Beef Sustainability Traceability Pilot

Supply and Value-Chain Stakeholder Workshop

Key Findings and Insights

Pilot Partners:

SEA OAK CONSULTING

MACKA'S Est. 1884

mla MEAT & LIVESTOCK AUSTRALIA

aglive

cibolabs

INFORMED 365

GS1 Australia

foodagility

achmea Farm Insurance

MIDCOAST council

CH4 GLOBAL BENDING THE CLIMATE CURVE—TOGETHER™

WICKHAM FREIGHT LINES

In the workshop, we had good representation from across the beef supply and value chain

Farm Inputs | **Producers** | **Feedlot & Backgrounding** | **Processing & Packaging** | **Transport & logistics** | **Market & retail**

CH4 GLOBAL — Bending the climate curve—together™

MACKA'S — Est. 1884

ALFA — Australian Lot Feeders' Association

Australian Country Choice

WICKHAM FREIGHT LINES

SEAGRASS — Boutique Hospitality Group

NutriSoil® — Biological Solution

Carbon eight

AMPC

Government | **Industry** | **Ag-tech** | **Insurance & Finance**

MIDCOAST council

SEA OAK CONSULTING

mla — Meat & Livestock Australia

aglive

cibolabs

achmea — Farm Insurance

AGRICULTURE VICTORIA

INFORMED 365

PI — Pyx Innovation Australia

CommonwealthBank

GS1 Australia

CA — CATTLE AUSTRALIA

NSW GOVERNMENT

Australian Government — Department of Agriculture, Fisheries and Forestry

foodagility

Integrity Systems — red meat customer assurance

AUSTRALIAN FOOD & GROCERY COUNCIL

In the following pages we have summarised key findings and discussion points during the workshop

Why is a sustainability traceability solution important and what would success look like in your part of the chain I To understand what success looks like across different parts of the supply chain and ensure the solution delivers shared value

Participants emphasised the solution's value in driving:

- **Market access** (especially for export and premium markets)
- **Compliance** (e.g. EUDR, ISO standards)
- **Carbon reporting and emissions transparency**
- **Risk minimisation** for financial institutions
- **Consumer trust** through credible product claims and data
- **Farmer support** via price signals and practice validation
- **Greenwashing prevention** through data-backed claims
- **Consistent, decentralised data flows** across the chain
- **ROI and cost-effectiveness** for all actors
- **Showcasing Australia** as best-in-class globally for beef sustainability

What existing research, projects or systems across your part of the beef supply/value chain could align with or support the aims of this traceability pilot I To identify opportunities to align with existing work, avoid duplication, and build on what's already effective across the industry

Stakeholders identified numerous existing efforts to align with and avoid duplication:

- Food Agility / AgTrace
- GS1 & AATP traceability standards
- MLA environmental credentials
- ABSF and AASF
- Carbon8 (regen grown verification, First Nations engagement)
- DAFF Traceability Grants Programs
- LPA (animal welfare assurance)
- AFGC Scope 3 working group
- AgVic horticulture traceability pilots

What expectations or requirements do you have around sustainability and traceability across your upstream and downstream supply/value chain partners I To learn how expectations around sustainability and traceability affect different stakeholders, and how a solution could reduce complexity or costs

Success will depend on meeting cross-cutting expectations:

- **Cost effectiveness**
- **Ease of access and use**
- **Scalability and reliability**
- **Data permissions and ownership**
- **Use of existing standards and protocols**
- **Real-time access and automation**
- **Compensation models for sustainable producers** (e.g. green bonds, insurance premiums)

How are sustainability claims currently verified or validated in your part of the supply/value chain I To map current verification processes, identify gaps, and uncover where trust, efficiency, or consistency could be improved

