accreditation  
Aus-Meat NFAS Feedlot Accreditation  
A.F.I.C Halal Muslim Slaughter Accreditation  
Cattle Care / LPA 1 Food Safety Accreditation  
MSA Meat Quality Accreditation

***Australian Industry Rankings: (2006)***

Top1	Queensland private Agribusiness company (Q400 2007)
Top 2	Queensland private companies (Q400 2007)
Top 10	Feedlot operators (Turnoff ectw- ProAnd)
Top 15	Red Meat value Adding (volume - ProAnd)
Top 15	Meat processing (national – volume-ProAnd)
Top 25	Private Cattle ownership (QCL 2006)

***Executive Management:***

Trevor Lee	-	Executive Chairman; ACC Group of Companies
David Foote	-	Chief Executive Officer; ACC Group
David Healey	-	Chief Financial Officer; ACC Group
Ross Scholes	-	Executive General Manager ~ Primary processing
Richard West	-	Executive General Manager ~ Further processing
John O’Kane	-	Executive General Manager ~ Agribusiness

## **AGRIBUSINESS:**

### **ACC Properties**

Current ACC breeding and backgrounding operations are based on 14 owned, 6 leased and 5 managed agistment properties in southern, western, northern and central Queensland, covering an area exceeding 1 million acres in 8 management groups. The company continues a property improvement program to lift productivity through animal genetics, pasture, land and infrastructure improvements.

The Company has successfully developed short, medium and long term property lease and management agreements with external owners such as Indigenous Land Corporation, Central Qld Holdings, Venlock Pty Ltd and Pitt Street Securities.

ACC will look to further develop and expand its pastoral holdings to reduce seasonal impacts and pursue economies of scale for delivery of a best cost production system for the Coles Supermarket group and their domestic and export customers.

### **ACC Feedlots**

The feedlots have a combined annual turnoff capacity of over 100,000 head of yearling cattle from its two feedlots located near Gatton and Roma in Queensland, with a licensed capacity (FY06) of 18,000 standard cattle units. The operations are focused on achieving optimum carcass characteristics and customer specifications in a minimum time on feed. The Brisbane Valley feedlot achieved unique triple certification for ISO 9002, ISO 14001 and HACCP 9000 in 2003, indicating the company's commitment to sustainable and verifiable management, systems and practices.

## **PROCESSING:**

### **ACC Facilities: AQIS Establishment 1620**

At the ACC Headquarters in Brisbane (Cannon Hill), the company operates beef and veal Primary processing, Further processing and Retail Ready meat packaging facilities for delivery of shelf ready fresh meat products direct to Coles Supermarkets store orders. Current annual production capacity for these facilities includes the primary processing of up to 250,000 yearling, veal and Certified Organic beef carcasses and further processing up to 100 million kilos of, sausages, beef patties, corned, marinated, coated & crumbed fresh beef products for Retail Ready packaging.

The company employs over 850 staff in the management and operation of these facilities. Over 75% of the total production is destined for Coles retail outlets with the remainder being exported or sold externally under the Coles meat brand.

The ACC facilities at Cannon Hill (Est1620) are **USDA** licensed, **HALAL** certified in strict accordance of AFIC procedures, **Safefood Queensland / AQIS Certified** for **Organic** processing, **Aus-Meat A+** under the inspection and monitoring processes of **AQIS**.

ACC remains one of the few red meat processing facilities in the world that will slaughter, bone, value add and retail ready pack and distribute under one roof and unbroken cold chain.

## **Colestock™ Livestock Supply Chain: Prime stock**

ACC sources cattle for Coles processing from the Colestock **I.M.O.** supply management chain.

- **I**nner supply circle comprises **ACC owned** grain finished and grass-fed livestock to provide 50% of Coles northern supply chain annual grown cattle requirements.
- **M**iddle circle cattle (20%) are supplied by a selected number of dedicated alliance cattle producers on a forward contract and commitment basis.
- **O**uter circle is for opportune purchases of both direct consignment and saleyard stock.

### **ACC RESEARCH & INNOVATION:**

As part of its continuous improvement program, the company continues to be involved in a range of Agribusiness & food R&D projects that are joint programs with industry bodies such as : Meat & Livestock Australia, Food Science Australia, Greening Australia, AFFA, CSIRO, Aus-Meat and U.N.E.

