



# MAINE-ANJOU BEEF AUSTRALIA

## MISSION STATEMENT

*UPDATED MARCH 2024*

Maine- Anjou Beef Australia has been built on the ability of the fast growing, easy calving, smooth muscled Maine- Anjou that performs for the Australian beef producer. The adaptive ability of the Maine- Anjou allows beef farmers to utilise the benefits of the breed throughout Australia.

Maine- Anjou Beef Australia is committed to the positive promotion of the Maine-Anjou in Australia for both the stud breeder and commercial beef producers.

Maine- Anjou Beef Australia mission is:

1. To promote the mainstream benefits of Maine- Anjou to increase awareness and acceptance of Maine- Anjou within Australia.
2. To increase knowledge among Maine- Anjou Beef Australia members and encourage advancements within the beef industry.
3. To support the breeding programs of Maine -Anjou Beef Australia members to breed smooth muscled, quiet, easy calving and fast growing Maine Anjou cattle for today's market