











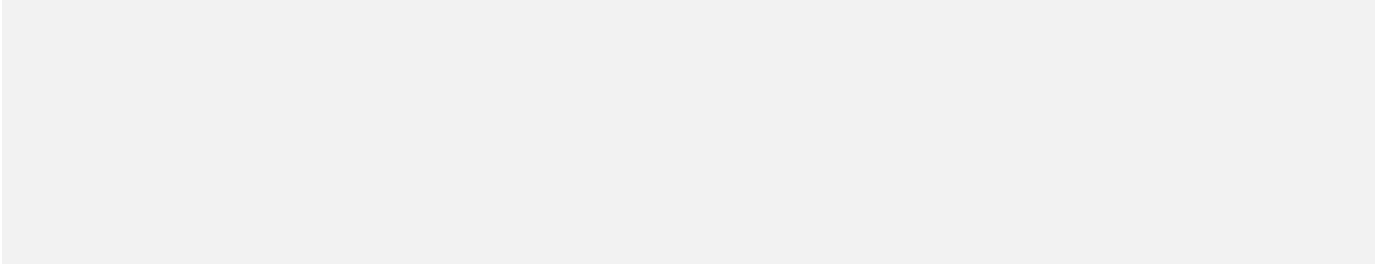




Breakdown of sales by region (first half of the fiscal year)



Creating products to be chosen



A new brand emphasizing the features of Australian beef for the U.S. market

MSA standard grass-

MSA Program

It estimates the taste of beef based on the evaluation of the quality of beef, cooking methods, and meat conditioning, and assures consumers of the excellent taste.



11. Key Performance Indicators (KPIs) Management

Improvement in productivity

Rate of weight gain and feed conversion ratio

Mortality

Fattening period

Contact