
The Field Guide

WESTHOLME

/01

Welcome

CANOBIÉ STATION,
QLD - AUS
°20 S - °141 E



The Westholme Field Guide is a tool to understand how our brand, born and bred in Australia's north, moves from outback stations and into world-class kitchens, butcher shops, and all the places where good food is served.

Welcome to Westholme.

You

Are

Here

GOONOO FEEDLOT
QLD - AUS
°26.8 S - °150 E

/03

Manifesto

CANOBIE STATION,
QLD - AUS
°20 S - °141 E



We're led by the land.
Led by a belief that better land
makes better beef.
Raised better. Better tasting.
Better for the environment.
Better for the way we eat today.
Full flavour, cross-cultural,
open kitchens.
For open-pasture grazers and
Michelin star-gazers.
The star chefs and rising stars.
For the next 200 years.
Westholme is Nature-Led
Australian Wagyu.

/04

Nature-Led

WYLARAH STATION,
QLD - AUS
°27 S - °150 E



OUR STORY

Westholme produces Nature-Led Australian Wagyu.

Our best days start before sunrise. The view stretching for a few million acres with nothing but open horizon in every direction. Our herd thrives in this environment—roaming millions of pristine pastures covered in native grasses.

We look after a sweeping stretch of territory from Brisbane to Darwin in northern Australia with a climate as varied as our landscape. Wet seasons in the summer, dry seasons in between. Every few hundred miles a different terrain, from lush wetlands and grassy plains to oft-visited watering holes and ancient rocky land features. We raise Wagyu beef, but there's a

saying around Westholme that our real job is to grow grass. Meaning, that if we take care of the land, the rest will take care of itself. The result is signature Australian Wagyu built on a genetic lineage tracing back to Japan and imbued with the terroir of this changing landscape.

/05

Principles

WYLARAH STATION,
QLD - AUS
°27 S - °150 E



[01]

Let the
land lead.

[02]

Adaptation
is our only
constant.

[03]

Honour
all animals.

[04]

Celebrate
food culture
everywhere.

The Land



WYLARAH STATION

°26.8 S - °150 E



GOONOO FEEDLOT

°23.8 S - °148.5 E



LA BELLE

°13.1 S - °130.5 E



WYLARAH ANTHONY LAGOON

°17.9 S - °135.5 E

A NATURE-LED POSITION

Our cattle graze freely, moving at will across our rangelands for the first three years of their lives. Calves are raised by their mothers and family groupings are allowed to roam freely together. Our people—station hands, vets, land managers, farmers—intervene only as needed, checking on the health of the cattle, ensuring that they have easy access to water, and making sure the grass isn't overgrazed.

We're a Nature-Led agriculture company, driven by a duty to ensure the land we care for is fertile and productive far into the future. A duty that drives us to build a better, healthier, more functional world than the one we inherited.

Our goal to create a more stable climate, cleaner water, healthier soil, and more biodiversity goes hand in hand with our desire to raise the best beef possible, because better land makes better beef.

Led by the Land

We steward 16 million acres of rangeland, guided by the natural ecosystem of northern Australia.

[A]

Our team of nature and rangeland experts work together to respond to the dynamic environment.

[B]

We monitor and protect the health of the land with on-the-ground research, precision pasture management, and satellite technology.

[C]

We are invested in building a circular, sustainable ecosystem that integrates crops and cattle.

[D]

By virtue of our size, we are leading the transformation of agriculture for a changing planet, at scale.

STATION MAP



PELL
LA BELLE



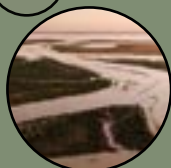
DELAMERE

MONTEJINI

CAMFIELD

EVA
DOWNS

ANTHONY
LAGOON



BRUNETTE
DOWNS

AVON
DOWNS

AUSTRAL
DOWNS

HEADINGLY



CANOBIE

WONDOOLA

DALGONALLY

CARRUM

NORTHERN
TERRITORY

QUEENSLAND

GOONOO
FEEDLOT



GLENTANA

REWAN

SOUTH
GALWAY

WYLARAH



ARONUI
FEEDLOT

Our herd is bred,
grown and nurtured
across 22 stations in
Queensland and the
Northern Territory.



