



**Request for Proposal**  
**Consultancy to Wagyu Operations**  
**Pardoo Beef Corporation**

### **Background**

Pardoo Beef Corporation (PBC) is a 15,000 head Wagyu pastoral and irrigation production facility located in the Pilbara, Western Australia. The business has developed 20 pivots, livestock handling and community feeding to reach scale and traceability. The business also manages a pastoral Bos Indicus herd with the opportunity to develop further growth. The Owner's vision is to deliver 100% pure bred boxed Wagyu for international markets reaching 10,000 head per annum by 2025, and for the long-term vision of 30,000 head of pure-bred Wagyu cattle per year by 2030.

Website [www.pardoo.com](http://www.pardoo.com)

### **Strategy**

The PBC has developed four cattle programs simultaneously to reach the overall PBC objective by accelerating revenue generation, optimising asset utilisation and profitability, and gaining market learnings cost effectively:

- Purebred Wagyu: Reach scaled line by upgrading genetics of Pardoo base herd (Santa Gertrudis) with leading Wagyu genetics from both Australia and Japan; evolving quality from "F0" to Purebred at lower production cost.
- F1-F4 Wagyu: Gain market foothold sooner by acquiring F1-F4 Wagyu as both PTIC and at Backgrounded weights.
- Cross Breed: Diversify offering and scale more quickly with acquisition and feeding program of lower cost and risk Cross breed.
- Live Commodity: Optimize station use and support early revenue generation by trading out non-utilized base herd as live cattle.

### **The Consultancy**

PBC is seeking a proposal from an experienced operator in the Wagyu industry to provide consulting services to the CEO/Owner on the short and medium term strategic and operational development of the Pardoo Wagyu herd.

The Consultancy is to develop a cohesive plan for development of the Wagyu herd, the pastoral operation, water utilisation, irrigation optimisation for feed and crop programs, feeding and a potential feed yard.

The consultancy role is unique in that it faces the new and unprecedented challenge of growing Wagyu in the Pilbara which is untried and a first for Western Australia. This requires

a specific skillset and a need to be inventive, flexible, innovative and risk aware along with the ability to challenge the status quo thinking and appreciate the appropriate risks.

### **Key Deliverables**

- Devise and develop an effective Wagyu Production Strategy and Implementation Plan in alignment with the established company strategy.
  - Develop a Purebred Wagyu brand and product line that is super premium quality and value; differentiated; comparatively niche; fully traceable; long term sustainable; able to meet export market needs.
  - Deliver this product via an integrated, safe supply chain in Western Australia by building Pardoo for early stage production: genetics, seed stock, and cost-advantaged pasture feeding and backgrounding.
  - Scalable to 10,000hd/year of Purebred Wagyu by 2025.
- Develop a controlled operation to ensure that supply is aligned to marketing targets.
- Understand and develop an effective irrigated pasture and crop program, which will underpin and align the operational profitability. This program will require the cattle and irrigation teams to be aligned in their targets and delivery.
- Advise on ongoing research to reach genetic and traceable quality.

### **Key Attributes**

The Consultant will be required to demonstrate practical knowledge and experience in ***managing wagyu beef operations*** under a range of production systems:

- Knowledge of Wagyu cattle reproductive systems and technologies and rotational grazing systems, and animal nutrition.
- A knowledge of irrigated pasture and crop production with reference to feeding regimes, stored pasture (hay, silage) or crop production.
- Work with Wagyu cattle, irrigation and innovation teams to identify systems to measure and deliver a strong predictor for high marbling outcomes.
- Use technology to quantify and measure each part of feed and beef production to improve efficiencies and develop seasonal risk mitigation strategies.
- Develop a controlled production and communication mechanism to ensure that supply is aligned to marketing targets and timelines.
- Capital and operational annual budget contribution, analysis and reporting.
- Nurture on-site leadership and being able to motivate multi-disciplinary teams through an inclusive and empowering approach.
- Regular operational communication and reporting ability - information and data analysis as a key component in benchmarking performance and informed decision making.
- Strategic and analytical thinker with the ability to challenge the status quo and CEO.
- Self-motivated and time efficient, structured and pragmatic with a proactive and quality-oriented mindset.

## Details for Quotation

### The Request

The initial Quotation is required for a 12-month period and an expectation of up to 50 days.

An initial 5 day 'initiation' will comprise the 50 days.

Travel to Perth and Pardoo Station is expected.

Travel and out of pocket expenses will be met on agreed schedules.

The Quotation may be for a complete service or for a minimum costing over the 50 days on a per day rate.

A quotation of a daily/hourly rate is required for ancillary project work which may be requested or agreed during the contract period.

### Contact Person

- For further information please contact Ms Monica Chetty - + 61 (0)437 576 045

### Submitting your quotation

- Quotations should be submitted via email to Ms Monica Chetty:  
[monica.chetty@pardoo.com](mailto:monica.chetty@pardoo.com)
- Quotations are invited and will be received up to the close of business on the 30<sup>th</sup> July 2019 for the provision of the Consultancy Services to the Pardoo Wagyu Operations.

### Selection Criteria

- The Contract will be awarded to a sole Respondent who best demonstrates the ability to provide quality service at a competitive price. The Quote will be assessed with the following qualitative and compliance criteria to determine the most advantageous outcome to Pardoo.
- This means that although price is considered, the Quotation containing the lowest price will not necessarily be accepted, nor will the Respondent ranked the highest on the qualitative criteria.

Description of Compliance Criteria	Weighting
a) Fees for the provision of service in accordance with the specifications.	25%
b) Experience in relation to the project.	60%
c) Compliance with Specification contained in the Request	15%

- Pardoo will accept no responsibility in the event that the quotation is not received.
- At the time of closing only those quotations received at the time will be considered.
- Pardoo shall not be bound to accept the lowest or any quotation.