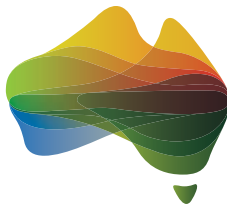


Halal to the bone



**TRUE
AUSSIE[®]
BEEF & LAMB**
لحم بقري وحملان استرالي أصيل



Australia. Where the world's finest meats come from.

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Australia is renowned for producing natural, high quality Beef and Lamb with very high levels of quality controls in production and animal welfare standards. Worldwide, Australian Beef and Lamb is closely associated with a meal experience that is fresh, clean, healthy and nutritious.

Australia is also a supplier of Halal meat to over 110 countries around the world, including the Middle East. We use a government authorised system called the Australian Government Authorised Halal Program (AGAHF), which includes product identification, processing and segregation controls as well as product certification.

When you buy Australian Beef and Lamb, you can be confident you are getting clean, safe and 100% guaranteed Halal meat.

Australia's reputation for food production

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Australia is one of the world's great food producing nations. Our meat, grains, dairy products, fruit and vegetables all enjoy a reputation for excellence throughout the world. Every year Australia exports over a million tonnes of beef and veal, 175,000 tonnes of lamb and 180,000 tonnes of mutton to more than 110 countries throughout the world. Many of these countries have significant Muslim populations and, with an estimated 1.6 billion Muslims worldwide, the Islamic nations are important markets for Australian product.

Nurtured by Nature

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Australian livestock are raised in a natural clean environment, with fresh air, golden sunlight and large areas of lush green pastures. Australia is known for its world standards in farm management and clean hygienic meat production.

Animals are handled thoughtfully and with care, codes of practice are in place to ensure the optimum welfare standards for all livestock. Australia is a large island surrounded by oceans, it is naturally quarantined from many of the livestock diseases which have troubled other parts of the world.

Australia's commitment to quality assurance and food safety begins on thousands of farms across the continent. Australia is fortunate to be free of many major livestock diseases and, with strict government quarantine controls, we endeavor to maintain this status. Farmers in Australia have adopted farm based quality assurance programmes based on hazard analysis critical control point (HACCP) principles to ensure food safety begins on the farm. All

meat processing establishments must operate through the government approved Australian Export Meat Inspection System (AEMIS). Standards of hygiene are monitored frequently and management must have an approved quality assurance program in place and ensure they comply with overseas country requirements. To ensure customer specifications and industry standards for accurate description of product are followed, AUS-MEAT (Authority for Uniform Specifications) accredits all meat premises that wish to export. The system is the industry's guarantee that the product has undergone effective product quality assurance procedures. Australian meat is transported in sealed shipping containers destined for our many overseas customers.



AGAHP The Australian Government Authorised Halal Programme

The AGAHP is a collaborative programme between Australian government's department of Agriculture & Water Resources, and Australian Islamic Organisations. The integrity of the program is supported by Australian law.

Australia, with a local Muslim population of about 447,000, has become a world leader in the processing and preparation of Halal meat and meat products. For meat to be identified as Halal, the animals must be slaughtered by a Muslim in accordance with the requirements of the Islamic law.

The word Halal is an Arabic word meaning "lawful" and is one of the key religious terms used in the Holy Qur'an. Muslim consumers purchasing Australian meat need assurance that the meat they purchase is not only safe and wholesome but has also been slaughtered and handled in accordance with the rites of Islamic law and is therefore considered to be Halal.

The Muslim market is very important to most Australian meat companies and each company has documented procedures to ensure Halal slaughtering and processing requirements are implemented at all stages of production. Australia is renowned for this commitment to the strict standards required for producing Halal meat and meat products with the involvement and expertise of the Islamic organisations registered to supervise and certify the production processes.

In 1983, Australia introduced the Australian Government Authorised Halal Program (AGAHP) to control the production of Halal meat and meat products. AEMIS controls the AGAHP and has recognised a number of Islamic Organisations that are responsible

for the provision of Halal inspection, supervision and certification services for meat and meat products. As well as ensuring that only practising Muslim slaughtermen are employed to perform the slaughtering and supervisory work, these organisations provide guidance and expertise on Islamic Shari'ah and interpretation of Halal principles.

