



PARADIGM
FOODS



About Us

At Paradigm Foods we embrace niche opportunities to create impactful protein brands and products.

We build transparent relationships with our producer base, processors and customers allowing us to create partnerships that are mutually beneficial to all parties in the supply chain.

With an entrepreneurial mindset, we develop opportunities by listening to what consumers want, and ensuring the products we take to market are relevant and valued.

The Paradigm Foods portfolio of brands includes premium ICON XB Wagyu, Yugo XB Wagyu, Roam Australian Wagyu and Gooralie Free Range Pork.

Established in 2018 by local industry experts with global experience, Paradigm Foods is a subsidiary business of AGTRADE International and a sister company of Australian Rural Exports (AUSTREX).



ICON XB Wagyu

ICON XB Wagyu draws on some of the oldest and most renowned Japanese Wagyu genetics - delivering the exceptional marbling, texture and taste for which Japanese Wagyu is world famous.

ICON XB Wagyu is the result of extensive research and collaborations with pioneering geneticists, cattle breeders and producers to deliver outstanding quality Wagyu beef. Our cattle are raised and long-fed over a period of 12-months to deliver superior marbling, texture and flavour.

An eating experience to savour - ICON XB Wagyu truly is the Icon of Australian Beef.



ICON
AUSTRALIAN
XB WAGYU



YUGO XB Wagyu

YUGO XB Wagyu is a tribute to the unique fusion between Japan and Australia in creating superb F1 Wagyu.

With rich origins built on famous Japanese bloodlines, Yugo XB Wagyu cattle are raised in the stunning surrounds of Eastern Australia. The Yugo XB herd is a fusion of full blood (100%) Wagyu bull and Australian Angus – a combination in growing demand around the world.

Yugo XB Wagyu delivers taste, tenderness and flavour – perfectly described as *superbly sublime* – a very special experience for the discerning Wagyu beef patron.



Roam Australian Wagyu

Roam Australian Wagyu was born from the passion of pioneering Wagyu producers, and the vision to create quality, free-roaming Australian Wagyu.

Unlike traditional grain-fed Wagyu, Roam Australian Wagyu is extensively grass-fed and free to roam. This unique combination results in naturally slower maturity which delivers a distinctive Wagyu beef experience time after time.

Roam Australian Wagyu producers are dedicated to breed, raise & nurture Roam cattle in natural outdoor environments and take great pride in delivering quality Australian free-roaming Wagyu from their stations, to your plate.





Gooralie Free-Range Pork

We believe the definitive factor in delivering the best tasting and most tender pork is the way in which a pig is bred, born and raised and this is why we have made it our mission to give our pigs the best possible life.

APIQ Certified 100% Free-Range, raised in stress-free, natural outdoor environments - Gooralie pigs are free to roam 24 hours a day.

Our ethically raised, free-ranging pigs consistently deliver the highest quality free-range pork. Renowned for its superior tenderness and flavour - you really can taste the Gooralie difference.





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