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# Welfare the nub of mobile processing

BY ALASTAIR DOWIE

ANIMAL welfare and reduced stress is the core belief behind the development of a new mobile livestock processing system by Victorian-based company Provenir.

Provenir chief executive and co-founder Chris Balazs said the system introduced a unique, on-farm processing solution that provided the highest animal welfare by eliminating the need for live animal transport prior to processing.

Mr Balazs, a farmer, said the mobile processing unit (MPU) system was created to improve animal welfare and advance sustainable farming practices.

He said the system provided better access to processing for small to medium scale producers.

"Livestock are raised in the countryside and they should be processed in the countryside," he said.

Provenir is a fully-integrated meat processing company which will purchase livestock from partnering farmers, then process, butcher, package and market the meat product into wholesale, retail and restaurants, and direct to consumers via an online store.

"The value proposition of Provenir is intentionally low

in volume and high in quality, which is reflected in the capacity of a single unit to process 40-60 head of cattle per week," he said

The target producers include grass-fed operations, free-range, finishers, and both sheep and cattle.

Mr Balazs said the viability of Provenir's operation was based on every part being valued as a resource and used at the highest possible level.

"In that, we are on the way to securing a market for every part into markets whose consumers value the high welfare attributes of our process," he said.

By processing on-farm and utilising the latest in digital traceability technology, Provenir provided full transparency and guaranteed provenance of the products.

"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," he said.

Provenir's MPU was designed by the team at Provenir and manufactured by Australian engineers capable of ensuring the Unit meets all regulatory requirements.

Provenir consulted with Sweden's world-leader in on-farm processing, Hälsingestintan.

Founded in 1999, Hälsingestintan was developed to address the limited range of red meat available in Sweden.

Mr Balazs said Hälsingestintan founder, Britt-Marie Stegs, shared Provenir's vision and concern for animal welfare, traceability and provenance.

Provenir was considering various leasing/franchising options to work with farmer collectives/co-operatives that had expressed interest in establishing their own branded beef product.



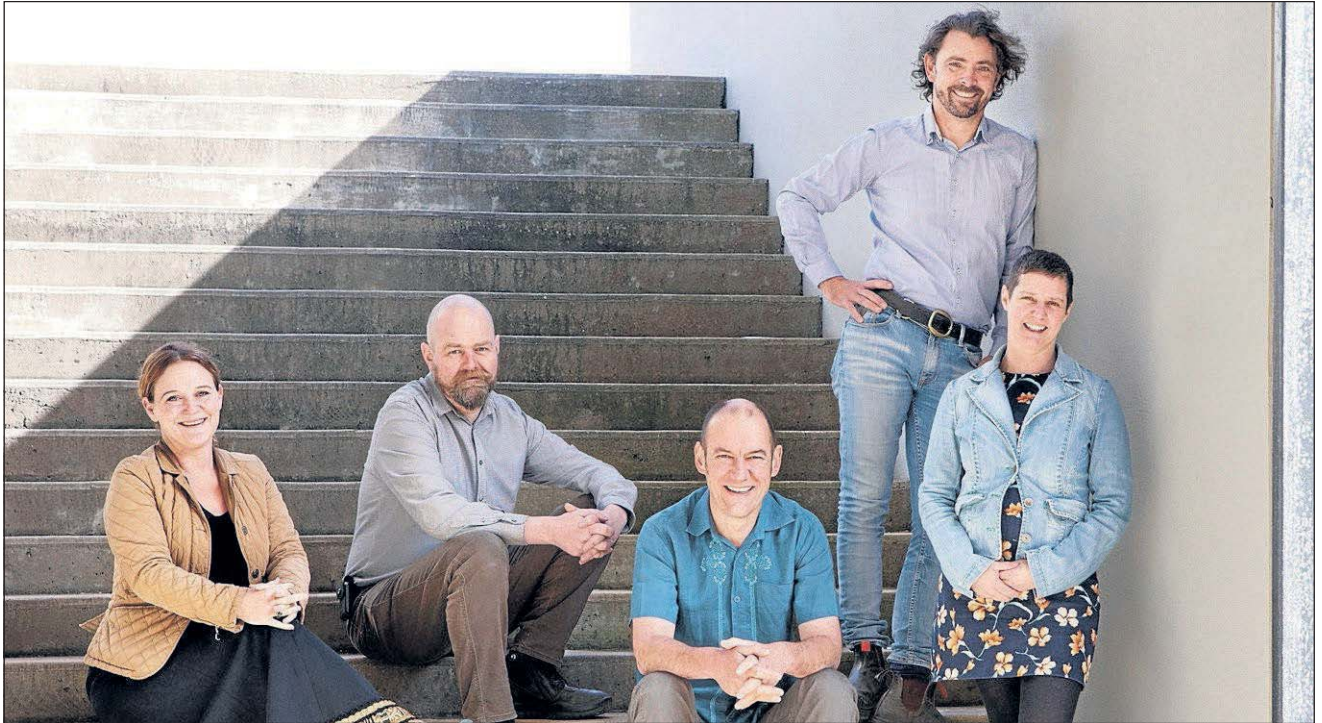
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**FOUNDERS:** The team behind Provenir's mobile processing unit, chairperson Merissa Martinez, Christopher Howe, Phil Larwill, chief executive Chris Balazs, and Jayne Newgreen.