



# BEEF SUSTAINABILITY TRACEABILITY PILOT

PROJECT LEAD



PILOT FARM





# Beef pilot partners



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



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# 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**

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**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)



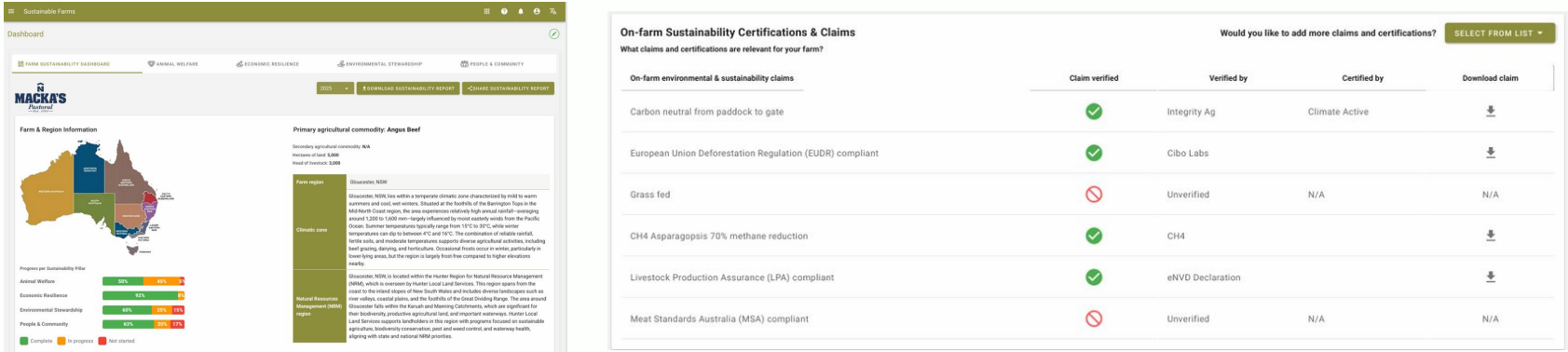
## BLOCKCHAIN TRACEABILITY & GS1-POWERED QR CODES