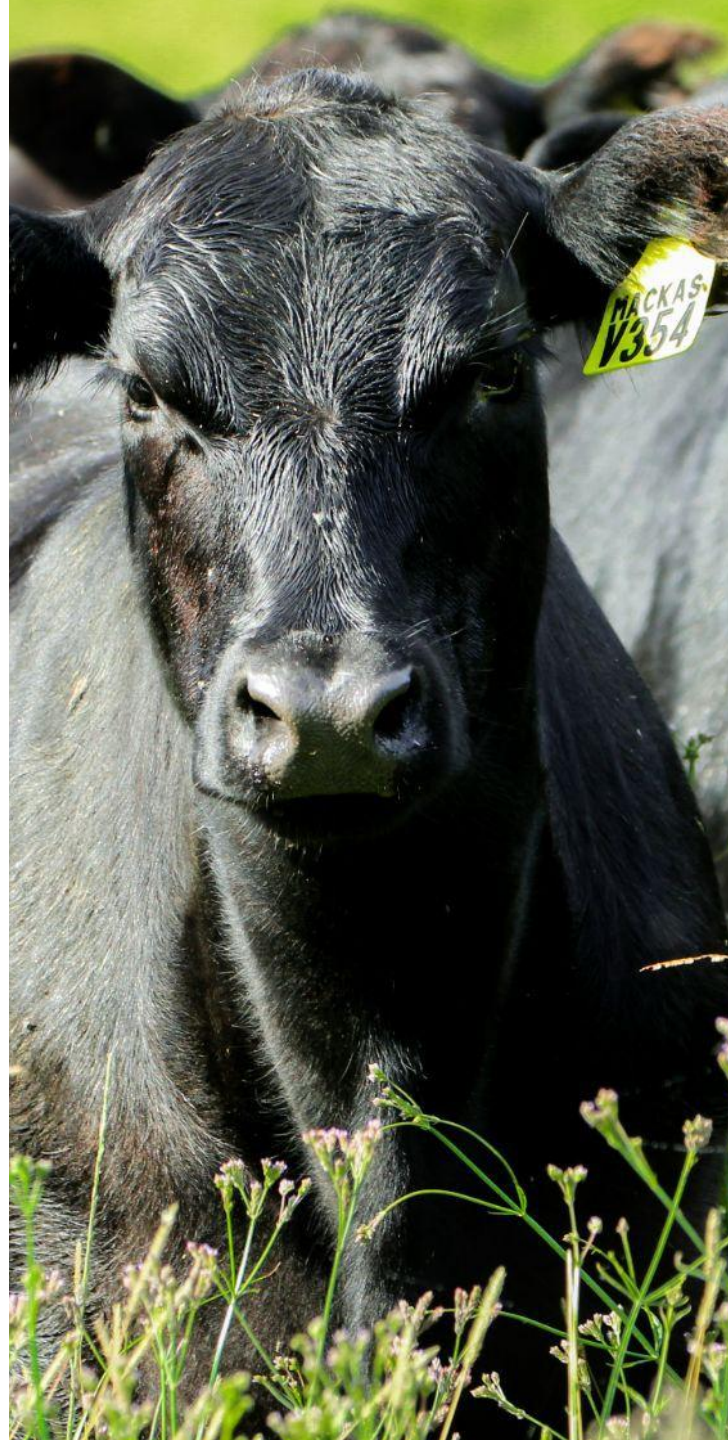
Verification today varies in quality and consistency. Key themes:

- **Third-party verification** and **NATA-accredited** bodies preferred
- **Credibility and real-time action** are essential
- Move beyond binary pass/fail — encourage **continuous improvement**
- **Objective measurement** of outcomes
- **Verification must assess both method and data**

What challenges or inefficiencies in your operations or interactions across the supply/value chain could an integrated sustainability traceability solution help solve I To ensure the solution addresses real-world problems and delivers practical benefits across the supply and value chain

Participants identified current inefficiencies that a solution could potentially address:

- Fragmented systems and a desire for a **“one-stop-shop”**
- **Inconsistent emissions accounting**
- **Duplication in reporting**
- Complexity in requests for varied data across stakeholders
- Need for **QR codes and GS1 integration**
- **Consumer education** on sustainability value
- Solving **nature-based complexities** with feedback loops



