



BEEF SUSTAINABILITY TRACEABILITY PILOT

PROJECT LEAD



PILOT FARM





SEAOAK is an Australian rural agricultural climate and sustainability consultancy, helping agribusinesses manage climate risk and embed sustainability throughout their organisations and supply chains

Guided by science, we deliver practical solutions at scale, that create lasting value for people, business, biodiversity, and the environment

● Sustainable Agriculture

● Natural Capital

● Agri-Renewables



Ebony Greaves
CEO
Co-Founder



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Co-Founder

Beef pilot partners



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



INFORMED 365



Challenges for the beef industry

Producers face a fragmented set of digital tools that are inconsistent, time-consuming, and fail to effectively communicate their sustainability credentials across the supply chain

Fragmented data systems: Sustainability and traceability information is captured inconsistently across the supply chain, limiting the industry's ability to provide verifiable, end-to-end reporting

Rising compliance burden: Producers are under pressure to meet sustainability and trade requirements (e.g. EUDR, AASB2), but current processes are complex and time-intensive

Cost and resourcing constraints: Smaller producers face barriers in adopting new digital tools and reporting frameworks due to upfront costs, technical capacity, and limited labour resources

Low trust and uneven value: Data ownership and equitable benefit-sharing remain unclear, making it hard to build trust and ensure all parts of the supply chain see value from sustainability reporting



Beef Sustainability Traceability Pilot

SEAOAK, together with 12 industry partners, are developing an ag-tech solution that will enable beef producers to capture and communicate their sustainability credentials meaningfully along the supply chain

SCIENCE-ALIGNED FARM SUSTAINABILITY REPORTING FRAMEWORK (EXTENSION OF ABSF)



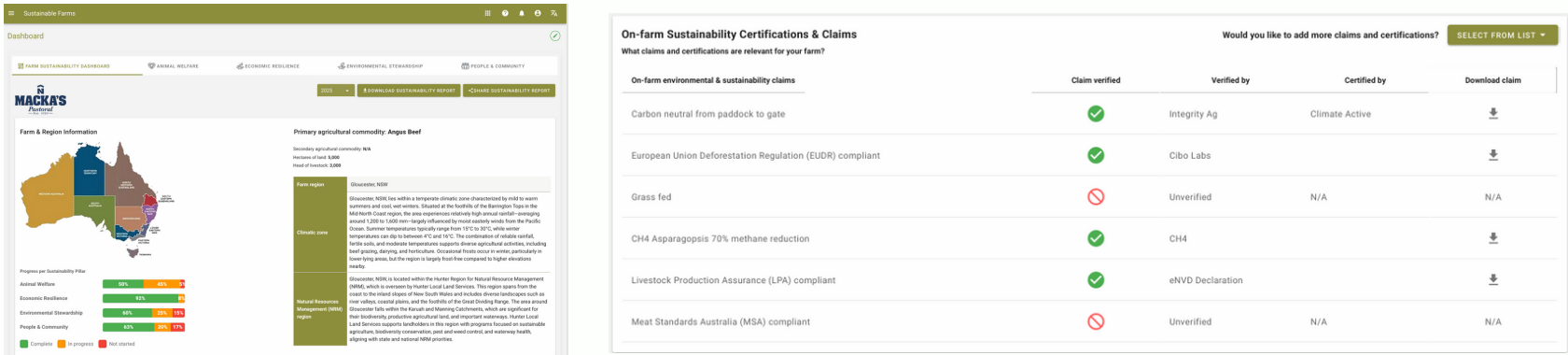
BLOCKCHAIN TRACEABILITY & GS1-POWERED QR CODES



INTEGRATED PLATFORM WITH AI / PREDICTIVE ANALYTICS



FARM SUSTAINABILITY DASHBOARD (60+ SUSTAINABILITY METRICS, 100+ DATA INTEGRATIONS)