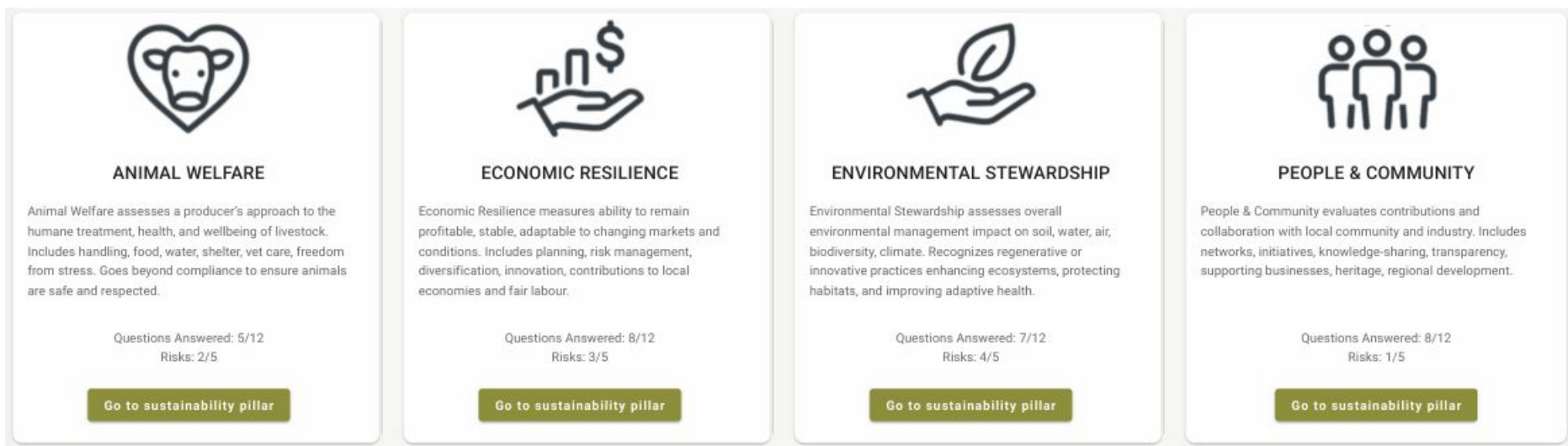
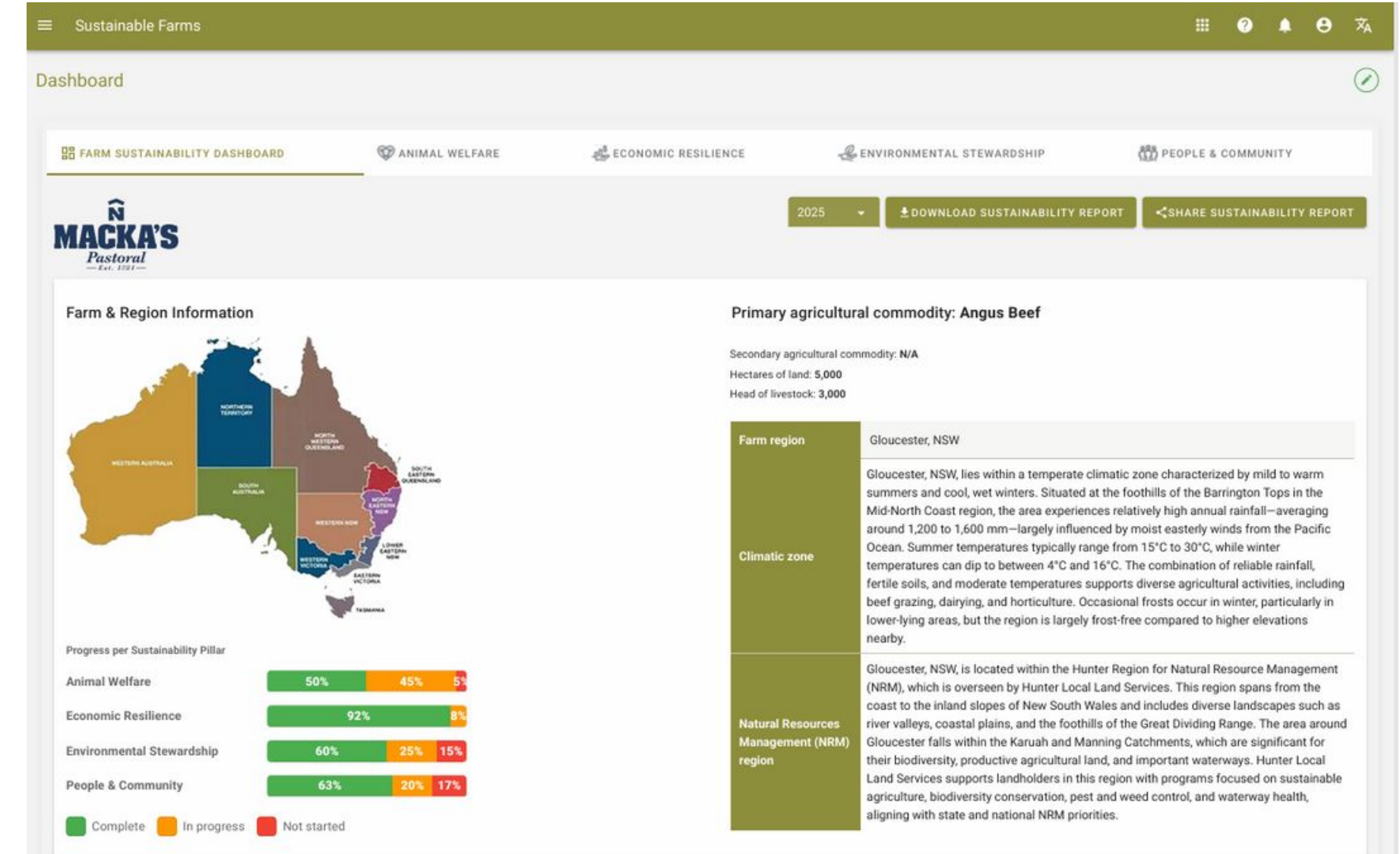
## INTEGRATED PLATFORM WITH AI / PREDICTIVE ANALYTICS



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







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	⬇
European Union Deforestation Regulation (EUDR) compliant	✓	Cibo Labs		⬇
Grass fed	✗	Unverified	N/A	N/A
CH4 Asparagopsis 70% methane reduction	✓	CH4		⬇
Livestock Production Assurance (LPA) compliant	✓	eNVD Declaration		⬇
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)**







