



A Taste of the Kimberley

Jack & Vicki Burton came to the Kimberley in the mid 80s. It was the land of opportunity. Over the next two and a half decades they have worked to build a diverse, thriving business on the land. Their home – Kilty is located 70 kms from Broome. It is the hub of the Kimberley operation that stretches from Broome to Turkey Creek in the east Kimberley – always focussed on the cattle and pastoral industry.

In the last 6 months Jack & Vicki realised a long awaited dream of being able to provide a unique product, Kimberley Freerange Beef. In late dry season the first cuts of Kimberley Freerange Beef went on sale at Willare Bridge Roadhouse between Broome and Derby. Following an overwhelmingly response from the public, and people travelling 190 kms to Willare to stock up on Kimberley Freerange Beef, they decided to open a retail outlet in Broome. In November 2012 the first dedicated Yeeda - Australian Rangeland Meat retail outlet opened in Broome's Paspaley Plaza Shopping Ctr selling whole cuts of Kimberley Freerange Beef and Bluebush Lamb from their southern farming properties

Jack, Vicki and the Yeeda crew are proud to be able to supply a "paddock to plate" product. The beef is sourced from cattle located on the stations that are spread over the Kimberley. The cattle are all grass fed which leads to a healthier and more flavoursome product.

Jack & Vicki manage the Yeeda operations with a very hands-on approach. They believe that the Kimberley region has a lot more to offer in the future with the potential for food production and other agriculture. The trick will be to develop it in a way that maximizes opportunity to local Kimberley people but protects our way of life.

(published in Uniquely Broome 2013)