### **RECENT AWARDS:**

#### **National**

2007 - NAB Agribusiness Awards for Excellence	- Winner ~ Primary Producer of the Year
2006 - Logistics Mercury Awards	- Winner ~ Best Manufacturer
2006 - GS1 Supply Chain Excellence Awards	- Winner ~ Standards in Action
2004 - Rabobank Agribusiness Excellence Awards	- Winner ~ Value Chain Management
2003 - MIS ( Fairfax ) IT Innovation Awards	- Winner ~ Supply Chain Innovation
2002 - Logistics Association of Australia Awards	- Winner ~ Supply Chain Management

#### **State / Industry**

2007 - Australian Meat Industry Council - **Safe Food Queensland Best Practice Processing Award**  
2006 - Australian Safety & Compensation Council - **Finalist Best Workplace Health & Safety Management System**  
2006 - QLD Dept. State Development & Employment- **Best Workplace Health & safety Management System**  
2006 - Logistics Association of Australia - **Best Manufacturers Award**  
2006 - GS1 Technology (formerly EAN Australia) - **Standards Excellence Award**  
2006 - Australian Meat Processor Corporation - **National OH & S Innovation award**  
2005 - Chartered Institute of Logistics & Transport Australia (QLD) - **Logistics achievement of the Year award**  
2005 - Australian Meat Industry Council - **Safe Food Queensland Best Practice Processing Award**  
2004 - Agforce Queensland - Rabobank **Environmental Management award**  
2004 - Agforce Queensland - Rabobank **Red Meat Innovation award**  
2003 - Fairfax MIS Australia - **National IT Innovation in Agribusiness Award**  
2003 - Australian Meat Industry Council - **Safe Food Queensland Best Practice Processing Award**  
2003 - Queensland Department Primary Industries - **Red Meat Innovative Value-Adding Award**  
2002 - Logistic Association of Australia - **National Supply Chain Management Award**  
2002 - Queensland Department Primary Industries - **Environmental Best Practice Management Award**

## **FACT FILE:**

- Commenced Commercial Beef Operation 1961
- Started Commercial Feedlotting 1968
- Commenced carcass supply to Coles 1972
- Purchase & development Brisbane Valley feedlot 1989
- Commenced Boning Operations at Cannon Hill 1995
- Purchased Meat Processing facility (Coominya) 1996
- Re-Commenced Boning Cannon Hill 1997
- Commenced Value Adding (Cannon Hill) 1997
- Purchased Babbiloorra cattle breeding property (via Augathella) 1998
- Purchased Redford cattle breeding property (via Mitchell) 1998
- Purchase Wellclose cattle property (via Charleville) 1999
- Purchased Cannon Hill Q-Meat site for redevelopment 2000
- Purchase Chesterton cattle property (via Augathella) 2000
- Purchased Niella cattle property (via Roma) 2000
- Commenced Retail Ready production at Cannon Hill 2000
- Gained ORGANIC processing certification at Cannon Hill 2000
- Opened new slaughter floor at Cannon Hill 2001
- Opened new low temperature rendering at Cannon Hill 2001
- Opened new Biofilter odour control system at Cannon Hill 2001
- Purchased Listowel Valley cattle property (via Charleville) 2001
- Purchased Black Mountain cattle property (via Charleville) 2001
- Purchased Gifford cattle property (via Charleville) 2001
- Lease Lynbrydon cattle property (via Charleville) 2001
- Commence export development for Coles Supermarkets 2001
- Purchased Mooga South property (via Roma) 2001
- Opened new Cannon Hill sausage & pumped meats facility 2002
- Commenced MAP operations for Retail Ready meats 2002
- Purchased Bundilla backgrounding property (via Roma) 2002
- Lease Mt Tabor cattle station (via Augathella) 2002
- Commissioned integrated connection to Swire Cold Storage 2003
- Lease Dooloogarah cattle breeding station (via Injune) 2004
- Lease Mooga Hills fodder and backgrounding (via Roma) 2004
- Redevelopment of Cannon Hill Retail value-added facility 2004
- Completed redevelopment of Cannon Hill boning rooms 2005
- Purchased Hay Roma – Irrigated fodder production (Roma) 2005
- Lease Gunadoo cattle property (via Charters Towers) 2006
- Lease Antion cattle property (via Cloncurry) 2006
- Commissioned new Retail Ready packing facility Cannon Hill 2006

## **AUSTRALIAN COUNTRY CHOICE**

**Brisbane, Queensland, Australia**

**PO Box 478 Morningside Q 4170**

 **Ph. +617 39024141**

 **Fx. +617 39024142**

 **Em. reception@accbeef.net.au**

 **Ws. [www.accbeef.net.au](http://www.accbeef.net.au)**