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

Interested in working or partnering with SEOAK? We'd love to hear from you

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[Visit our website](#)

**Linkedin**





# SEAOAK Consulting



## Female owned and operated

SEAOAK is proudly female-owned and operated. We are passionate about creating meaningful career pathways for rural and regional communities - with a focus on empowering women and mothers



## Rural Australian company, supporting rural Australian industries and landscapes

Our company and projects reflect our core values. We are a grass roots, farmer-first organisation that is focused on enabling long-term sustainability and resilience, at scale, across the Australian agriculture industry, supply chains, and landscapes



## Big-four expertise, grass roots values

SEAOAK was established by two former big-four consultants (Deloitte & PwC). Our work reflects the high degree of quality that you would expect from a big-four consulting firm, but with the flexibility, values, and authenticity of a rural business. Our Executive team are supported by a team of 5 highly experienced Board Advisors



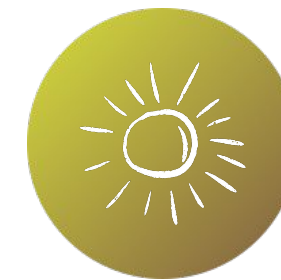
## Sustainable Agriculture



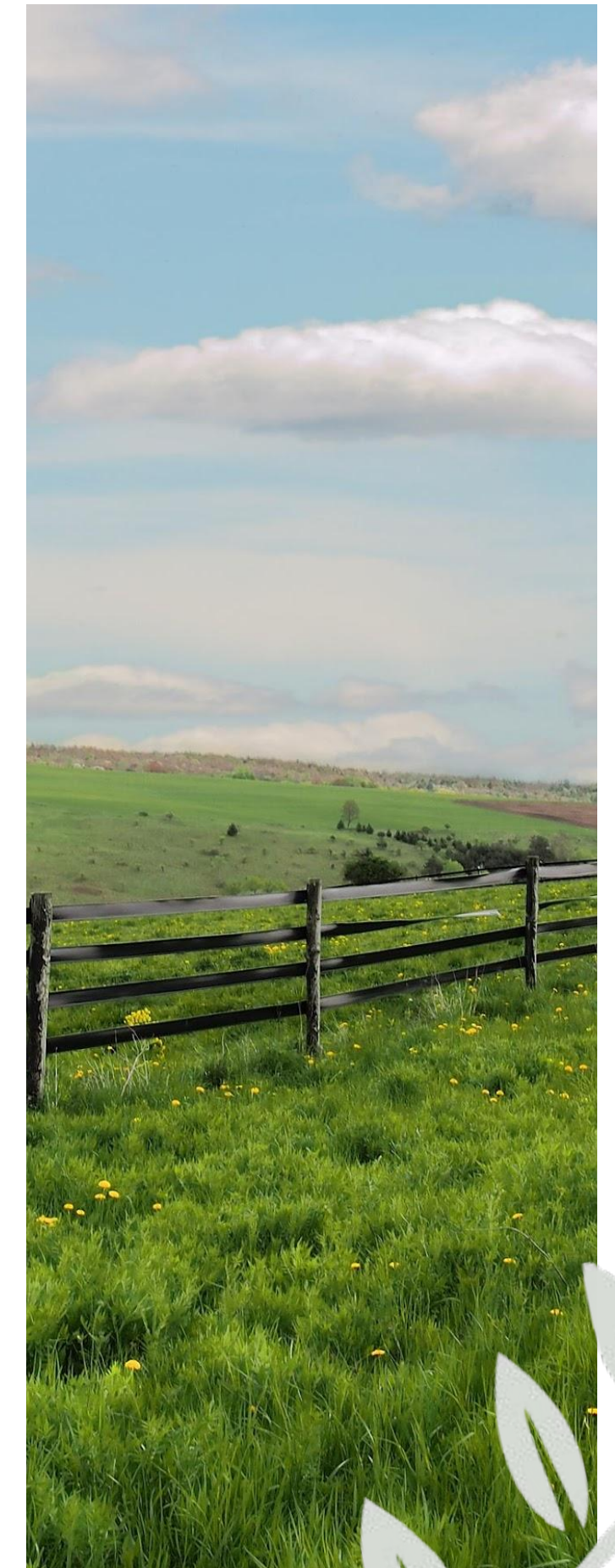
## Natural Capital



## Sustainable Ag-Tech



## Agri-Renewables





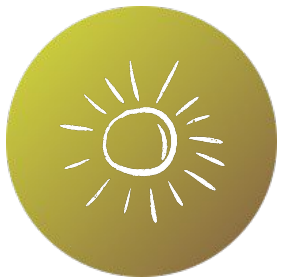
# What we do



**Sustainable  
Agriculture**



**Natural  
Capital**



**Agri-  
Renewables**

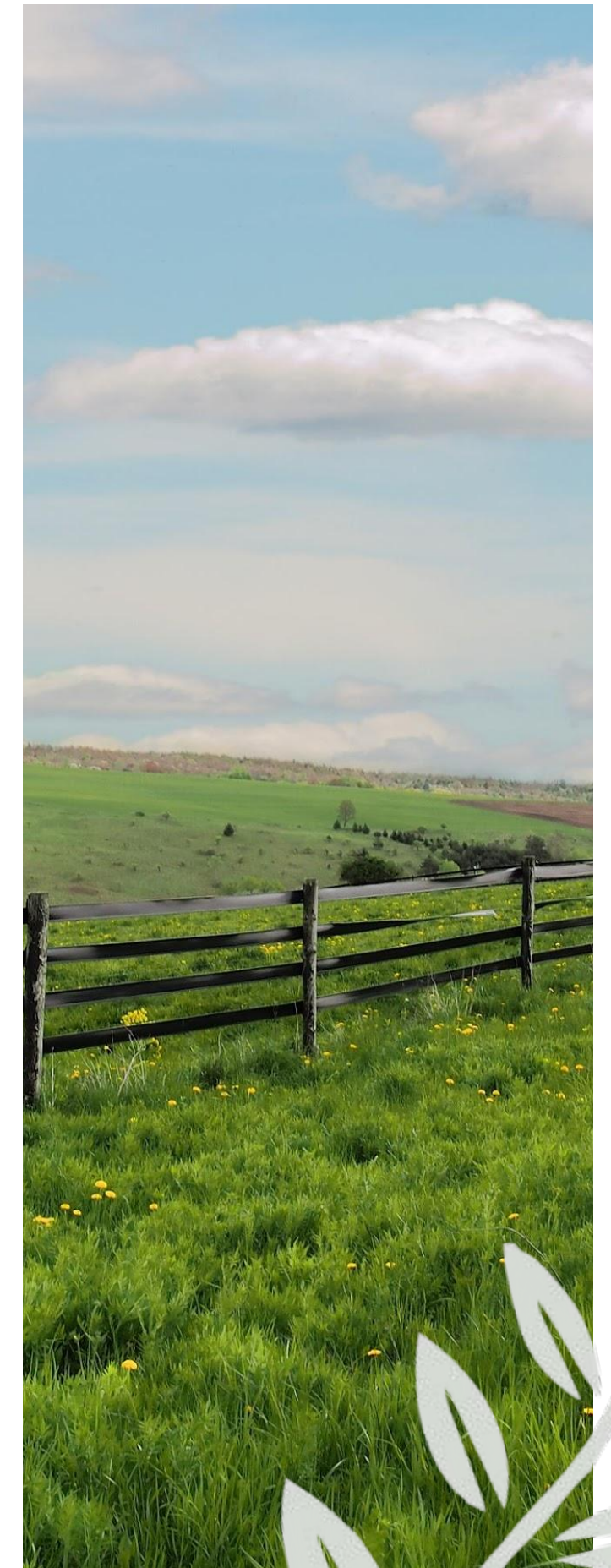
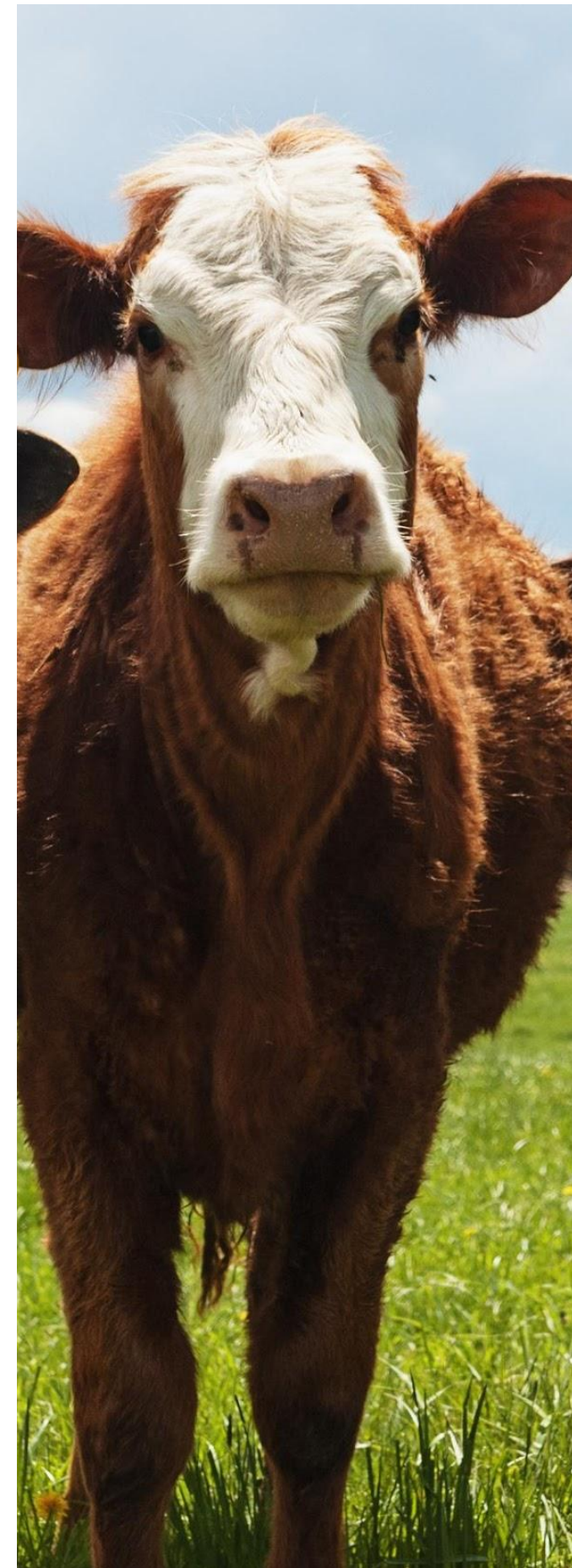