What risks, barriers or concerns might your organisation or others face in adopting a fully integrated traceability solution — and what would help overcome these | To uncover concerns that could limit adoption and design a solution that is realistic, accessible, and widely supported

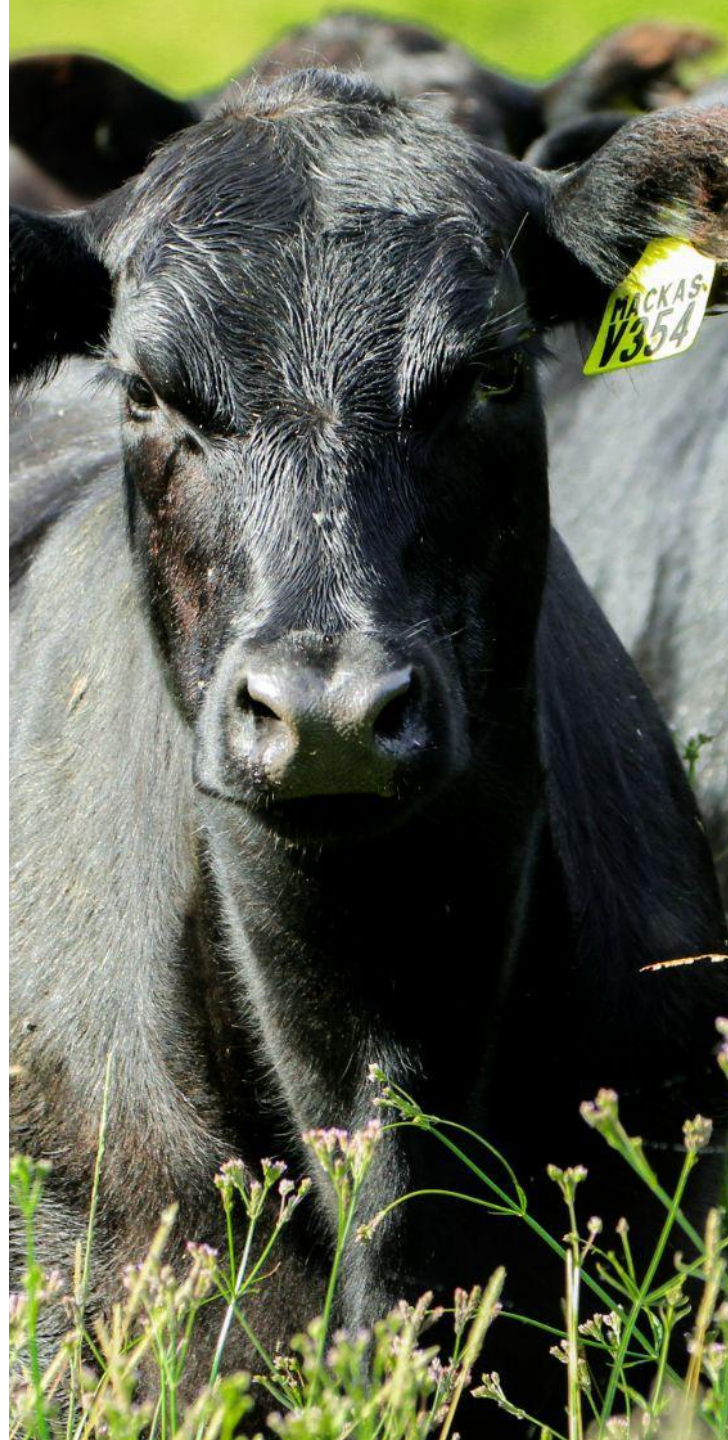
Barriers to adoption include:

- **Data privacy and ownership concerns**
- **High cost or delayed ROI**, especially for producers
- **Complexity of open supply chains**
- **Lack of standardisation**
- Solutions proposed:
    - **Interoperability**, use of existing AATP protocols
    - **Automation and tech integration**
    - **Keep it simple and beneficial** for all users