Australia does not compromise its strict animal welfare codes of practice and it ensures that all animals in Australia are slaughtered strictly according to these animal welfare codes. The Australian Livestock Processing Industry Animal Welfare Certification System (AAWCS) is in place to guide the integrity of welfare practices and to ensure animals are humanely treated.

Halal Certification and the AGAHP

The AGAHP is controlled by legal requirements in the export meat order under the Export Act Control 1982, and applies to red meat, edible offal and meat products.

The AGAHP ensures identification of meat derived from meat slaughtered by a registered Muslim slaughterman in accordance with Islamic rites. Muslim slaughtermen must be registered and be authorized by a recognized Islamic organization. Muslim slaughtermen are issued with an identity card, which must be shown to an authorized Department of Agriculture and Water Resources (DAWR) officer upon request. Application for AGAHP approval can only be made by those establishments registered for export under the Export Control Act 1982.

Application must be directed to DAWR in accordance with the relevant requirements contained in the export meat orders and after approval from a recognized Islamic organization. The application must address the necessary procedures that will identify and maintain the integrity of Halal meat during all stages of production, storage and transport.

Halal meat is identified by the application of an official Halal stamp to carcasses or products in cartons.

Halal meat must be described in official Meat Transfer Certificates used by the export meat security system when transported between export establishments.

Halal meat loaded for final export receives an official Halal meat certificate signed by both an AEMIS authorised officer and a representative of a recognised Islamic organisation.



Australian Government

Australian Quarantine
and Inspection Service



Recognised Australian Islamic Organisations

Recognised Islamic organisations are listed by DAWR for the purpose of certifying meat and meat products under the AGAHP. Each Islamic organization must have a system in place to ensure that each registered slaughterman is considered acceptable (on religious grounds) to be employed as a registered slaughterman.

This involves developing a code of conduct outlining the religious roles, duties and observances expected of a practicing Muslim, and a regular review of each slaughterman. Islamic organizations also provide supervisory, inspection and certification services under the AGAHP. Certification can cover use of a general Halal certificate or the organisation may be listed for a specific country, where required by the Islamic authority of that importing country. DAWR maintains a list of all recognised Islamic organisations and the specific countries for which

they are listed. All Halal certificates are endorsed by the Islamic organisation which is responsible for the processing establishment under the AGAHP. Some Islamic organizations may also issue their own certificates. The Australian products and certification systems (under AGAHP) provides all Muslim consumers the assurance the product is Halal.

Australian Halal approved export red meat establishments must appoint an Approved Islamic Organisation to oversee their Halal meat and offal

production. Islamic Organisations wishing to provide Halal services to the Australian red meat export industry must have an Approved Arrangement with the department in accordance with the Export Control Orders. These orders detail the requirements that the Islamic Organisation must comply with including management, auditing of establishments, training and supervision of Muslim slaughtermen and maintenance of records. The department conducts audits of Approved Islamic Organisations on a regular basis.

The Halal Mark

A symbol of trust

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All Australian Halal red meat and offal for export is identified with the Official Halal Mark. This mark is only placed on product produced under the Approved Arrangement which meets all the requirements for Halal product, and is applied using security controlled official government stamps.

The Official Halal Mark enables an export registered establishment preparing Halal red meat and red meat products to be identified through the inclusion of the establishment's registration number in the mark.

Where Halal meat and offal is moved from the slaughter establishments to another export approved establishment such as a boning room or cold store, the Halal status of the product must be included on an official Meat Transfer Certificate. This certificate attests to the Halal status of the product and provides traceable identity from the slaughter establishment to the other Halal approved registered export establishments.

Halal slaughtered meat packed for export receives an official halal meat certificate, signed by both a department authorized office and a representative of an Approved Islamic Organisation. The department signature on the official Halal red meat certificate attests that the regulatory requirements have been fulfilled and that the Halal product has been correctly identified and segregated to ensure its integrity; while the signing official from the Approved Islamic Organisation certifies that the Halal product has been produced in compliance with the correct religious requirements. Currently the official Halal certificate may be produced either manually or electronically using the department export documentation system (EXDOC).

