



GRAZE¹ beef and lamb

GRAZE beef is delivered in partnership with Australian farmers. GRAZE cattle are selected to high standards, grass-fed, free to roam on pastures and have no added hormones. The Coles Grass-fed Standard covers our requirements on feed and water, traceability, animal welfare and low-stress stock-handling practices.

GRAZE lamb is Tasmanian grown, grass-fed, free to roam on pasture and raised without the use of antibiotics.

Coles GRAZE beef and lamb producers self-reported the following statistics this season:

- 62% of beef producers, and 76% of lamb producers, have a tree planting program on their property, with a total of over 270,000 trees having been planted by producers in the last 12 months.
- 51% of beef producers, and 64% of lamb producers, monitor and/or manage on-farm biodiversity on their properties with initiatives including monitoring wild flora and fauna, or fencing off areas to protect vegetation.



Pictured: Woodbourn¹ farm in Cressy, Tasmania, has been a part of the GRAZE Lamb program since 2020.

¹ More information about our GRAZE brands is available at <https://www.coles.com.au/about/who-we-are/our-brands/graze-beef-and-lamb>.