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# AUSTRALIAN BEEF

## PRODUCT GUIDE

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# BEEF FROM AN IDEAL HOME



We believe there is no better place to raise beef than Australia.

Our unique climate and environment allow our animals to live in their natural state and that in turn allows for consistent supply all year round. As a vast island, our livestock is more protected from illness and disease and our wide-open spaces have allowed us to develop a natural approach to farming. Animals are free to roam, living a less stressful life. We deliver a high quality, consistent, nutritious, safe and tasty product, bringing the best of Australia to plates all over the world.

# PARTNERS FOR PROGRESS

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For more than 200 years, Australian farmers have been passing their knowledge down from generation to generation, creating a proud meat and livestock industry brimming with tradition. Our world-leading supply chain, together with the advantages of raising animals in an unspoiled environment, has underpinned Australia's reputation for producing high quality beef.

Our proud farmers have the utmost respect for our land and our animals, recognising that sustainable environments and healthy and thriving livestock are essential for the livelihood of our industry. The resulting focus on doing things the "right" way and the "best" way, delivers peace of mind and pure enjoyment every time you eat our products.







Landfall  
G.E. & F.R. ARCHER





# CELEBRATING THE BEST OF AUSTRALIA



It starts with great produce, available in abundance, but it's our sense of shared enjoyment that makes the experience so much better; we take pride in our relaxed and fun attitude to life. Australia produces a rich diversity of product, perfectly suited to different occasions whenever red meat is enjoyed. We proudly share our best produce with the rest of the world to enjoy in their own way. Life is about enjoying the moment, living well and when it comes to that we always expect the best.

# WHY CHOOSE AUSTRALIAN BEEF?

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The Australian beef industry has a long legacy of producing high quality, consistent, nutritious, safe and tasty beef for customers around the world.

From meticulous standards that have resulted in one of the world's highest animal welfare statuses and our extensive traceability programs, to the respect we have for the land and our livestock for our livelihood. These are just a few of the reasons to choose Australian beef, so let us share with you in more detail.

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**1. Working sustainably**

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**2. Caring for our animals' welfare**

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**3. Product integrity and traceability**

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**4. Leaders in quality exports**

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**5. Extensive and diverse product range**

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**6. Focus on taste**

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**7. Naturally nutritious**

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# 1. WORKING SUSTAINABLY

The Australian red meat and livestock industry makes an important contribution to sustainability – environmental, social and economic and over 200 years of farming tradition has created an understanding and respect that sustainable environments and healthy and thriving livestock are essential to the livelihood of the industry.

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The focus on the environmental sustainability of the industry covers key areas of emissions reduction, water use and land management that are important, not only for the environment but also for producing nutritious, high quality beef. Across the country many livestock producers manage weeds, pests and feral animals; help to maintain biodiversity; and reduce the risk of destructive bush fires. They implement a variety of efficient water management measures in their grazing systems, including maintaining healthy soils with adequate nutrients, minimising run off through vegetation, and monitoring the frequency and intensity of grazing to make the best use of pastures.

In Australia, cattle are mostly grazed on large areas of semi-arid and arid rangelands. It is not possible to convert this type of land to producing crops. This method of production is unique to Australia, which makes it difficult to compare to overseas figures and data on environmental impact. The livestock that graze on this land are converting grass that is not fit for human-consumption, into a nutrient dense food source.

The red meat industry, through Meat & Livestock Australia and in collaboration with the Australian government, invests millions of dollars annually in research and development to better understand the environmental impact of meat production and to further improve the environmental performance of the industry.



## **FAST FACT**

The Australian Beef industry has reduced net greenhouse gas emissions by 59% since 2005 and is on track to be carbon neutral by 2030.







## **FAST FACT**

Australia took a global leadership role by enacting legislation to prevent the feeding of meat and bone meal to ruminants and have implemented surveillance programs to verify this ban.

# 2. CARING FOR OUR ANIMALS' WELFARE

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## AN ENVIABLE ANIMAL HEALTH STATUS

Australia's animal health status is arguably one of the highest in the world. We are recognised as being free of all major epidemic diseases including Foot and Mouth Disease (FMD).

