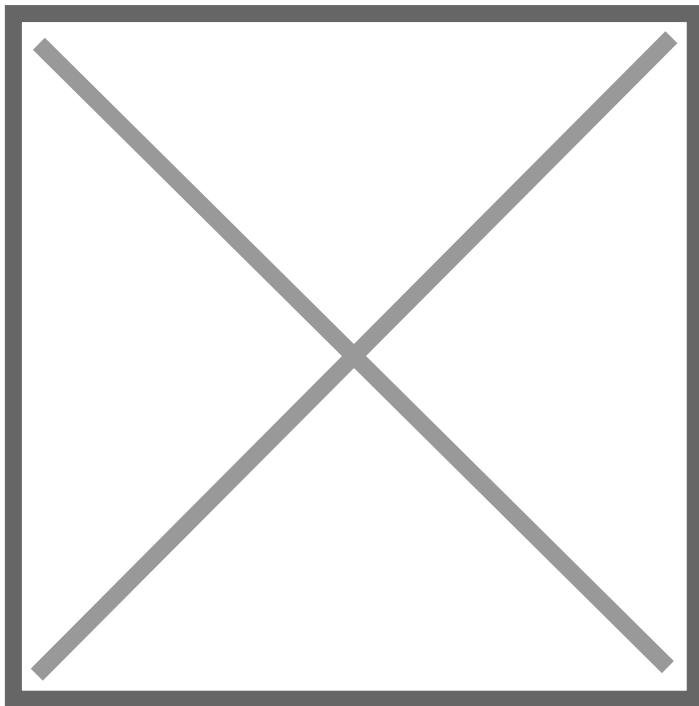


## JBS Australia in partnership with MEQ sets benchmark in carcase grading technology

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**This milestone reflects JBS Australia's strategic focus on branded beef programs and its dedication to delivering consistent, premium-quality products to customers around the world**



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JBS Australia (JBS) has taken a major step forward in its commitment to innovation, quality assurance, and industry leadership by becoming the first beef processor in the country to receive a Facility Objective Carcase Measurement (OCM) Device Approval from AUS-MEAT for the MEQ cold carcase grading camera.

Further acknowledgement of this commitment to innovation was demonstrated via winning the AMPC Award for Driving Innovation & Technology Leadership for the objective carcase measurement adoption project, as announced at the Australian Meat Processing Corporation (AMPC) Innovation Showcase.

This milestone reflects JBS Australia's strategic focus on branded beef programs and its dedication to delivering consistent, premium-quality products to customers around the world.

We'd like to acknowledge and thank the site teams for supporting the rollout of the cameras. A special mention also goes to the graders at Beef City, Riverina and Dinmore, who undertook many hours of testing with the MEQ camera, and without

their engagement and support the project would not have been successful. An additional special thanks to Chris Dalton at Beef City for all the back and forth on bug fixes and IT integration testing that he supported the project with.

With eight beef processing facilities located across eastern Australia, JBS is uniquely positioned to meet the diverse requirements of global markets. Ensuring brand and quality consistency across multiple production sites is critical to maintaining the integrity of JBS's premium beef brands.

The adoption of OCM technology marks a significant advancement in carcase grading. The MEQ cold carcase grading camera replaces traditional subjective assessments with precise, technology-driven evaluations. The system delivers highly repeatable and reliable measurements, reducing grading variability and ensuring consistent brand quality outcomes across all approved facilities.