

MSA Award winners

Western Australia

Stone Axe Pastoral Company



Category

MSA Feedlot WA

Average MSA index

67.24

Compliance

100%

Key drivers to deliver excellence in eating quality

- **Data-driven management across the supply chain:** Stone Axe Pastoral records and analyses data on weight, marbling, muscle area, and pH to guide breeding, feeding, and genetic improvement strategies, ensuring continuous performance gains.
- **Low-stress handling and animal welfare focus:** Cattle are handled quietly, kept with their mates, and moved at optimal times to reduce stress – supporting better eating quality and compliance with MSA standards.
- **Consistent nutrition and long feeding programs:** Animals are kept on a rising plane of nutrition with high-quality rations (tempered rolled barley, cereal hay, legumes, supplements) and fed for a minimum of 300 days to achieve premium carcase quality.

Number of head

30,000+

Production system

Vertically integrated purebred, full blood and crossbred Wagyu production enterprise

BL & SJ Nairn



Category

MSA Non-Feedlot Band 1 WA

Average MSA index

67.12

Compliance

96%

Key drivers to deliver excellence in eating quality

- **Select quality bulls with strong structure:** Prioritizes bulls with good depth and structure, supported by Estimated Breeding Values (EBVs), to build herd consistency and improve growth performance.
- **Run small mobs under semi-rotational grazing:** Managing cattle in small groups across paddocks helps maintain pasture health and animal condition, reducing stress and promoting steady weight gain.
- **Calm and regular handling:** Gentle, low-stress handling without dogs and frequent yard work keeps cattle settled, improving temperament and reducing stress-related performance issues.

Number of head

220 cross breeders (120 F1, 100 F2 Angus-Friesian)

Production system

Breeding and finishing

Mirreanda Pty Ltd



Category

MSA Non-Feedlot Band 2 WA

Average MSA index

67.21

Compliance

99%

Key drivers to deliver excellence in eating quality

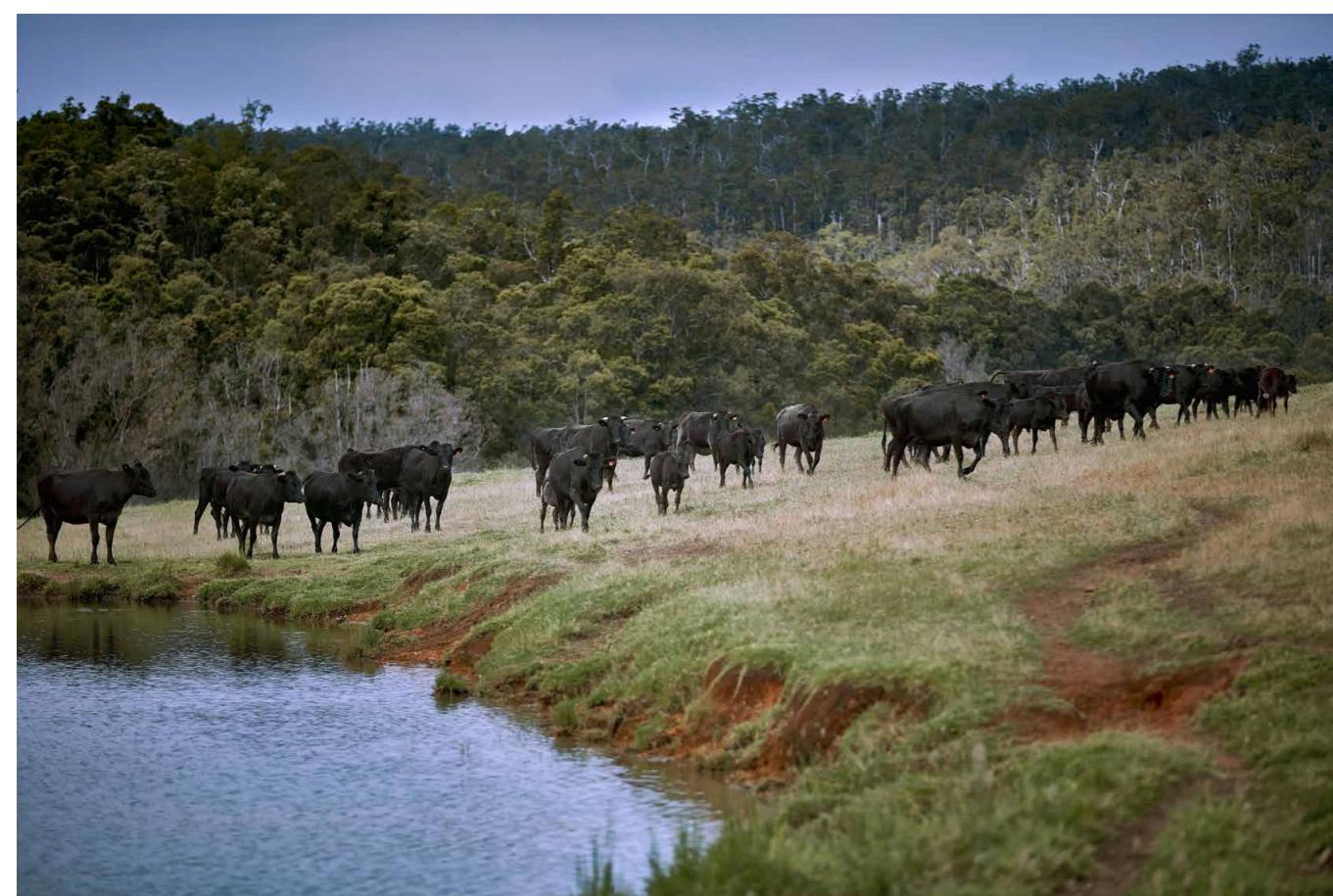
- **Healthier soil for better pasture and stronger cattle:** Peter shifted from synthetic fertilisers to a biological approach using fungi, fish, amino acids, molasses, and silica – improving soil health and reducing input costs.
- **Let the land set the pace:** A 30-day rotational grazing system allows pastures time to recover, reduces worm pressure and supports sustainable stocking rates.
- **Quiet, low-stress handling:** Calm and respectful cattle handling improves animal welfare, reduces stress, and contributes to consistent carcase quality.

Number of head

80–90 Angus-Friesian cross breeders

Production system

Breeding and finishing



Stone Axe Pastoral runs its Wagyu operations in WA across nine properties



Steven Nairn with some of his cattle on his Albany property



Peter Dawson runs around 80 to 90 Angus-Friesian cross breeders joined to Angus bulls