

Mobile units to aid animal welfare



BEEFED-UP PLANS: Provenir chief executive and co-founder Chris Balazs.

PAULA THOMPSON REGIONAL EDITOR

PROVENIR chief executive and co-founder Chris Balazs has a vision of sending mobile meat processing units across the country, with the aim of better livestock welfare and improved meat quality.

Mr Balazs' company is building a commercially licensed mobile abattoir to process livestock on-farm.

The business will also be providing sales and distribution of the packaged Provenir-branded meat product.

"We're finalising construction of the unit now and there's only one in Australia at this stage," Mr Balazs said.

"We're a vertically integrated company – we do every-

thing from on-farm processing through to ready packaged goods."

Mr Balazs said the consolidation of abattoirs nationwide in recent years meant livestock had to be transported over longer distances to processors.

"The impact of live transport affects meat quality," he said.

Mr Balazs said processing an animal on-farm reduced the risk of eating issues such as dark cutting, a term used for meat that does not have a pinkish colour.

Dark cutting is largely linked with stress and the mobilisation of muscle glycogen in the live animal prior to slaughter.



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“We plan to have the mobile processing unit up and running in the next couple of months and we have plans to expand to multiple units across Australia,” he said.

“Another part of the business model is that the cuts of meat come with a digital provenance platform, a QR code that tells consumers what the cut of meat is and which farm it came from.

“It provides transparency to consumers. For example, it could say you’ve purchased a scotch fillet that came from a three year old cow from this area and this farm.”

Mr Balazs said Provenir was focused on providing grass fed, rather grain-fed, meat to the market.

“From a consumer perspective, we believe there’s a preference for grass-fed,” he said.

Mr Balazs has a scientific and farming background.

“I’m a scientist by training, and a farmer by choice,” he said.

“By going to farmers’ markets, I found people were very interested in the traceability of meat and also ethical eating.

“We understand that for today’s consumer, knowing the provenance of their food, how it was produced, and whether it meets their personal values, is imperative to their purchasing decision.

“Provenir’s unique on-farm processing is the answer to the rapidly growing market of conscientious consumers.”