As a result of our programs and our strict quarantine regulations, our industry is considered to be one of only a few globally, to be declared a "Negligible risk" country of Bovine Spongiform Encephalopathy (BSE) by the World Organisation for Animal Health Industry (WOAH). The Australian government and the red meat industry continue to zealously guard our enviable status, with programs that have been in place for decades to maintain our superior standing.

## ANIMAL HEALTH AND WELFARE

Livestock processing in Australia is conducted in accordance with national laws and international requirements, and enforced accordingly by state, territory and commonwealth inspectors to ensure that high standards of animal welfare are maintained at all times.

The Australian meat industry is committed to the highest level of animal welfare and the humane treatment of livestock. Our mission is to ensure acceptable animal welfare standards are implemented and effectively verified.

In 2005, the Australian meat industry proactively developed and implemented the Australian Meat Industry Council (AMIC) 'National Animal Welfare Standards for Livestock Processing Establishments'. The standards integrate Australia's Model Codes of Practice, relevant state and commonwealth legislation, commercial requirements and community expectations into a single best practice animal welfare standard for livestock processors.

Australian processors demonstrate their superior commitment to these standards and best practice animal welfare by complying with the 'Australian Livestock Processing Industry Animal Welfare Certification System' or 'AAWCS'. The AAWCS is an independently audited certification program which covers all animal welfare activities at the processing establishment - from receipt of livestock at the establishment to the point of processing.



# 3. PRODUCT INTEGRITY AND TRACEABILITY

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## PRODUCT INTEGRITY AND TRACEABLE SYSTEMS

The National Livestock Identification System (NLIS) is Australia's system for the identification and tracking of cattle for biosecurity, food safety, product integrity and market access. NLIS is based on a 'whole of life' electronic tag placed on individual cattle, which utilises radio frequency and enables individual transactions to be recorded and transmitted electronically by the producer or processor.

Additionally, the Livestock Product Assurance (LPA) program is designed to certify food safety and quality assurance standards. Producers are audited randomly to ensure adherence to the LPA food safety standards.

The National Feedlot Accreditation Scheme (NFAS) is a mandatory QA integrity system for Australian feedlots producing grainfed beef for both the Australian domestic market and all export markets. Under the NFAS, movement of cattle from the farm to the feedlot must be recorded in the NLIS database. In addition to this, health and production controls for grainfed cattle are applied through checks for feed and water safety, strict regulations on veterinarian treatments, and inspections for pesticides and trace metals.

Underpinning both the LPA and NFAS integrity programs is the National Vendor Declaration (NVD), linking the traceability of the cattle from the farm, through to saleyards, feedlot, transport and processing. The NVD includes a Property Identification Code (PIC) that tracks exposure of the cattle to any agricultural and veterinarian chemicals, grazing history and supplementary feeding.

Product integrity is assured at all points of transfer:

- **Transport and Saleyard:** Cattle transport is held to TruckSafe standards for animal welfare, meat quality and meat safety. The National Saleyards Quality Assurance Program (NSQA) addresses key quality issues or hazards within the saleyard sector and, when cattle pass through the saleyard, transactions are recorded using NLIS electronic tags
- **Processing plant:** All processing plants must comply with the Australian standard to ensure meat is processed hygienically. This standard is consistent with international ISO 9002:1994 and Hazard Analysis Critical Control Point (HACCP) standards. The Australian government verifies the legislation is being correctly implemented. Each head receives an ante mortem and post mortem veterinarian inspection, and microbial assessments are conducted throughout processing. For traceability, all beef carcasses must be correlated to their PIC numbers, which are stored on a database.
- **Shipping:** All shipping containers destined for export are inspected, and sea-freighted containers are sealed under Department of Agriculture Australia supervision. Once inspected, the container cannot be reopened until it reaches its final destination. For traceability purposes, the container and seal numbers for all beef exports are stored in the Department of Agriculture database.





## FAST FACT

The information within the NLIS is held on a central database, allowing the tracing of cattle to occur swiftly and efficiently- an attribute that distinguishes the NLIS from other traceability systems around the world.







# 4. LEADERS IN QUALITY EXPORTS

## FAST FACT

Australia exports over 65% of its beef production to more than 100 countries, meeting and exceeding differing market requirements.

