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Australiaâ??s Grill'dÂ rolls out sustainable beef burger

31 January 2023 | News

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Australiaâ??s burger restaurant chainÂ Grill'dÂ is rolling out a world-first sustainable, grass-fed beefÂ Gamechanger; made from Black Angus cattle that produce up to two-thirds less methane emissions than regular cattle.

In partnership with Sea ForestÂ and validated by theÂ University of New EnglandÂ NSW, Grill'd have developed an innovative way to feed its grass-fed cows Asparagopsis - a native and natural Tasmanian seaweed - to reduce their methane emissions by up to 67 per cent, with ongoing live trials on the Grill'd farm targeting a 90 per cent reduction. This world-first trial will revolutionise the grass fed-beef industry, leading the way for others and helping smash national targets signed by the Federal government to reduce methane emissions by 30 per cent by 2030.

"Asparagopsis is a seaweed native toÂ Tasmania. It's very special as it has a unique set of properties that carry across to cattle, and when consumed, it reduces methane in those animals. It's great to see a direct-to-consumer product that Sea Forest is contributing to where consumers can make a real difference themselves - enjoying low-carbon products that are better for the planet," saysÂ Rocky De Nys, Chief Scientific Officer of Sea Forest.

"We're really excited to see Gamechanger beef come to life. This is the future of beef - and we won't stop at 61 restaurants. But for now, and for only an extra buck, guests can help the planet by choosing a low methane product, simply by upgrading their favourite beef burger," says Simon Crowe Grill'd Founder.