What would be the best way to share and embed learnings from this pilot across different parts of the beef supply and value chain | To ensure lessons from the pilot are shared in ways that support uptake, learning, and long-term change across the sector

To ensure sector-wide impact, suggested communication channels include:

- **Integration with MyMLA**
- **Video case studies, social media, rural media**
- **Conferences, RDCs, and online promotions**
- **QR codes for consumer feedback**
- **Taste and scan events**
- **Stock agent networks**
- Use **case studies** and **global showcases**



About the beef sustainability traceability pilot

Pilot farm: Macka's Angus Beef - Gloucester NSW

Pilot led by:

SEA OAK CONSULTING

The pilot will trial a scalable, digital sustainability reporting framework designed to help beef producers track, verify, and share their sustainability credentials across the supply chain.

A connected system for compliance and market confidence

The pilot project will integrate cutting-edge ag-tech solutions including:

- **A consistent, science-aligned farm sustainability reporting framework** tailored for beef producers and aligned to leading standards such as the Australian Beef Sustainability Framework (ABSF), Australian Agricultural Sustainability Framework (AASF), UN Sustainable Development Goals (UNSDGs), and the Australian Sustainability Reporting Standards related to mandatory climate reporting (ASRS);
- **Artificial Intelligence (AI) for predictive climate and sustainability-related analytics.** AI plays a pivotal role in this pilot by enabling predictive analytics and intelligent decision-support tools that help producers better manage climate variability, sustainability risks, and regulatory compliance. By analysing complex data from multiple on-farm systems and external sources, AI can identify patterns and trends such as pasture productivity, emissions hotspots, or animal health indicators allowing producers to take proactive, data-driven actions. Integrating AI into the platform ensures that sustainability reporting isn't just a compliance exercise, but a strategic tool that enhances operational efficiency, reduces risk, enhances market competitiveness, and tracks environmental performance over time;
- **Blockchain-enabled traceability** that demonstrates sustainability credentials along the supply chain so supply chain players can feel comfortable and trust data providence;
- **GS1-powered QR codes** that provide supply chain partners direct access to verified information about farm practices, emissions and animal welfare, as well as enabling a mechanism for obtaining supply chain feedback; and an
- **Integrated platform** that interacts with existing tools and data across the supply chain. Compatibility with tools such as NLIS, eNVD, AgTrace, and emissions calculators.

Examples of data that will be pulled into the farm sustainability dashboard

Existing data sources

- NLIS
- eNVD
- Farm management systems
- Emissions calculation systems
- Environmental data systems
- AgTrace

Existing standards & frameworks

- AATP
- GS1
- ABSF, AASF, GRI, UN SDGs
- LPA & MSA

Example farm sustainability goals

The beef producer sustainability reporting framework is an extension of the ABSF and consists of approx 65 farm-level sustainability indicators and metrics.

Animal Welfare Examples

- % of animals that arrived at destination uninjured
- % of cattle on farm that are polled
- Farm has an accredited biosecurity plan

