



# MEDIA RELEASE

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**Pardoo Beef Corporation has appointed Brett Blanchett as the company's chief executive officer.**

Mr Blanchet will lead PBC's establishment of a regional breeding herd of purebred Wagyu animals, and an extensive Wagyu Crossbred operation, to create an extremely high quality and safe beef product ready to meet growing demand, whilst providing Pilbara pastoralists with access to new markets and diversification from live cattle exports.

Mr Blachett said he was looking forward to leading the company as it changes the face of the northern pastoral beef industry, bringing innovation in genetics transfer, specialized industry knowledge through cattle and irrigation research and accessibility to Asian markets for export.

"With over 35 years of experience in the agriculture industry I look forward to steering Pardoo Beef Corporation towards a successful course as it introduces prime Wagyu beef to the Pilbara region, thereby contributing to the government's diversification focus," Mr Blancett said.

"The development of an irrigation precinct at Pardoo Station will underpin the overall strategy and with a great team in place and strong government and industry support, I look forward to an exciting next decade for agriculture, innovation and economic growth for Western Australia," he said.

Mr Blanchett has previously worked with WA-based Milne Agri Group in various roles, including general manager of Liveringa Station Beef, a joint-venture between the Laitt family and Hancock Prospecting.

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