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The Australian Rangeland Society

MAKING SUPPLY CHAIN MANAGEMENT WORK - CASE STUDY OBE BEEF

Peter Schmidt

OBE Beef Pty Ltd, Birdsville QLD

ABSTRACT

The Queensland based Channel Country group of organic beef cattle producers was informally put together in 1996. The group was subsequently incorporated as OBE Beef Pty Ltd involving some 21 stations, 18 shareholders with a total certified area of about seven million hectares and 100,000 cattle. Initial marketing focused on Japan but since then company organic beef is marketed domestically and into the USA, and prior to the 2002 drought some product was supplied to the European Union market.

The OBE Beef company has a fully certified organic food supply chain from producer, to processing, to wholesaling and retailing outlets with relevantly certified transport sectors. Multilayered certifications have been established along with brand names and trade marks and the essential traceback methodology is in place. Sustainability is primarily ensured through the organic certification process. Marketing is greatly assisted by the imagery and uniqueness of the Channel Country environment. The biodiversity provided by some 250 plant species imparts a verified special taste to Channel Country beef which is a further marketing advantage to what is becoming a well recognised brand name.