



**PREMIUM INFANT
NUTRITION MADE
FOR AUSTRALIANS
WITH AUSTRALIAN
A2 PROTEIN MILK**



Live Beta

This information brochure is intended for Trade use only



Farmers Beta A2's products are inspired by nature and supported by science. We use premium milk from Australian grass fed* cows that naturally produce A2 protein milk.

We are proudly Australian Owned, and our vision is to support Australians in all that we do. Our dairy farming partners are from the Goulburn Valley, Victoria and our seed capital partner is a farmer from York Peninsula, South Australia.

Our Vision

SUPPORTING AUSTRALIAN FAMILIES

We create Healthy Nourishing Products that can be trusted to be available on shelf.

BUILDING AUSTRALIAN BUSINESSES

We are proudly Australian Owned and Operated and work to support other Australian Businesses wherever possible.

SUPPORTING AUSTRALIAN FARMERS

We work to build and maintain fair Farming Partnerships. A percentage of our profits are allocated to supporting our Rural Communities.

Beta A2 Australia delivers what Retailers Value

- ✓ Premium Australian product that aligns with Consumer values
- ✓ Comprehensive targeted marketing program to educate and build trust
- ✓ Category growth through A2 protein product that is available and desirable
- ✓ Aligned with strong domestic consumption not impacted by the short term daigou decline

Farmers Beta A2 Infant Range delivers what Consumers Value

- ✓ Quality A2 protein formula that they can trust to be available
- ✓ Naturally derived formula supported by science
- ✓ All of the A2 protein milk benefits with added probiotics and carefully balanced nutrition
- ✓ Australian owned business that supports rural Australia

At Beta A2 Australia we support breast is best

No one can argue that breast milk isn't best for babies. The World Health Organisation, Infant Nutrition Council of Australia and the Breast Feeding Association of Australia, all recommend breastfeeding. We totally support this, it is the easiest and healthiest approach.





Farmers Beta A2 Infant Range

The health and wellbeing of growing little ones is of the utmost importance to us.

Farmers Beta A2 formulas are gentle on delicate tummies. They contain only the A2 type of protein from real Australian milk, along with natural prebiotics to aid digestion. To this we have carefully added ingredients to provide complete nutrition to support the natural growth and development of little ones.



Farmers Beta A2 Premium A2 Protein Infant Formula

SUITABLE FOR 0-6 MONTHS

Farmers Beta A2 Premium Infant Formula is scientifically formulated to provide balanced nutrition for babies from the time of birth or when transitioned from breastfeeding within their first 6 months. We have carefully added ingredients to A2 protein milk to provide complete nutrition to support a little ones growth and development.



Farmers Beta A2 Premium A2 Protein Follow-On Formula

SUITABLE FOR 6-12 MONTHS

Farmers Beta A2 Premium Follow-On Formula is scientifically formulated to help nourish babies from 6 to 12 months. As they grow a baby's needs change. That's why our Follow-On Formula is made with carefully sourced ingredients tailored to a growing baby's nutritional needs.



Farmers Beta A2 Premium Toddler A2 Nutritional Milk

SUITABLE FROM 1 YEAR

Farmers Beta A2 Premium Nutritional A2 Toddler Milk is a tasty and nutritious milk drink to supplement a growing toddler's diet.

It is enriched with:

- DHA and Prebiotics
- Calcium and Magnesium to support healthy bones and teeth
- Iron to support normal cognitive development
- Zinc to help support your child's immune system
- Vitamin A, C, D and E to contribute to the natural growth and development of your toddler.

What we leave out is just as important as what we put in.



NO ADDED SUCROSE



NO ARTIFICIAL FLAVOURS AND COLOURS



NO PRESERVATIVES



NO GMO



NO PALM OIL

Proudly made from A2 protein milk from Australian grass fed cows.



PROUDLY AUSTRALIAN OWNED



MILK FROM GRASS-FED* COWS



MILK FROM AUSTRALIAN A2 COWS



GENTLE NUTRITION FOR YOUR LITTLE ONE

Farmers Beta A2 is the **ONLY** Infant range that achieves all these claims



PROUDLY
AUSTRALIAN
OWNED



MILK FROM
GRASS-FED*
COWS















MILK FROM
AUSTRALIAN
A2 COWS



FARMERS
HELPING
FARMERS

PRODUCT INFORMATION

Product description	Unit Weight	QR Code	GTIN	Carton TUN
 <p>Farmers Beta A2 Premium A2 Protein Infant Formula Stage 1 (0-6months)</p>	900g		 9 355828 000031	 9 355828 000000
 <p>Farmers Beta A2 Premium A2 Protein Follow-On Formula Stage 2 (6-12 months)</p>	900g		 9 355828 000048	 9 355828 000017
 <p>Farmers Beta A2 Premium Toddler A2 Nutritional Milk Stage 3 (from 1 year)</p>	900g		 9 355828 000055	 9 355828 000024

PRODUCT PACKAGING

Units/Tins			Cartons						
Height	Depth	Per Carton	Height	Width	Depth	Weight	Per Layer	Per Pallet	Per 20' Container
175mm	130mm	6	181mm	395mm	267mm	6.06kg	10	60	1,200

Beta A2 Australia reserves the right to vary the packaging without notice.

Health Professionals can visit our educational website to find out more at www.betaA2professional.com.au

*Australian A2 Cows who are predominantly grass-fed



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