Economic Resilience Examples

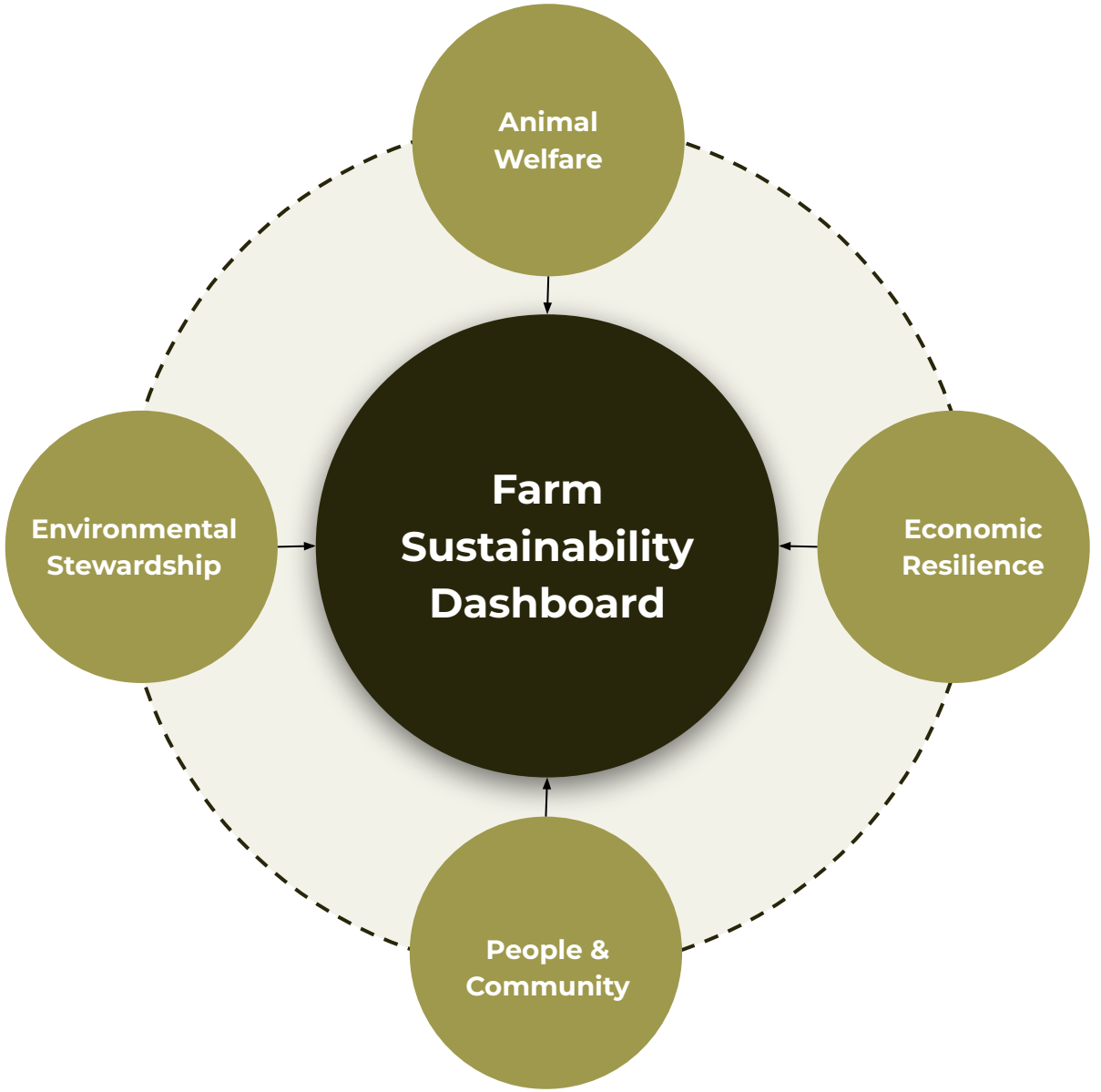
- % of arable pasture where precision / variable rate spreading is used
- Avg days on farm for progeny

