



## ATRON ENTERPRISES

Atron Enterprises Pty Ltd, a privately-owned company, was established in 1993. In 2007, founder and managing director David Larkin incorporated the company, and consolidated the skills and knowledge acquired over more than 20 successful years in meat processing operations.

Atron is based on the east coast of New South Wales, the heartland of Australia's major beef producers.

Over the years Atron has won many awards for their beef. In 2009 and 2010 Atron was a proud Finalist in the Australian Premier's NSW Exporter of the Year Awards – and Winner of the Asian Exporter of the Year Award in 2009. This is testament to Atron's export leadership in Australia.

## MANAGING DIRECTOR – DAVID LARKIN

An extraordinary entrepreneur, David Larkin is recognised as one of the Australian beef industry's leading strategic planners. He is an ardent representative on local, state, national and international meat industry advisory boards. David has more than 20 years' experience in the Australian Beef Industry.

David Larkin is the chairman of The Australian Meat Industry Council (AMIC) for Victoria, and deputy chairman of the National Export Beef Council.

## ATRON BEEF

Atron's extensive brand stable includes premium brands graded and certified by Meat Standards Australia (MSA), and a wide range of top quality pasture- and grain-fed beef brands.

Atron has extensive experience in the beef industry and a deep understanding of the complex characteristics of farming regions and cattle breeds. Atron has perfected skills in the preparation and ageing of the beef to perfectly enhance the quality and taste. Atron's beef is produced from cattle sourced directly from exclusive producers with an outstanding track record for beef of an outstanding quality. Products are tailored to the specific requirements of customers and markets.

## CONTINUITY OF SUPPLY

Atron's deep involvement in the entire supply chain - from paddock to plate – ensures quality standards are consistent and supply is constant and reliable.

## BEEF QUALITY, SAFETY AND INTEGRITY

As a passionate and skilled representative on many industry meat advisory boards, David is deeply involved in setting industry standards for beef in Australia. Atron works very closely with industry bodies, and the supply chain, to ensure quality assurance at the highest level.

This is underpinned by stringent Australian industry standards, and Atron's uncompromising quality control and assurance procedures.

Atron places absolute priority on best practice values of product integrity, product safety, and consistency.

## THE ATRON TEAM

The Atron team is a powerbase of knowledge and experience in the industry, taking pride in the uncompromising quality of Atron's product, and service to customers. Atron is renowned for their integrity. This can be depended upon in good times and bad.

## GREAT PRODUCT, GREAT SERVICE, GREAT PRICES – AND ON TIME DELIVERY

These values underpin Atron's performance in the export and Australian markets.



## CONTACT

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