**Sustainable  
Ag-Tech**



**Corporate  
Sustainability**

SEAOAK works at the intersection of agriculture and natural resource management - supporting rural industries to become more sustainable and resilient and helping organisations manage climate risk and embed sustainability across their supply chains. Guided by science, we deliver practical, scalable solutions that create lasting value for people, businesses, biodiversity, and the environment.





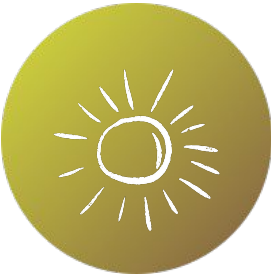
# Sustainable Agriculture



Climate Risk & Adaptation



Sustainability Strategy



Revenue Diversification



Environmental Markets

## Who we work with





# Natural Capital



## Landscape Resilience

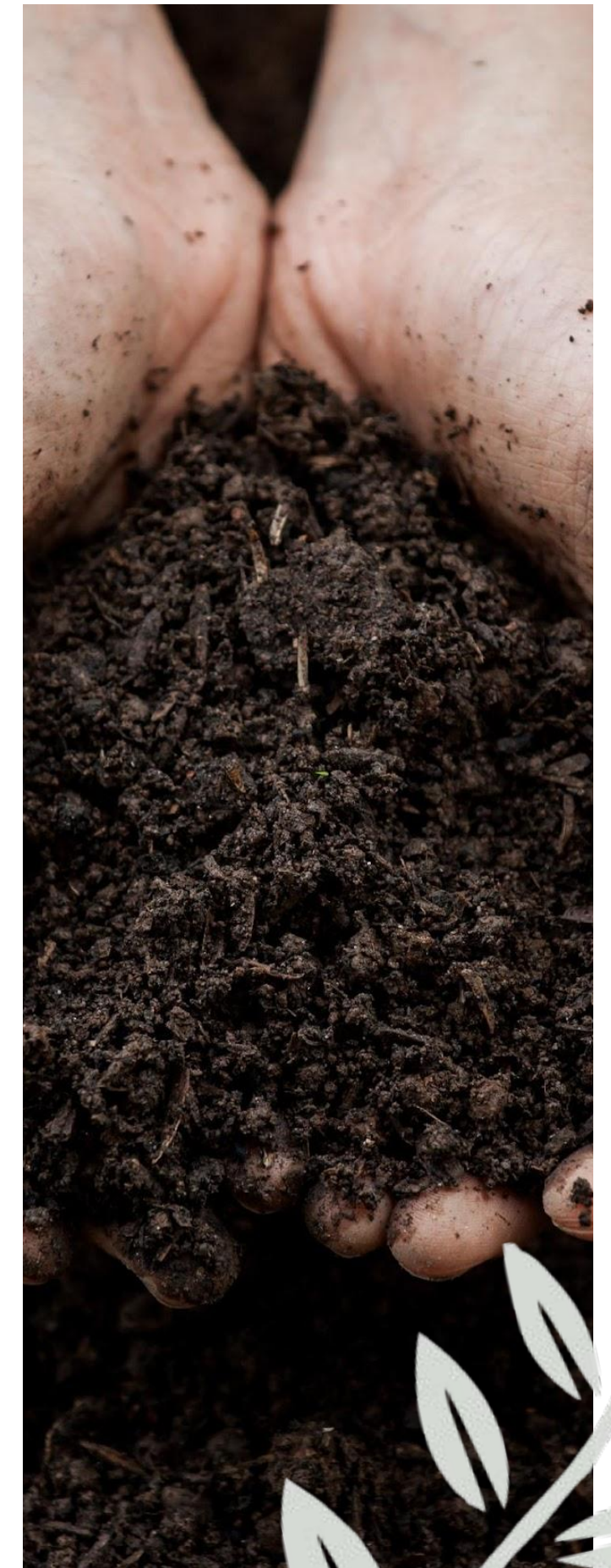
SEAOAK is proud to be the Australian Partner and Operator of the UK-developed Landscape Enterprise Networks (LENs) natural capital model. LENs is a framework for partnering farmers and landowners with organisations who have a shared reliance on the health of a landscape to catalyse public and private finance for landscape-scale resilience. SEAOAK recently partnered with NSW Government to conduct a pre-feasibility study for establishing the LENs model in Australia. The study delivered four key outcomes:

- 1. Alignment with Australian environmental markets:** The LENs model was assessed against existing markets such as the NSW BOS, ACCU scheme and the Nature Repair Market. Findings showed strong complementarity, with LENs offering a funding mechanism to expand producer and landowner participation in environmental markets
- 2. Alignment with government policies and priorities:** The LENs model was mapped against NSW and Federal policies, particularly around net zero, drought resilience, and biodiversity. Strong alignment was identified, reinforcing the relevance of LENs to government priorities
- 3. Success criteria for Australian LENs implementations:** Drawing on lessons from LENs programs in the EU and UK, the team identified the critical factors for establishing new LENs regions in Australia
- 4. Roadmap for roll-out in Australia:** A phased plan was developed for expanding LENs in Australia, that considered Australia's unique landscapes, markets, and stakeholder needs