In 2011 the department introduced an electronically produced official Halal certificate, the EXDOC Halal certificate,

in order to improve efficiency and traceability. These certificates should provide trading partners with assurance of validity and will reduce the opportunity for forgeries. The certificates are printed on a special department light sensitive security paper. Each piece of paper is uniquely identified and can be traced to ensure the integrity of Australia's certification.

These certificates are signed by a department officer and have a departmental seal applied electronically. The use of facsimile department officer signatures and departmental seals is a well-established practice and accepted by most markets for Australia's products. Currently the sanitary certificates accompanying meat exports are signed in such a manner.

Approved Islamic Organisations manually sign both the manual and EXDOC certificates last, thereby

approving all of the preceding information and attesting that the certified meat is Halal.

The system described above, underpinned by government legislation and including the joint supervision and certification by both the department and the Approved Islamic Organisations, ensures the integrity of all Halal meat and offal exported from Australia. The whole Australian Halal system for red meat is underpinned by legislation.

Detailed requirements for producing Halal red meat under the AGAHP can be found in the meat notice at the following link:

<http://www.daff.gov.au/aqis/export/meat/elmer-3/notices/2009/mn09-08>

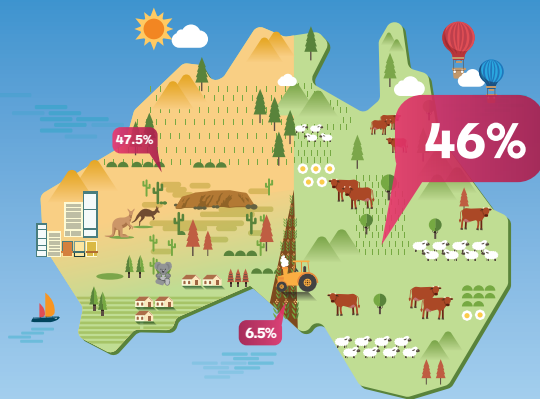


5 reasons why Australian Beef & Lamb is Halal to the bone.

ه أسباب تجعل من لحوم الأبقار والحملان الأسترالية حلالاً

أستراليا بلد كبير حيث الأرض مثالية لتربية الحيوانات
Australia is a large country where the land is ideal for raising animals.

1



Australia has lush pastures, and animals roam freely enjoying an abundance of green grass, clean water, fresh air, and it is naturally quarantined against diseases. Most farms are family owned, passed down from generation to generation. Animal welfare is the number one priority and a way of life for Australian farmers. Australia ranks highest in animal welfare index in the world.

One of the important Halal requirements is that animals be treated properly their entire life and that they have easy access to food and vast areas to roam. Australia naturally meets these requirements

أستراليا لديها مراعي خصبة وحيوانات تتجول بحرية وتمتتع بوفرة من الأعشاب الخضراء والمياه النظيفة والهواء النقي فضلاً عن الحجر الصحي الطبيعي ضد الأمراض. إن معظم المزارع تمتلكها عائلات تتوارثها جيلاً بعد جيل. رعاية الحيوان تأتي في صدارة الأولويات وتعد بمثابة أسلوب حياة للمزارعين الأستراليين. كذلك تحتل أستراليا المرتبة الأعلى في مؤشر رفاهية الحيوانات في العالم.

ويعتبر التعامل مع الحيوانات بشكل صحيح طوال حياتها واحدة من أهم متطلبات الحلال. فضلاً عن أهمية الوصول إلى الغذاء والمساحات الواسعة للتجول بحرية. وفي أستراليا يتنكز المتطلبات وبشكل طبيعي.

2

برنامج الحلال المعتمد من قبل الحكومة الأسترالية

Australian Government
Authorized Halal programme

The Australian Government Authorized Halal programme (AGAHP) is undertaken in collaboration with the Australian government's department of Agriculture & Water Resources, and Australian Islamic societies. Together they enforce the best practices of production standards, which have contributed to the worldwide recognition that Australia's Halal systems are the strictest, and most rigorously enforced Halal system in the world.

