PCAS
PASTUREFED CATTLE ASSURANCE SYSTEM
THE IMPORTANCE OF INTEGRITY

The Cattle Council of Australia
– Representing and progressing the interests of Australian beef cattle producers since 1979. –
Agenda

Program Background
What is PCAS & how does it benefit producers?
How it works & what does integrity mean?
PCAS Standards & Rules
PCAS in the future?
How to get involved.
‘Building a platform for beef producers to prosper’

Vision: Cattle Council is a sustainable producer driven representative for Australian producers.

Mission: Develop and implement polices and advocacy to drive Australian beef production
Background of the program

The program was created by producers for producers

First PCAS producers where signed to the program in 2013

Since then we have a collective of 260 PCAS producers across 4 states (QLD, NSW, VIC, SA)

Teys have a throughput of 62,465 head annually across these four states.
What is PCAS & how does it benefit producers?

- PCAS enables industry to prove claims relating to Pasturefed /Grassfed production methods.
- Consumers awareness has created a demand for proof that products have been produced as they claim
- PCAS is Australia's only annually third-party audited assurance system
- PCAS enables producers to access an exclusive market and receive premiums well above the current MSA grid
- Premiums well out-way the initial Audit cost
How it works & what does integrity mean?

PCAS is third party audited every 12 months.

Integrity promotes transparency which is authenticated through our auditing system.

Integrity allows our industry maintain social licence by proving claims relating to Pasturefed production methods.

PCAS is underpinned by national standards NLIS, MSA, LPA.
PCAS Standards & Rules

PCAS Standards contain 6 elements;

Element 1: Identification and Lifetime Traceability

Element 2: No confinement for the purpose of intensive feeding for production

Element 3: Lifetime Pasturefed

Element 4: Minimum Eating Quality Standards

Element 5: Lifetime free from HGPs

Element 6: Lifetime Free from Antibiotics
Eligible cattle must be traceable for their entire life, from birth to slaughter. Primary method is through NLIS devices being fitted at weaning and records kept outlining traceability methods accompanied by NVD and PCAS Vendor Declarations.

Alternative methods of traceability may be suitable provided they are approved by PCAS Administration.

Introduced Cattle (identification and lifetime traceability)?
Element 2
No confinement for the purpose of intensive feeding for production.

Cattle must not be confined for the purpose of intensive feeding for production.

Exemptions include:

Confinement for animal husbandry and management practices (20 days/ year)

Transportation (7 days/ journey)

During approved confinement supplements offered to cattle must come from the PCAS approved supplement list.
Cattle must have continuous access to graze in open pastures.

Cattle must not be fed separated grain or grain by-products in any form (whole, ground, cracked)

Licks blocks and pellets are acceptable provided they do not contain cereal grain or by-products.

Urea and Molasses are acceptable

Cattle that are exposed to fed supplements not in the eligible feed list must be uniquely identified as non PCAS eligible.
Element 3
Lifetime Pasturefed

Cattle may graze cereal grain crops provided the crop is in a pre-grain state or managed such that it does not ripen past this point during grazing. Pre-grain state is defined by the standards as stage Zadocks Decimal Code: 69.

Grazing on cereal crops must be approved through Purposeful Parallel Production applications (PPP)
Element 4
Minimum Eating Standards

All cattle traded or slaughtered as PCAS certified must be MSA accredited.

All cattle consigning for slaughter as Certified Pasturefed must meet the MSA on-farm requirements and be accompanied by an approved MSA Vendor Declarations.
Element 5
Lifetime free from Hormone Growth Promotants

Cattle must remain free of HGP’s

If cattle are treated with HGP’s identification systems must be implemented to provide sufficient evidence to PCAS admin that performance indicators have been met.

Properties wishing to utilise HGP’s in ineligible stock can do so through the use of a PPP application
Element 6
Lifetime Free from Antibiotics

On-farm systems have been implemented to ensure that cattle have never been treated with antibiotics.

This includes; low-level (sub-therapeutic) or therapeutic level doses; sulphonamides, ionophores or coccidiostats.

The use of anthelmintics to treat parasites is permitted.

*If an animal requires medical attention, proper treatment should be administered as required.*

Animals treated with antibiotics can be run in its original herd to reduce stress but should be clearly identified as PCAS *ineligible*.

Records should demonstrate any antibiotics kept on farm.
The price of integrity?
Costs?

Annual administration fee: $220 (including gst)

Subsequent property (PIC) registrations: $150 (including gst)

Annual audit costs: Based on complexity and location

Typical range is between $400 and $1000 (could be more)

Travel costs can be reduced through “milk-runs”
Currently limited competition from overseas markets.

Growth in demand for Pasturefed products

Growing demand for ‘quality assured products’

Our major processor – Teys

Our major retailer – Woolworths

Provisional accreditation
The majority of consumers today don’t think beef is too expensive and believe the cost is reflective of beef’s superior flavour, juiciness, tenderness and versatility.

The current market for “natural” and “organic” beef products in the US is approximately $350 million annually. This is anticipated to increase to $1 billion over the next 5 years.
Frozen grassfed beef continues to make up a majority of Australian beef sent to the US. However, chilled beef exports have been on the rise for the past decade. Chilled grassfed beef exports increased 89% year-on-year in 2014, to a record 63,107 tonnes swt.

In a survey conducted in the US the two biggest concerns consumers had with red meat products were the use of:

Antibiotics

Artificial hormones
HOW TO BECOME PCAS CERTIFIED

1. Register your property online at http://www.pcaspasturefed.com.au/

2. Complete your registration payment - $220 (including gst)

3. Complete the audit application and send it to an auditor of your choice, either SGS or AUS-MEAT

4. Once the audit is complete and certification is granted producers are eligible to start selling PCAS cattle