WYLARAH STATION,
WAGYU BREEDING & FARMING

QLD - AUS
°27 S - °150 E



GOONOO FEEDLOT,
FARMING,
BACKGROUNDING,
& NOURISHING

QLD - AUS
°24 S - °149 E



DELAMERE STATION,
BREEDING

NT - AUS
°15 S - °132 E



SOUTH GALWAY,
GRAZING

NT - AUS
°13 S - °131 E



BRUNETTE DOWNS,
BREEDING & BACKGROUNDING

NT - AUS
°19 S - °136 E



CANOBIE STATION,
BREEDING

QLD - AUS
°20 S - °141 E

Our Stations

OUR PEOPLE & OPERATIONS

Our 16 million acres are manned by self-sustaining stations, dotted across the landscape from Brisbane to Darwin. Each station performs an essential role in our end to end supply chain—from breeding and genetics to grazing, farming, and feedlotting.

our herds' diet. Inland stations like Brunette Downs and South Galway sit atop the Mitchell Grass Downs—an alluvial landform that was once an ancient inland sea.

These outfits are often family-run operations led by generations of men and women who have devoted their lives to agriculture and animal welfare. They each have a unique character defined by the land they occupy and the devoted cast of characters that staff them.

La Belle's coastal adjacency brings massive populations of migratory birds and rich herbs that augment

Raised on the Land

Our herd thrives in this environment—roaming thousands of pristine acres covered in native grasses.

[A]

We match sires and cows to produce calves that will thrive in our northern Australian ecosystem.

[B]

For most of their lives, cattle graze and rest in vast open landscapes in natural social groups.

[C]

Our cattle graze on native plants such as Mitchell Grasses, Bluegrass, Native Millet and Minty Pom-Poms.

[D]

Animal care and wellbeing is our priority, ensuring our cattle are healthy, calm and relaxed.

Wagyu

CULTIVATED BLOODLINES

Historically working animals, Wagyu cattle are prized for their high intramuscular fat content, or marbling. Marbling refers to the rivers of fat running through the muscle which gives Wagyu beef its signature tenderness and dissolving mouthfeel—a property derived from the fat itself, which has a relatively low melting point. The Westholme Wagyu herd genetics have been refined and cultivated over the past three decades to produce the finest Wagyu possible that is best suited to our environment and lifestyle.

Mitchell Mothers



BRED FOR AUSTRALIA

Mitchell Grass—found only in Australia—is the namesake of our signature cow, The Mitchell. Our Mitchell mothers are special to Westholme, combining genetics from a handful of breeds to make them uniquely suited to our operation. When bred with Wagyu sires, Mitchell cows produce our Cross program—a terroir driven fusion of fat and lean. Specifically, they have been selected for:

FERTILITY, MATERNAL DRIVE, & MILK PRODUCTION

Our Mitchell cows have strong maternal instincts and nurture their young.

MUSCULATURE & FRAME

Our herd leads a very active lifestyle in the rangelands and these animals are well-suited to live at large on our properties.

ADAPTABILITY

From heat-tolerance to pest-resistance, our Mitchell cows were bred to adapt to the challenges they face in northern Australia.

LINEAGE

Mitchell cows carry genetics from the following breeds: Santa Gertrudis, Shorthorn, Charolais, Senepol, and Bonsmara.

Animal Welfare

HOLISTIC WELLBEING

Healthy, happy and well cared for cattle are integral to our nature-led approach. Providing care to our animals is part of who we are and our expertise in animal handling is something our people are immensely proud of.

Traditionally, we have drawn upon the Five Freedoms of animal welfare in determining how we care for our animals, the freedom from: pain, injury and disease; fear and distress; discomfort; hunger and thirst; and the freedom to express normal behaviour. Recently, we have started looking beyond this framework to an understanding that minimising or removing negative physical or mental states does not necessarily guarantee good animal welfare.

