



ALEXANDER Branded Beef

MDH Pty Ltd is one of Australia's largest beef cattle operations, unique in the fact that it is both family owned and operated. The company runs 175,000 head of cattle and manages all aspects of producing quality beef from paddock to plate.

The McDonald family has been producing beef in Australia since 1827. In 2008, the family developed the branded beef label ALEXANDER. The tender juicy beef comes from the herd of cattle that are born and bred on our expansive northern Australian cattle stations. The cattle graze on a variety of natural pastures and are grain finished at Wallumba feedlot.

The beef is processed at the JBS Dinmore plant, Establishment No. 235. The product is transported and held in a Brisbane coldstore facility for streamline dispatch and forwarding via sea and air freight.

Our customers can be sure to receive efficient service from an experienced sales, logistics and documentation team who distribute chilled and frozen product to several international markets.





Product Details

- **Processing and Packing**

We regularly liaise with the abattoir regarding cut specifications and packing maintaining the ability to tailor the product to customer specification. Establishment 235 is one of Australia's best practice abattoirs which utilises state of the art technology.

- **Lifetime Traceability**

All MDH cattle are issued with an electronic tag at birth to allow monitoring of each animal throughout their entire lifetime. These details are recorded and stored in a nationwide database of safety and quality assurance.

- **Grain Fed 100 Days**

Grain Fed 100 Day Certification proves these cattle have been at our AUS-MEAT and AQIS Accredited feedlot "Wallumba" for at least 100 days. The Grain Fed Certificate also guarantees that the beef has passed several meat quality assessment criteria such as: P8 fat depth, meat colour, fat colour and the animals have passed dentition and ossification assessments.

- **Reliability and Consistency of Supply**

Our involvement in all aspects of the production process allows timely action to be taken to achieve optimal results and is a guarantee to our customer that our beef orders will be supplied in full, on time, to specifications.



Contact Details

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