



Chief Executive Officer

The Chief Executive Officer of Certified Australian Angus Beef Pty Ltd is the leader of the company and accountable for its overall performance in achieving its business objectives through five key responsibility areas.

Reporting to the CAAB P/L board, the CEO will achieve these objectives by leading and influencing stakeholders both within and outside the company.

There are currently two support staff assisting the CEO (a southern based Supply Chain Manager and a northern based Supply Chain Coordinator) as well as external contract Accounting, Legal and Secretarial service providers.

The five key responsibility areas are:



Company Profile

Certified Australian Angus Beef Pty Ltd was incorporated in Victoria on 4th July 1996, and is a company wholly owned by Angus Australia.

The Company was established as a customer focused organisation to promote the sale of Angus beef produced in Australia, with the corporate objectives being to:-

- **Provide people who enjoy eating beef with a beef meal which consistently meets their expectations.**
- **Produce, under strict quality control procedures, a high quality beef product guaranteed to be tasty, juicy, and tender.**
- **Increase the market demand for registered Angus Bulls (Herd Book and APR)**
- **To increase the market demand for Angus females and their progeny.**
- **Generate funds for the promotion of Angus products and the Angus breed.**
- **Enable the rapid accumulation of accurate and useable carcass data for the continuing development of carcass EBV's.**

Certified Australian Angus Beef Pty Ltd owns the Brand, Trade Marks, and other intellectual property associated with the products marketed under the same name, and used in the production and marketing of those products in the Australian domestic market and in export markets.

To achieve its objectives the company has developed a production pathway to produce superior beef to a strict specification that ensures both the highest quality, and food safety. Production and marketing policies also ensure that Brand, and Product Integrity, as well as Trade Mark compliance are maintained, and all technical, and other information, is captured for the benefit of all stakeholders.

The Production Pathways, Product Integrity, and Trade Mark Compliance are managed by issuing licenses to the operators in the chain of production, distribution, and marketing. Licensees are required to adhere strictly to the policies established by Certified Australian Angus Beef Pty Ltd Licenses are issued to:-

- **Producers (Suppliers)**
- **Backgrounders and Feedlots**
- **Processors**
- **Distributors and Portion Controllers**
- **Exporters**
- **Restaurant and Hotel outlets**
- **Retail outlets**

Certified Australian Angus Beef Pty Ltd supports the marketing of its products by the Licensees with the development of Point of Sale and other marketing materials and activities.

The company owns two brands.

Certified Australian Angus Beef (CAAB) a high quality Grain Fed product which has a strict quality control specification which underpins the integrity of this brand.

Angus Pure a high quality pasture fed product grown under a strict 'Natural' specification.

Applications or inquiries about this position should be directed to

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Director

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