The Australian meat processing sector is a world leader in beef dressing and fabrication. Australian processing plants employ the latest technologies to ensure continued improvement in production efficiency, without sacrificing superior levels of meat safety.

## STATE-OF-THE-ART PACKAGING AND SHELF-LIFE

The Australian meat industry recognised many years ago that packing and delivery are two critical links in the beef supply chain, particularly for international customers.

The Australian processing sector employs the latest packaging technologies to ensure that Australian beef is delivered to export markets in the same high-quality condition in which it left the processing house.

Australian chilled beef primal cuts are vacuum packed to maintain freshness and quality and to ensure extended shelf life. Strict temperature control is maintained through the delivery process, inhibiting bacterial growth and giving Australian beef a shelf life of up to 20 weeks provided that optimal storage conditions are maintained.

Australian processors consider the following four factors to play a key role in controlling the growth of micro-organisms on meat in vacuum packs:

- **Australian processing conditions:** The cleanliness of cattle prior to slaughter (due to being grass-fed) and the decreased processing speeds at slaughter result in lower microbial counts, decreasing the potential for contamination on meat surfaces.

- **Temperature:** microbial growth rates at 0°C to 1°C are only about half of those at 5°C. A storage temperature as low as -2°C without freezing the meat is the best policy to maximise shelf life. Australian meat is typically transported at -1.5°C to -0.5°C.
- **Gas atmosphere in the vacuum packaging:** The basis of effective vacuum packaging to prevent spoilage and prolonging the shelf life of meat is the oxygen-free environment, which inhibits the growth of spoilage bacteria, while still allowing the natural tenderising process of ageing to continue.
- **The meat's pH:** High pH meat (pH6.0 and higher – the traditional definition of a 'dark cutter') will spoil more quickly than meat below pH6.0, as some bacteria are able to survive in this high pH environment. By excluding meat from the carcasses where pH is greater than 6, processors can eliminate these spoilage problems.

## FROM OUR SHORES TO YOURS

There is a variety of transport services available, designed to meet every requirement of our global customers. A number of shipping lines operate from Australia offering container and conventional service. The days at sea are perhaps the most important to the quality of Australian chilled beef primal cuts. During this time, chilled, vacuum-packed cuts are allowed to age – a process that improves and enhances meat quality and tenderness. Sea freight is a popular form of transport for Australian beef, however, air shipment is also available.



# 5. EXTENSIVE AND DIVERSE PRODUCT RANGE

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## ALL ABOUT AUSTRALIAN BEEF

Australian beef has the 'natural advantage'. Our cattle graze on open pasture and most are exclusively grassfed. Australia has nearly 29 million head of cattle, and our breeds are divided into two main varieties – temperate breeds and tropical breeds.


Temperate breeds of cattle are generally European derived – breeds such as Hereford and Angus. Cattle of this variety are most predominant in the southern parts of the country, where the climate is milder and the land is rich, fertile and abundant in pasture. Tropical breeds of cattle are generally derived from Bos Indicus type breeds, such as Braham and Droughtmaster. These breeds are ideal for Australia's northern areas which are tropical with monsoon rains in the summer.

## A VARIETY OF PRODUCTS FOR EVERY NEED

The Australian beef industry produces some of the finest beef in the world. Our industry is geared to producing high quality grassfed beef, grainfed beef, organic beef and breed-specific products such as Wagyu and Angus. The Australian feedlot industry also continues to produce high quality grainfed cattle destined for markets around the world.

The Australian beef industry also caters to the needs of different cultures, with many Australian processors producing Halal beef guaranteed to adhere to Islamic law.

No matter what you require for your discerning customers – from lean manufacturing beef for hamburgers to grainfed, organic, natural and grassfed beef – the Australian beef industry has the right product for you.







## 5. EXTENSIVE AND DIVERSE PRODUCT RANGE



### GRASSFED BEEF

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Most Australian cattle are raised and fattened exclusively on pasture. Variations in seasonal and geographical factors influence the style and quality of grassfed beef. As demand for natural, wholesome foods increases globally, Australian grassfed beef is being seen as an important component of a healthy diet. Raised exclusively on pasture, Australian grassfed beef is naturally low in fat and cholesterol, while also delivering a higher level of Omega 3 fatty acids, thought to lower blood pressure and reduce the risks of certain types of cancers. For these reasons, consumers are increasingly seeking out lean, grassfed meats.