Environmental Examples

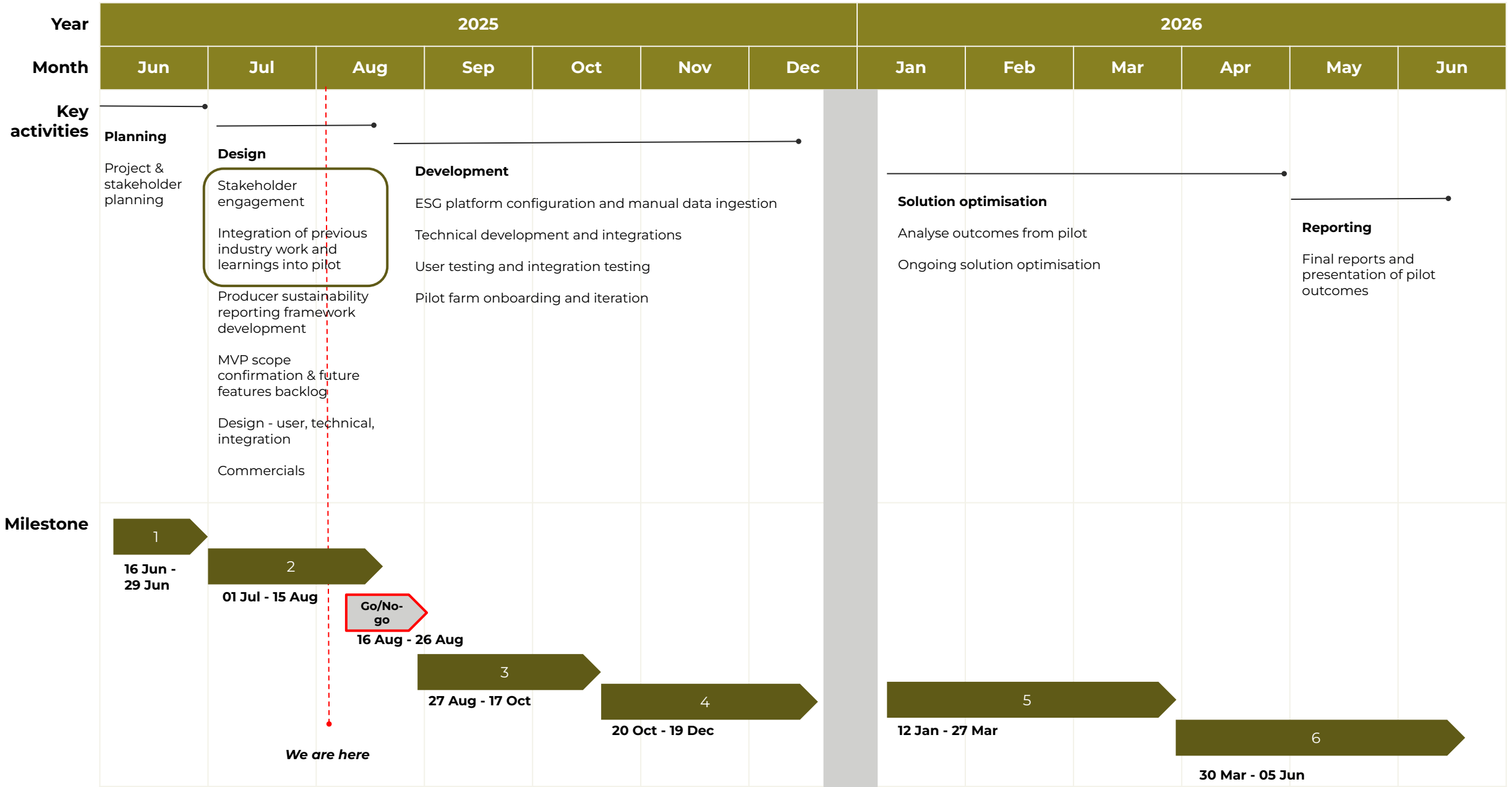
- Scope 1, 2 & 3 emissions (CO_2e)
- % of tree coverage
- % of farm that has achieved NRM ground cover target
- Is the farm meeting regional biodiversity targets

People & Community Examples

- # of occupational injuries on farm
- % of workforce that is either under the age of twenty four or over the age of fifty



Timelines I Approximately 12 months for pilot completion



About SEAOAK Consulting

SEAOAK is a rural Australian consultancy working at the intersection of agriculture, fibre and natural resource management

About SEAOAK I SEAOAK is a rural climate and sustainability consultancy based in High Country Victoria and Northern Rivers, NSW. We work at the intersection of agriculture, fibre, and natural resource management - helping businesses manage climate risk and embed sustainability throughout their organisations and supply chains. Guided by science, we deliver practical solutions that create lasting value for people, business, biodiversity, and the environment.