## Environmental Markets

Who we work with





# Agri-Renewables



**Social Impact**



**Community  
Consultation**

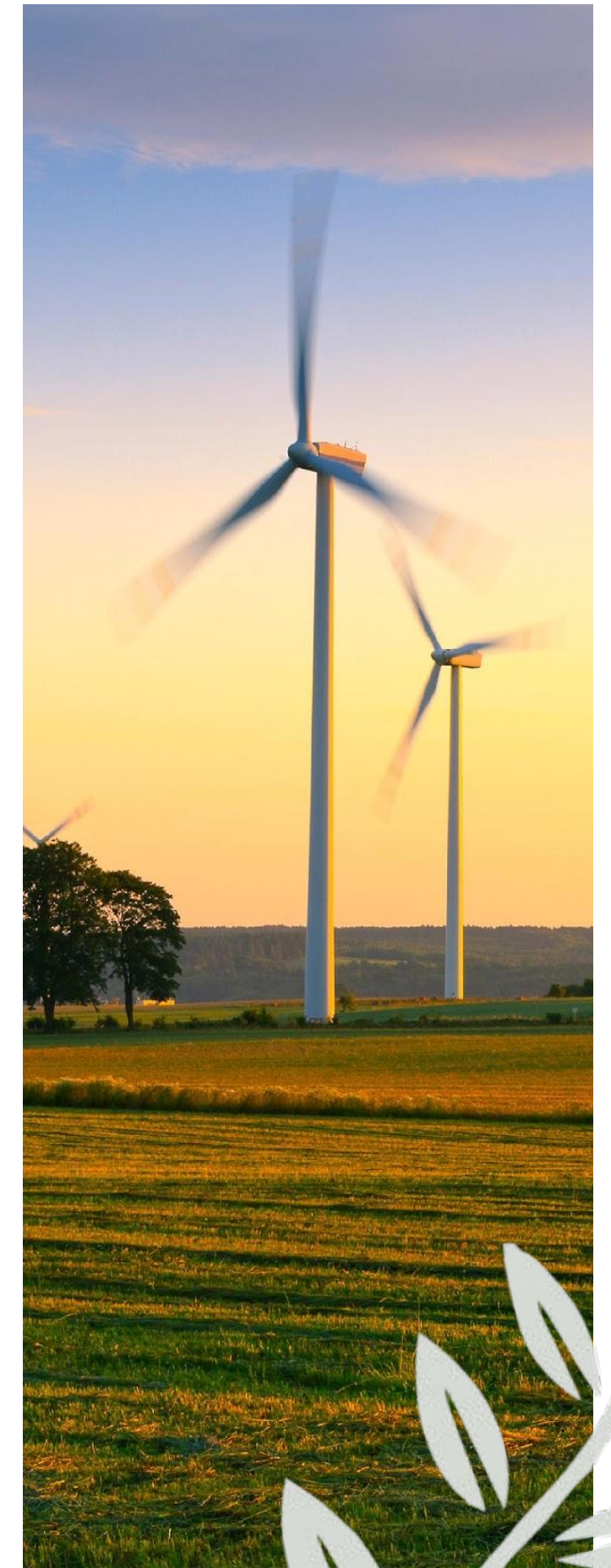


**Research &  
Development**

Australia's National Climate Risk Assessment presents a clear warning: climate risks are escalating, and agriculture and food security are among the most vulnerable systems. Farmers also manage more than half of Australia's landscapes, uniquely positioning them to play an important national role in climate mitigation.

At SEAOAK, we believe national climate solutions must be built in genuine partnership with farmers - through shared value and co-design to strengthen food security, drive decarbonisation, and build national resilience. We uphold a farmer-first philosophy, working only with responsible renewable energy developers that share our values.

**Who we work with**





# Sustainable Ag-Tech



## Beef Supply Chain Traceability & Sustainability

A landmark pilot project aimed at transforming on-farm sustainability reporting and supply chain traceability in the Australian beef industry is being led by SEAOAK, in collaboration with 12 industry partners. The 12-month pilot will trial a scalable, digital sustainability reporting framework designed to help beef producers track, verify, and share their on-farm environmental and sustainability credentials across the supply chain. Key features of the pilot include:

- Science-aligned, farm-level sustainability reporting framework (extension of ABSF)
- Farm sustainability dashboard (60+ metrics, 100+ data integrations)
- Blockchain traceability & GS1-powered QR codes
- Integrated platform with AI and predictive analytics

**Pilot timelines:** June 2024 - June 2025

**Beef industry roll out:** 2025 / 2026

[Read more](#)

Who we work with



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# Corporate Sustainability



**Modern Slavery**



**Climate Reporting**



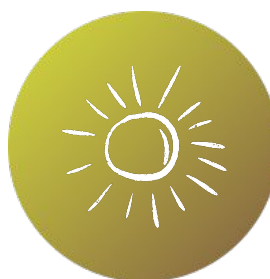
**Life Cycle Assessments  
& Circularity Solutions**



**Sustainability &  
Environmental  
Certifications (i.e. B Corp)**



**Sustainable  
Procurement**



**Emissions &  
Decarbonisation**



**Sustainability  
Communications**

**Who we work with**