Today, we employ the Five Domains approach, which moves beyond preventing bad animal welfare to actively promoting positive animal welfare. The approach focuses on good nutrition, a healthy environment, sound physical health and positive behaviour to promote a positive mental state. This shift to proactive care forms the foundation of our commitment to animal wellbeing.

Nature Leads

VICTORIA RIVER
LA BELLE STATION
QLD - AUS
°27 S - 150 E

WESTHOLME

NATURE - LED
AUSTRALIAN WAGYU

Flavour Follows



WESTHOLME
CROSS
SHORT LOIN
MBS 6-7

WESTHOLME

NATURE - LED
AUSTRALIAN WAGYU

Flavour from the Land

Our Nature-Led approach produces high-quality Wagyu with a signature flavour—the combined output of our people, our approach, and our land.

[A]

Our integrated supply chain yields a consistent product with even marbling to exacting specifications.

[B]

Our signature flavour reflects the Northern Australian terroir—a taste both deep and round with delicate mouthfeel and a clean finish.

[C]

We offer a versatile range of cuts well-suited for many preparations and global food cultures.

[D]

We support conscious chefs around the world, who care about creating memorable food experiences that nature has delivered.

Raised on Grass



CURLY MITCHELL GRASS

20° S - 141° E



FLINDERS GRASS

20° S - 141° E



BULL MITCHELL GRASS

20° S - 141° E



QUEENSLAND BLUEGRASS

20° S - 141° E



FLINDERS GRASS

20° S - 141° E



CURLY BLUEGRASS

20° S - 141° E

A FREE TO FORAGE LIFESTYLE

While we pride ourselves on creating a life for our animals that lets them live freely for the first three years of their life, roaming and grazing together in family units, none of it would be possible without our grass. Mitchell Grass of the genus *Astrebla* is found only in Australia and grows on what is known as the Mitchell Grass Downs, an awe-inspiring natural grassland plain growing on an alluvial landform that was once an ancient inland sea. This naturally fertile plain nurtures a variety of Mitchell species—hoop Mitchell,

curly Mitchell, barley Mitchell, bull Mitchell—along with roughly 11 species of Flinders grass, another prominent grass on the Barkly Tablelands. We look after these natural grasses to ensure they are as healthy as possible, monitoring their health by foot, helicopter, and satellite because more grass means fatter, more flavourful cattle.

Feed



COTTON SEED

*00 S - *00 E



OATS

*00 S - *00 E



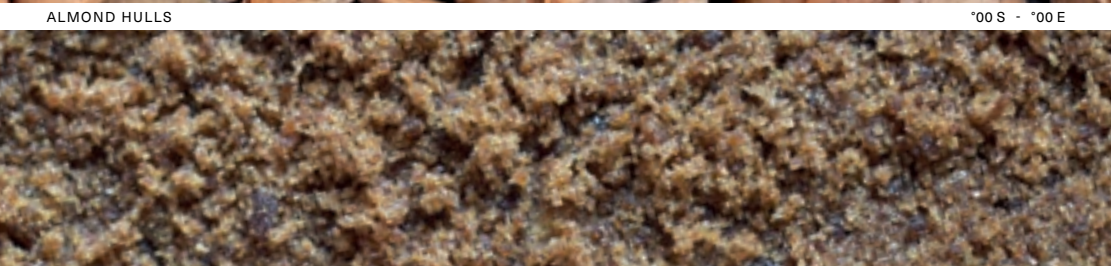
DISTILLER'S GRAIN

*00 S - *00 E



ALMOND HULLS

*00 S - *00 E



MOLASSES

*00 S - *00 E



SORGHUM

*00 S - *00 E

GO WITH THE GRAIN

Our herd spends the majority of their lives roaming across our rangeland, every cow in our Pure and Cross programs spends a minimum of 330 days at one of our feedlots. Here, our grain-finished cattle are fed a unique grain mix made of grains prepared on station and either grown ourselves or sourced locally whenever possible.

