

brisbane
australia's new world city

CASE STUDY

AUSTRALIAN COUNTRY CHOICE

INNOVATION SPELLS SUCCESS IN BRISBANE FOR AUSTRALIAN COUNTRY CHOICE

Introduction

Australian Country Choice (ACC) is one of the world's largest beef supply companies.

Part of the of the Australian Trade Coast, just east of Brisbane's CBD, ACC supplies more than 150,000 head of cattle annually from its cattle operations to its processing operations for primary processing, manufacturing and retail ready packaging.

Also located close to the Port of Brisbane and Brisbane Airport, ACC distributes more than \$100 million of chilled and frozen beef products to over 20 countries, including a strong contingent of Asian nations.

Our Approach

ACC has invested more than \$120 million in capital works to develop its Brisbane facility into a world-leading operation, since its purchase in 2000.

"Over fifty percent of the nation's beef cattle herd is north of the Queensland - NSW border and the majority of this is processed within a 200 km radius of Brisbane. That provides us with a pretty compelling reason to be located in South East Queensland."
DAVID FOOTE, AUSTRALIAN COUNTRY CHOICE CEO

The location not only supports its global export operations, but also gives access to a transport network that enables the company to service customers to the North, South and West regions with ease.

Brisbane also provides ACC with access to a deep talent pool that is continually expanding due to a thriving industry precinct, three world class universities and an increasing number of agribusiness professionals migrating to the city for employment opportunities.

This wealth of expertise, a significant financial

investment in new processing machinery and six months of research and development enabled ACC to implement a market leading alternative to the way fresh beef was packaged.

The process involved the uniform shrinking of high clarity packaging into the shape of the product, ready for retail ready display and sale.

This Australian leading innovation has led to increased repeat orders for its meat products and a 20 per cent reduction in overall processing costs for the finished product.

In turn, the saving has enabled ACC to increase its primary processing production volumes by 15 per cent and its volume in value added retail product by 30 per cent.

Consumers have benefited too, with ACC products priced to be competitive in the refrigerators of supermarket giant Coles.

So successful was the implementation of this new packaging method that the product received a highly commended award at the 2012 Australian Packaging Design Awards.

Subsequently, the brand's reputation has soared, prompting a substantial period of growth. This growth has enabled ACC to expand its operations and increase the value and volume of its exports, with a target of servicing the increasing demands for high quality and safe foods on the international market, particularly China.

Fast Facts

- ACC is one of the world's largest vertically integrated beef supply companies, supplying more than 150,000 head of cattle annually.
- Exports more than \$100 million of chilled and frozen beef products to over 20 countries through the Port of Brisbane.
- Around 25 per cent of ACC's business goes offshore with Asia featuring predominantly, as well as the Middle East, Russia, and the Philippines.
- ACC is the first company in Australia to adopt 'form shrink' packaging for value added fresh beef. The product received a Highly Commended award at the 2012 Australian Packaging Design Awards.
- Since purchasing the Cannon Hill site in Brisbane in 2000, ACC has invested more than \$120 million in capital works to develop its Cannon Hill facility into a world-leading operation.
- On average, the company produces a carton of finished product every three seconds, equating to over 80 million kilograms of products a year.

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