

Woolworths and Booma Boers to offer locally raised goat meat

18 December 2014: Woolworths and Dorrigo-based company Booma Boers have partnered to offer locally raised goat meat products across several stores in the Coffs Harbour area and beyond.

Woolworths customers are now able to purchase from the range of Booma Boers products including cutlets, sausages and leg roasts in two stores in the Coffs Harbour area, as well as selected stores in New South Wales and Queensland.

The fifth generation, family owned Booma Boer Goat stud is situated in Dorrigo in New South Wales and has been in operation for 12 years. It specialises in Capretto and Chevron Boer Goats. The unique location allows Booma Boers to provide consistently high quality and tender meat with great flavour.

The Boer breed of goat originated in South Africa in the early 1900s and was bred for meat production. Being bred for meat rather than milk has made it one of the most popular breeds of goat meat in the world. Goat meat is the world's most consumed red meat with only seafood and poultry consumed more widely.

Woolworths Local Sourcing Manager, Siobhan Campbell-Smyth said, "Goat meat possesses a host of health benefits and is low in cholesterol and fat, and high in protein. We're excited to introduce this high quality, locally reared meat into Woolies stores across northern New South Wales and beyond."

Booma Boer Goats head, Justin Gilbert said, "We have been raising goats in Dorrigo for generations. There has always been a demand in Australia for goat meat, but no one has ever been able to provide such a high quality product until we introduced our Boer variety into Woolies stores.

"We're proud to offer locally raised goat meat to stores in the area and are confident that the local community will love the versatility and health benefits of such quality produce," he said.

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For further information please contact the Woolworths Press Office at **One Green Bean** on 02 8020 1800.