### GRAINFED BEEF

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Grainfed beef is derived from cattle that have been fed on nutritionally balanced, high-energy-finished rations for a minimum specified number of days. This feeding regime results in a more consistent product and enhanced marbling that contributes to improved tenderness, juiciness and flavour. Grainfed beef from Australia generally yields more consistent fat and meat colour. Typical feeding regimes in Australia are: short-fed (100-150 days), medium-fed (150 to 200 days) and long-fed (200+ days). Australian grainfed beef is highly regarded in many export markets, and Australia have developed a reputation for producing some of the best grainfed beef in the world.

#### FAST FACT

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**When trimmed, grassfed beef is less than 2% saturated fat.**

#### FAST FACT

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**Australia is a self-sufficient grain producer meaning we can blend the perfect feedlot ration which helps to deliver our naturally rich and tender flavours.**



## ORGANIC BEEF

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Organic cattle are raised on certified organic farms, which is your guarantee that the animal has grazed on completely chemical-free pasture (no artificial pesticides, herbicides or fungicides). Certified organic cattle go through life without the use of synthetic growth hormones or antibiotics.

Customers can be assured that a product is organic when it displays the logo of a Department of Agriculture organic approved certifying organisation. To be classified organic, the Organic Standards must be adhered to. The farm and processor must be fully converted to organics and have been organic for a minimum of three years. They must be approved and licensed by a third-party organic certifier, as approved by the Department of Agriculture. Annual inspection ensures that the farmer and processor operate in a way that cares for the environment and for the quality of the product.



## ANGUS BEEF

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Angus cattle are rapidly becoming the most widespread and keenly sought-after beef breed in the world, producing high-quality carcasses suited to a wide range of markets. Angus steers are sought after for pasture and feedlot finishing programs to target high-quality beef markets. The quality of Angus meat comes from the animal's ability to lay down intramuscular marbling (taste) fat during the finishing phase.

While Angus cattle are bred on every continent, Australian Angus breeders have successfully utilised bloodlines from many countries. The large number of Angus animals provides an immense pool of available genetics that allows the breed to respond to new challenges and commercial demands.

### FAST FACT

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**The abundance of natural grazing land makes Australia the perfect place to nurture organic cattle.**

### FAST FACT

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**Several feedlots in Australia prepare Angus cattle, almost exclusively, for the long-fed Japanese market.**



## 5. EXTENSIVE AND DIVERSE PRODUCT RANGE



### WAGYU BEEF

Wagyu is known worldwide for its melt-in-the-mouth texture, depth of flavour and tenderness. Wagyu refers to a breed of cattle developed in Japan, made famous in the Kobe region, that are genetically predisposed to intense marbling. Wagyu delivers increased flavour due to its softer fat composition, higher proportion of healthier unsaturated fats and meat texture.

Wagyu production in Australia can be divided into two broad sections: the production of straight-bred Wagyu for either seedstock or feeder and slaughter cattle, and the used of Wagyu in cross-breeding programs to produce feeder and slaughter cattle.

Wagyu's contribution to cross-breeding programs delivers improved meat quality and dollar value since marbling is the most reliable component of meat taste and tenderness. Wagyu can be mated to any breed to improve meat quality, but most often it is mated with Angus.

### HALAL CERTIFIED BEEF

For Australian beef to be identified as Halal, the animals must be slaughtered by a Muslim in accordance with the requirements of the Islamic law. Australia is renowned for its commitment to the strict standards required for producing Halal meat and meat products. The Australian Government Authorised Halal Program (AGHAP) ensures maintenance of Halal status and segregation of product after carcasses are declared Halal by Muslim slaughter men. The AGHAP is a collaborative program between Australian Government departments and Australian Islamic Organisations. The integrity of the program is supported by Australian law.

Australia exports Halal certified meat to key markets across Asia, the Middle East and Europe. With 1.9 billion Muslims worldwide and an Australian Muslim population growing at 35% (2021 census vs 2016 census), this is an important and attractive part of our product range.

#### FAST FACT

The Australia Wagyu Association is the largest breed association outside Japan.

#### FAST FACT

The word Halal is an Arabic word meaning "lawful".



