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### Is using groundwater sustainable?

Groundwater in the Peel flows from east to west. Our properties are along the coastal plain. If this groundwater is not captured and beneficially utilised, it will discharge offshore into the ocean.

### From soil-to-stomach we ensure our beef is the highest quality - from the farm to our customers

Wandering Clover Fed™ Beef sources all its beef from the Kelliher Bros enterprise, from cattle raised on our family farms. All meat is verified as meeting the MSA standard for eating quality and tenderness.

Because we raise the animals from birth, we are able to guarantee that our cattle are pasture-fed, free from hormonal growth promotants and antibiotic use – this means our beef is a natural, healthy product.

Telling our story isn't enough - our meat is also tested by ChemCentre WA that has proven Clover Fed™ beef has a higher-than-average level of Omega 3 fats. Also, our beef is packed full of antioxidants including vitamin E, and contains a high level of vitamins and minerals, improving gut health - and it's delicious too.

We care about building  
longterm business  
relationships with our suppliers.

Mitchell's Transport are  
our preferred transport  
handler with a long-  
standing relationship  
of over 50 years.

Harvey Beef are a longstanding  
supplier, distributing  
our beef domestically and  
internationally for 30 years.

Alongside our established  
networks, we expect to grow  
and nurture new and long  
lasting connections.



Traditional farming  
moving with  
technological change

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# New pastures on the horizon



The Kelliher family have been farming in Wandering since 1929, expanding into the Peel Region in 1935, and specialising in beef cattle for 70 years. Our passion for farming and our duty to look after our local environment has inspired all four generations of our family. Farming with integrity, using knowledge passed down through generations has enabled us to produce consistent, high quality beef for families and corporates alike.

Clover Fed™ is the retail arm of the Kelliher Bros enterprise. Our core values focus on healthy soil to produce healthy cattle, providing nutritious food for our loyal and expanding customer base.

Our philosophy is to support local businesses and build on relationships to grow the expanding beef industry together, making agriculture sustainable into the future.

Permission has been granted for stage one of our Peel Pasture Irrigation Project. This system uses technological advancements in fertiliser efficiency and water management to produce year-round pasture-fed beef.



## Improving our environment by:

**Using precise fertiliser application** - increases plant growth efficiency informed by soil and nutrient monitoring together with leaf tissue testing to understand the health of our pastures.

**Efficient water use** - data analysis from IoT moisture sensors to enable efficient management of this vital resource.

**Advancing regenerative agricultural practices** - improving healthy soil, increasing plant biodiversity and boosting nutritional density of our beef

## The Peel Pasture Project will provide:

**Advanced grazing systems** - nutrient-dense pastures with an advanced cell-grazing system, using IoT (internet of things) virtual fencing, allowing cattle to graze naturally.

**Low-stress handling methods** - we use our traditional family farming methods and the techniques of animal behaviour specialist, Temple Grandin.

**Safe livestock transport** - we maintain long-term relationships with local livestock transport professionals when moving cattle between properties.



“Irrigation enables better plant production which increases soil carbon. Carbon makes soils more stable, able to hold nutrient and water better. Combined with very high nutrient use efficiency and controlled grazing, with automatic eyes on the weather and soil conditions, data collection means the new system can be continually optimised.”

**Dr Peter Keating**  
Managing Director  
Bioscience WA

## Supporting a full circular economy by:

- Increasing local employment throughout our supply chain
- Creating jobs in modern high-value emerging Agri-business sectors
- Complementing the Peel-Agri-business precinct
- Promoting global recognition of the Peel as a premium beef producing region.



## Our Vision

We discovered, through research and consultation with our customers, that there is an accelerating demand for high-quality, ethically produced beef that tastes the way it used to.

A reduction in rainfall has restricted our ability to produce a consistent and continuous supply of beef year-round.

Our solution to overcome these risks is with the use of precise management of water and fertiliser application. We have developed a pivot irrigation project that will allow us to sustainably fill a gap in the current market.

By moving away from inefficient granular fertiliser application on the soil to foliar fertilisation of the plant through the pivot, our Peel Pasture Project will lift the environmental health of the Peel Region by reducing fertiliser inputs.

We have an obligation to efficiently manage this vital resource, which would otherwise flow underground.

Water is the life blood of agriculture.

**Our approach from start to finish is holistic - from methods, to management, to outcomes**



**Peel Pastures will progress from a climate reliant model, to a year-round pasture-fed production - the missing link in the WA beef supply chain**