What we do I We partner with public and private sector to deliver:

- Climate risk and adaptation planning
- Emissions reduction and decarbonisation strategies
- Revenue diversification strategies (carbon, biodiversity, natural capital)
- Sustainable and traceable supply chains
- Land and environmental management planning
- Climate disclosure, reporting, and compliance
- Corporate sustainability and ESG strategies

Who we are I Founded by Ebony Greaves (former Deloitte senior leader) and Carli Davis (former PwC & R.M. Williams), SEAOAK Founders bring over 25 years' expertise in technology innovation, climate strategy, risk management, regenerative agriculture, and sustainability. Our growing team works to build resilience and drive large-scale impact across Australian agriculture and the food/fibre supply chain.

What we stand for I We believe farmers are central to Australia's climate future. Our "farmer-first" approach places their knowledge and needs at the heart of our work. By collaborating with industry, government, and regional/rural communities, we strengthen agricultural supply chains, enhance landscape-scale resilience, and help rural economies thrive in a changing climate.

OUR PARTNERS AND WHO WE WORK WITH:

NSW Government
mla Meat & Livestock Australia
The Hermitage Dairy
Macka's Pastoral Est. 1884
Vaikobi Ocean Performance
Macka's Sand & Soil Supplies
D!SRUPTIVE PACKAGING Better packaging. No compromises.
LENs Landscape Enterprise Networks
aglive
achmea Farm Insurance
Wickham Freight Lines
GS1 Australia
Midcoast Council
agrisolar CRC
CH4 Global Bending the Climate Curve—Together
INFORMED 365
cibolabs
foodagility

ORGANISATIONS THAT SEAOAK FOUNDERS HAVE ALSO WORKED WITH:

ExxonMobil
TOKYO GAS
Ministry for Primary Industries Manatū Ahu Matua
New Zealand Food Safety Haumaru Kai Aotearoa
Westland Milk Products Hokitika · New Zealand
YŪME
R. M. WILLIAMS EST. 1932. AUSTRALIA
Tattarang
pwc
Deloitte.
ANZ
Wesfarmers
AustralianSuper
LINK Group
NEXTDC
UniSuper
nab
Air New Zealand
Wave Swell
HOSTPLUS
Kmart
Ocean Road Abalone
Agriculture Victoria
Victoria State Government Energy, Environment and Climate Action

TEAM I SEAOAK Executive Team

Ebony Greaves
Chief Executive Officer, Co-Founder

- Climate risk management and adaptation strategy
- Nature-based solutions
- Environmental markets
- Ag-tech and climate-tech innovation and commercialisation
- Supply chain sustainability traceability

Carli Davis
Chief Sustainability Officer, Co-Founder

- Climate reporting and compliance
- Modern slavery
- Regenerative agriculture
- Supply chain traceability
- Sustainability strategy
- Environmental markets
- Circular economies
- Sustainable materials and waste optimisation

TEAM I SEAOAK Strategic Advisory Team

Carlos Vazquez I Carlos is an experienced director of low-carbon fuels projects and companies.

John Wylie I John trained with PCEK BCG before co-founding a successful consultancy. John is an experienced agribusiness entrepreneur and impact investor. He is the Managing Director of a $2.5B fund which delivers a diversified portfolio of development projects in PNG.

Tony Simmons I Tony is a founder, advisor and 3-time tech CEO with over 20 years' experience building and commercialising data, AI and software businesses.

Daniel Lambert I Chair, Non-Exec Director and Advisory Board Member with 25+ years of executive and board-level experience. Daniel specialises in governance and high-impact solutions in water, energy, and infrastructure.

Arvind Sharma I Director ESG Risk at NAB. Former Partner at ERM, Former Executive Director & Head of Sustainability at PwC, former Director at KPMG and Deloitte

SEA OAK CONSULTING

Driving sustainability and resilience across the Australian agriculture industry and supply chain

Interested in working or partnering with SEAOAK?

We'd love to hear from you.

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