## LEAN MANUFACTURING BEEF

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Australia produces an ample supply of lean manufacturing beef for further processing. Australian beef continues to satisfy the demanding needs of processors and their customers all around the world. Because of its versatility, Australian beef can be used to produce everything from hamburger patties to coarse ground beef to meatballs, roast beef and pastrami, to name just a few. Australian lean manufacturing beef had a consistent fat-to-lean ratio (chemical lean) for manufacturing packages, low micro counts and extremely low rejection rates. Australian manufacturing cuts are lean and closely trimmed to specifications. Manufacturing cuts for further processing are available in both frozen and chilled (fresh) form.



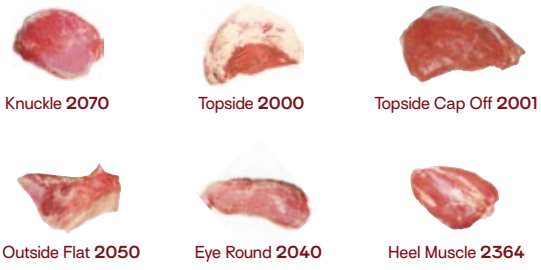
**A CUT FOR  
EVERY  
OCCASION**



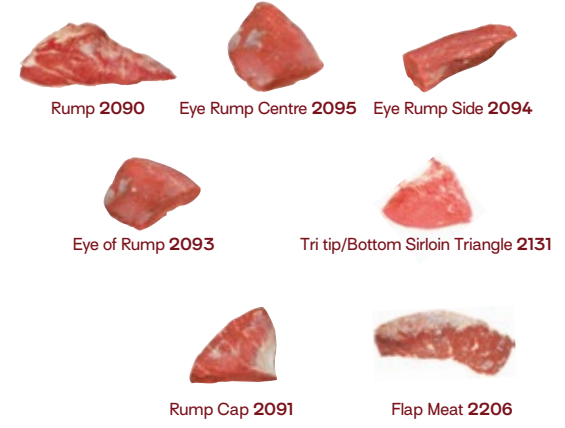


# AUSTRALIAN BEEF CUT GUIDE

## 1 ROUND



## 2 RUMP



## 3 TENDERLOIN



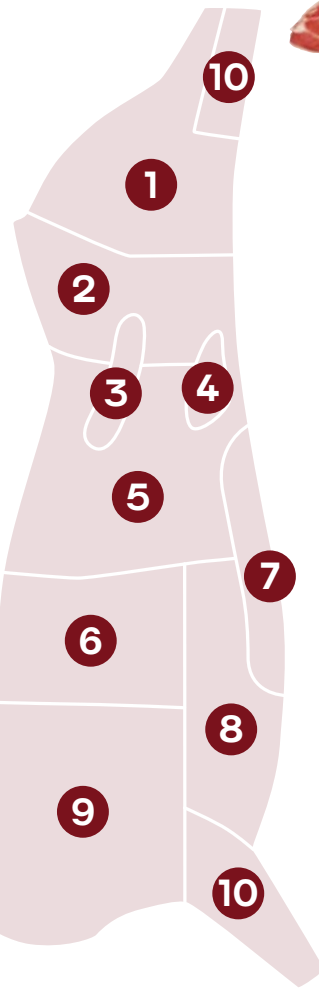
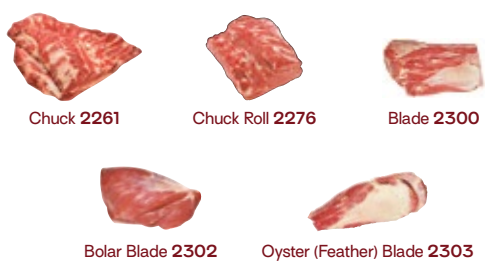
## 5 SIRLOIN



## 6 RIB EYE



## 9 CHUCK



## 10 SHANK



## 4 FLANK



## 7 INSIDE SKIRT



## 8 BRISKET



## MFG. BEEF BULK PACK (GRINDING)



### LEGEND ▶



● Handbook of Australian Meat Cut Code (HAM)







# 6. FOCUS ON TASTE



## FAST FACT

Unique to the MSA grading program, the system has complete paddock to plate quality checks from livestock management and sustainability, through to product quality and integrity.