The Halal systems and production facilities are regularly audited by approved Islamic organisations, internal quality assurance systems, Australian government departments and importing country representatives. Which is why the integrity of the Australian Halal system is recognised and appreciated worldwide including all of the GCC countries.

يتم تنفيذ برنامج الحلال المصرح به من قبل الحكومة الأسترالية (AGAHP) بالتعاون مع دائرة الزراعة والموارد المائية والغابات التابعة للحكومة الأسترالية والمجتمعات الإسلامية الأسترالية. وبالتعاون مع تطبيق تلك الجهات أفضل الممارسات لمعايير الإنتاج التي ساهمت في الاعتراف العالمي بأن أنظمة الحلال في أستراليا هي الأكثر صرامة وأكثرها دقة في العالم.

تتم مراجعة أنظمة الحلال ومرافق الإنتاج بشكل منتظم من قبل الهيئات الإسلامية المعتمدة وأنظمة ضمان الجودة الداخلية والإدارات الحكومية الأسترالية وممثلي البلدان المستوردة. ولهذا السبب فإن سلامة نظام الحلال الأسترالي معترف به ومقدّر في جميع أنحاء العالم بما في ذلك جميع دول مجلس التعاون الخليجي.

3

لحوم أفضل جودة

Better quality meat

It is scientifically proven that animals raised and processed in a stress-free environment produce better quality meat. The Australian standards ensure that animals are slaughtered in a stress free environment. Australian beef and lamb is produced from animals that live stress free from farm to processing. Which is why you get consistent taste and flavor with Australian Beef and Lamb, time and again.

ثبت علمياً أن الحيوانات التي يتم تربيتها ومذبحتها في بيئة خالية من الضغوط تنتج لحوماً ذات جودة أفضل. وتضمن المعايير الأسترالية الصارمة ذبح الحيوانات في بيئة خالية من الضغوط والإجهاد. ويتم إنتاج لحوم الأبقار والحملان الأسترالية من الحيوانات التي تم تربيتها في أجواء خالية من الضغوط بدءاً من المزرعة ووصولاً إلى مرحلة الذبح. وهذا هو السبب في حصولكم على مذاق ونكهة متناسقين مع لحوم الأبقار والحملان الأسترالية في كل مرة.



جزائرون مسلمون مدربون جيداً

Trained Muslim slaughtermen

4



Processing facilities employ only registered and trained Muslim slaughtermen. All slaughtermen are practising Muslims and comply with their religious slaughter training. They also comply with personal hygiene, operational sanitation and animal welfare requirements. Slaughter is carried out by sharp knives in accordance with Sharia principles.

لا تستخدم منشآت الذبح سوى جزائرون مسلمين مدربين تدريباً عالياً. ويطبق هؤلاء الجزائرون المسلمون تعاليم الدين الإسلامي ويتقيدون بتدريباتهم على الذبح وفقاً لمبادئ الشريعة الإسلامية. كما أنهم يمثلون لمتطلبات النظافة الشخصية والصرف الصحي السليم ومتطلبات رعاية الحيوانات فضلاً عن الذبح باستخدام سكاكين حادة.

5

علامة الحلال الأسترالية

The Australia Halal mark

The Australia Halal mark is a stamp of integrity and assurance underpinned by the Australian government. The Halal mark also assures consumers that the product has been certified as Halal by a recognized Islamic organization.

The Australia Halal mark is a symbol of trust, recognized by over 70 countries worldwide. When you buy Australian Beef and Lamb, you can be guaranteed you are getting meat that is Halal to the bone.

علامة الحلال الأسترالية هي ختم للنزاهة والضماني تتركز عليه الحكومة الأسترالية. كما تضمن علامة الحلال للمستهلكين أن المنتج قد تم اعتماده كمنتج حلال من قبل هيئة إسلامية معترف بها.

كما تعتبر علامة الحلال الأسترالية رمز للثقة ومعترف بها من قبل أكثر من 70 دولة حول العالم. وعندما تشتري لحوم الأبقار والحملان الأسترالية يمكنك الوثوق بأنك تحصل على لحم حلال حتى النخاع.



AGAHP