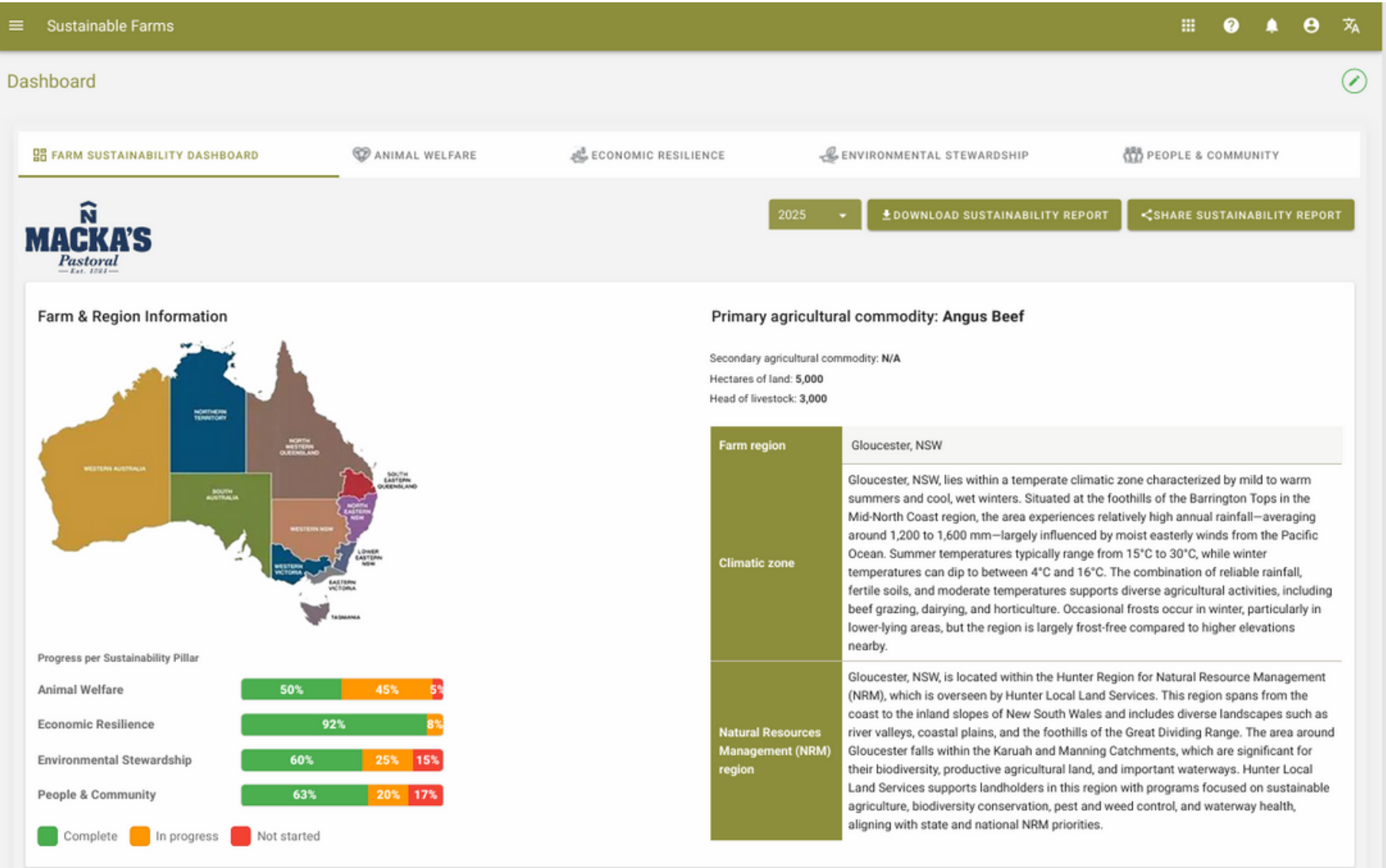


An early look at the farm sustainability dashboard

60+ farm-level sustainability metrics to help beef producers understand and track their progress and risks (an extension of the ABSF)

100+ external data points pulled in via API to provide a comprehensive view of the farm’s sustainability - reducing the need for producers to manually enter data

Download annual farm sustainability reports and share sustainability data, credentials and claims with supply/value chain partners



ANIMAL WELFARE

Animal Welfare assesses a producer’s approach to the humane treatment, health, and wellbeing of livestock. Includes handling, food, water, shelter, vet care, freedom from stress. Goes beyond compliance to ensure animals are safe and respected.

Questions Answered: 5/12
Risks: 2/5

[Go to sustainability pillar](#)

ECONOMIC RESILIENCE

Economic Resilience measures ability to remain profitable, stable, adaptable to changing markets and conditions. Includes planning, risk management, diversification, innovation, contributions to local economies and fair labour.

Questions Answered: 8/12
Risks: 3/5

[Go to sustainability pillar](#)

ENVIRONMENTAL STEWARDSHIP

Environmental Stewardship assesses overall environmental management impact on soil, water, air, biodiversity, climate. Recognizes regenerative or innovative practices enhancing ecosystems, protecting habitats, and improving adaptive health.

Questions Answered: 7/12
Risks: 4/5

[Go to sustainability pillar](#)

PEOPLE & COMMUNITY

People & Community evaluates contributions and collaboration with local community and industry. Includes networks, initiatives, knowledge-sharing, transparency, supporting businesses, heritage, regional development.

Questions Answered: 8/12
Risks: 1/5

[Go to sustainability pillar](#)

On-farm Sustainability Certifications & Claims				Would you like to add more claims and certifications?
What claims and certifications are relevant for your farm?				SELECT FROM LIST
On-farm environmental & sustainability claims	Claim verified	Verified by	Certified by	Download claim
Carbon neutral from paddock to gate	✓	Integrity Ag	Climate Active	Download
European Union Deforestation Regulation (EUDR) compliant	✓	Cibo Labs		Download
Grass fed	✗	Unverified	N/A	N/A
CH4 Asparagopsis 70% methane reduction	✓	CH4		Download
Livestock Production Assurance (LPA) compliant	✓	eNVD Declaration		Download
Meat Standards Australia (MSA) compliant	✗	Unverified	N/A	N/A

PILOT TIMELINES

01

100%

Design
Jun 25 - Aug 25

13 workshops facilitated

High level designs
completed (functional &
technical)

02

20%

Build & Configuration
Sep 25 - Dec 25

Deployment of CH4 Global to
pilot cattle for methane
reduction

1-on-1 interviews with 20 beef
producers

Integration & digital passports

Producer dashboard
configuration

03

0%

**Processing & beef
distribution for pilot**

Jan 26 - Mar 26

Cattle sent to John
Dee processor (Feb 26
& Mar 26)

Beef distributed to AU,
EU, UAE, Mexico &
Singapore

04

0%

Pilot optimisation
Apr 26 - May 26

Solution optimised
based on producer &
supply chain
feedback

05

0%

Reporting & case study
May 26 - Jun 26

Development of case
study

ROADMAP FOR INDUSTRY ROLLOUT

- ◆ Beef pilot completion June 2026
- ◆ Australian beef industry roll-out 2026/2027
- ◆ Roll-out across other Australian agricultural commodities (dairy, cotton, aquaculture, horticulture, broadacre)



GET IN TOUCH

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