## MEAT STANDARDS AUSTRALIA (MSA); THE SYMBOL OF EXCELLENCE IN EATING QUALITY

Historically, international beef grading systems have focused only on production processes with no accountability or input from consumers. But this approach can lead to inconsistent eating experiences.

More than 10 years ago, the Australian beef industry developed and established a grading system called Meat Standards Australia, a beef eating quality program that labels beef primal and sub-primal cuts with a guaranteed grade and recommended cooking method to identify eating quality according to consumer perceptions. MSA is a voluntary grading program that accurately predicts the eating quality of Australian beef, enabling suppliers to deliver consistent quality beef to consumers. Only licensed beef processors that meet the MSA standards can apply the MSA grading system.

MSA certified graders assess each individual carcass on a number of attributes known to influence eating quality. For beef these include:

- Breed
- Meat colour
- Marbling (intramuscular fat)
- Fat depth
- Carcass weight
- Ossification
- Ultimate pH

MSA is underpinned by:

- Consumer taste panels held in 8 countries
- More than 86,000 diners
- Over 600,000 serves of beef
- Wide range of production and processing systems tested



# 7. NATURALLY NUTRITIOUS

To live well, you need to eat well and Australian beef is a positive contribution to an enjoyable and balanced diet. Australian beef is naturally rich in protein and provides 8 essential vitamins and minerals which can help with everything from regulating the nervous system to keeping bones healthy. Australian beef is also very nutrient-dense

meaning you need a smaller portion size to achieve the same nutritional contribution when compared to other food types. For example 150g of beef provides 33g of protein compared to 12g from 2 eggs and 6.2mg of zinc compared to 1.7mg from the same weight of chicken.

## REDUCES FATIGUE AND KEEPS YOU ENERGISED

- Iron
- Niacin
- Riboflavin
- Phosphorus
- Vitamins B6
- Vitamins B12

## REGULATES YOUR NERVOUS SYSTEM

- Niacin
- Riboflavin
- Potassium
- Vitamins B6
- Vitamins B12

## HELPS WITH NORMAL BRAIN FUNCTION

- Iron
- Niacin
- Zinc
- Vitamins B6
- Vitamins B12

## MAINTAINS A HEALTHY IMMUNE SYSTEM

- Iron
- Zinc
- Vitamins B6
- Vitamins B12

## KEEPS BONES HEALTHY AND HELPS WITH GROWTH

- Protein
- Zinc
- Phosphorus

## BUILDS AND MAINTAINS MUSCLES

- Protein

Because of its nutritional composition, Australian beef is a valuable ingredient for specific consumers, for example; Iron-rich foods are recommended for the growth and development of children and play an important role in replenishing iron stores amongst women during

their reproductive years. Zinc helps with fertility and reproduction and nutrient-dense ingredients such as beef, are beneficial to those with smaller or low appetites such as the elderly or those recovering from an illness.



## FAST FACT

Vitamin C can enhance the absorption of iron so try adding citrus fruits or leafy greens to your beef meals.





# ORDERING AUSTRALIAN BEEF









## AUS-MEAT; A COMMON LANGUAGE

Ordering Australian beef is simple, and understanding the AUS-MEAT language is the first step.

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AUS-MEAT is an industry-funded organisation responsible for establishing and maintaining Australian meat specifications. The AUS-MEAT language is a uniform specification language for Australian meat products that enables importers and wholesalers to accurately specify the meat product they wish to purchase from an exporter or seller. The AUS-MEAT language is outlined in detail in the AUS-MEAT Handbook of Australian Meat (HAM).

The AUS-MEAT language is based on product description and objective measurements of various carcass traits, such as hot weight, fat depth, sex and age of the animal.

AUS-MEAT has assigned a distinct, four-digit, Handbook of Australian Meat (HAM) number for every primal cut and offal product. The category descriptions and HAM numbers are vital components when ordering Australian beef.

## AUSTRALIAN MEAT QUALITY— CHILLER ASSESSMENT

Australian meat processors objectively measure carcass quality using an industry program called 'Chiller Assessment.' This is principally how we 'grade' carcasses. Chiller Assessment is conducted by qualified company personnel, and company Chiller Assessment programs are regularly audited by AUS-MEAT to ensure their integrity.