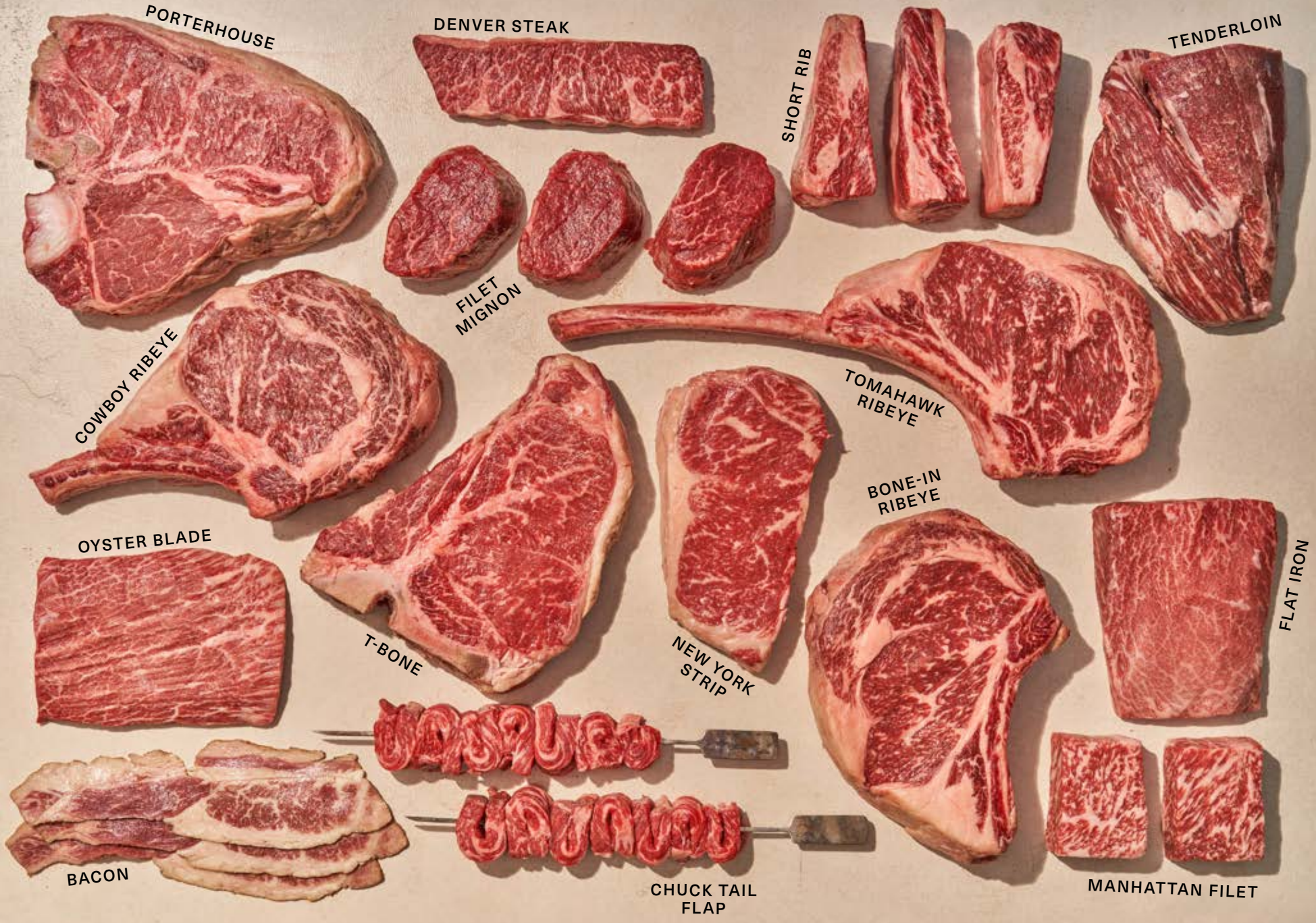
Feeding the herd from local sources, including our own farms, reduces our environmental impact and ensures a strong connection between Westholme and the

surrounding communities. Our relationships with these local farmers also keep us connected to the feed so we can maintain quality and the flexibility to try new things.

Cuts

An assortment of portion cuts and preparations from our Pure and Cross programs.

Our



PORTERHOUSE

DENVER STEAK

SHORT RIB

TENDERLOIN

COWBOY RIBEYE

FILET MIGNON

TOMAHAWK RIBEYE

OYSTER BLADE

T-BONE

BONE-IN RIBEYE

NEW YORK STRIP

FLAT IRON

BACON

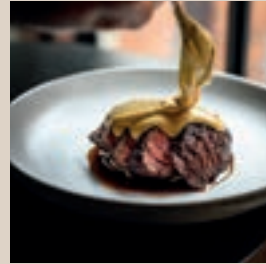
CHUCK TAIL FLAP

MANHATTAN FILET



WAGYU COWBOY RIBEYE
CHEFS FABIAN VON HUESKE
& JEREMIAH STONE

CONTRA
NEW YORK, NY - USA
*40.7 N - *73.9 W



AGED WAGYU BAVETTE
CHEF BEN WILLIAMSON

AGNES
BRISBANE, QLD - AUS
*27.5 S - *153 E



KOMBU DRY-AGED COULOTTE
CHEF CHRIS COSENTINO

ACACIA HOUSE
ST. HELENA, CA - USA
*38.5 N - *122.5 W



WAGYU PEPPER STEAK
"DAL RAE"
CHEF NANCY SILVERTON

CHI SPACCA
LOS ANGELES, CA - USA
*34.1 N - *118.3 W



T-BONE STEAK
CHEF ALEX PRICHARD

ICEBERGS
BONDI BEACH, NSW - AUS
*33.9 S - *151.3 E



WAGYU TARTARE WITH
SMOKED EGG YOLK
CHEF SCOTT PICKETT

MATILDA
MELBOURNE, VIC - AUS
*37.8 S - *144.9 E



SALT-BAKED
BONE-IN RIBEYE
CHEF BRANDON JEW

MISTER JIU'S
SAN FRANCISCO, CA - USA
*37.8 N - *122.4 W



WAGYU SPIEDINI SKEWERS
CHEF SARAH GRUENEBERG

MONTEVERDE
CHICAGO, IL - USA
*41.8 N - *87.6 W



GRILLED WAGYU
TOMAHAWK RIBEYE
CHEF JONATHAN CAPITAINE

LE BOEUF VOLANT
PARIS, FR - EU
*48.8 N - *2.3 E



WAGYU STRIPLAIN PITHIVIER
CHEF JENNER TOMASKA

ESMÉ
CHICAGO, IL - USA
*41.9 N - *87.6 W



MONGOLIAN WAGYU STEAK
CHEF LUCAS SIN

JUNZI KITCHEN
NEW YORK, NY - USA
*40.7 N - *74 W

Words of Note

Pure

Westholme's purebred Wagyu beef. A richer eating experience and more robust marbling.

Cross

Westholme's first-cross Wagyu, a hybrid of Wagyu bulls and Mitchell cows that offers an ideal balance of fat and lean.

Mitchell Cows

A composite developed by Westholme, the Mitchell was bred as an ideal partner for both our Wagyu bulls and the Australian landscape.

Nature-Led

Our approach to producing premium Wagyu beef that lets the land lead and pursues balance through proactive environmental and operational practices.

Paddock

Enclosed areas for cattle grazing, working with horses, or feedlotting.

Station

What Americans might call ranches, stations are outfits responsible for specific tracts of land and key duties along our supply chain.

Palatability

The preference an animal has for particular feed. Factors such as texture, hardiness, sugar content, number of leaves etc. will be factors in the preference an animal has.

Hoop Mitchell Grass

Astrebla elymoides. A perennial native grass identified by long, narrow, weeping seed heads. High palatability.

Terroir

A french word typically reserved for wine, terroir refers to the effects of soil type, climate, and technique on flavor.

Backgrounding

The period for cattle that stretches from weaning until they enter a feedlot for finishing.

Marbling

Also known as intramuscular fat, marbling refers to the dispersion of fat within the lean, or muscle.

THE FIELD GUIDE

NATURE — LED
AUSTRALIAN WAGYU

WESTHOLME.COM