Chiller Assessment is used to objectively measure the quality characteristics of a beef carcass, allowing the processor to accurately communicate the characteristics of the carcass to a buyer. Chiller Assessment enables the buyer to accurately specify the type of product desired. Once carcasses have been chilled and before they are further processed, they can be assessed. Chiller Assessors can evaluate the following attributes at the rib eye:

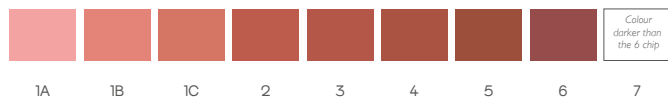
Rib Fat	Meat Colour	Marbling
Fat Colour	Eye Muscle Area	Maturity/Ossification

Chiller Assessment is conducted by qualified company personnel who are regularly audited by AUS-MEAT to ensure their integrity.

Chiller Assessment considers 6 attributes:

## 1. MEAT COLOUR

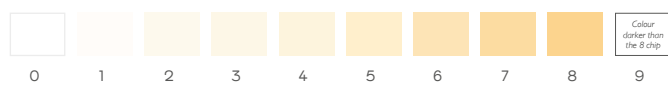
Meat colour is the predominant colour of the rib eye muscle (M. longissimus dorsi) and is scored from 1A to 7.



Colours displayed show the darkest colour of each grading and it is a guide only, not a true representation.

## 2. FAT COLOUR

Fat colour is the colour of the intermuscular fat lateral to the rib eye muscle (M. longissimus dorsi) and adjacent to the M. iliocostalis and is scored from 0 to 9



Colours displayed show the darkest colour of each grading and it is a guide only, not a true representation.

## 3. MARBLING

Marbling is the fat that is deposited between the muscle fibres (intramuscular fat). Marbling is assessed on the chilled carcass at the M. longissimus dorsi muscle. It is measured from 0 (least) to 6 (most) marbling. An extension set providing scores of 7, 8 and 9 are also available for use by endorsed Chiller Assessors.

The Meat Standards Australia (MSA) marbling system provides an additional indication of the distribution of marbling pieces, and is scored from 100 (least) to 1190 (most).

The AUS-MEAT and MSA systems can be used together to provide more detail about the product.



## 4. RIB FAT

Total Rib Fat Measurement is a measurement in millimetres of the thickness of subcutaneous and intermuscular fat at a specified rib.

Subcutaneous Rib Fat Measurement is a measurement in millimetres of the thickness of subcutaneous fat at a specified rib.

The MSA grading system uses Rib Fat in the prediction of eating quality.



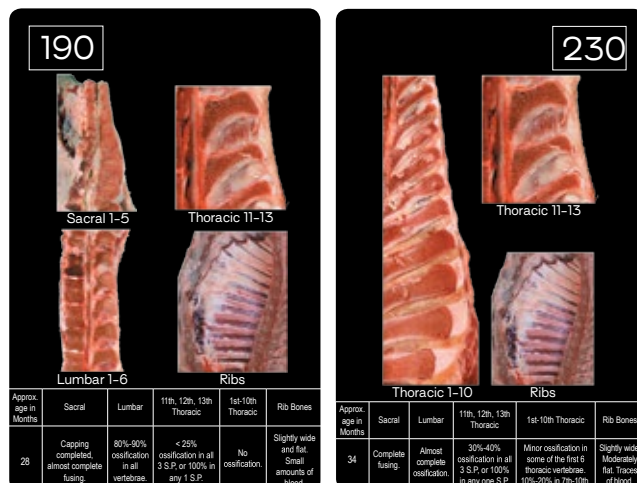
## 5. EYE MUSCLE AREA

This is the area of the surface of the M. longissimus dorsi at the 10th, 11th, 12th or 13th rib and is calculated in square centimetres.



## 6. MATURITY/OSSIFICATION

Maturity scoring provides a scale for the assessment of physiological age of a beef carcass. Maturity is measured in standard increments with the lowest being 100 and the highest being 590. It is measured using observations from ossification of the backbone as well as shape and colour of rib bones.







# HOW TO ORDER AUSTRALIAN BEEF

There are three easy steps to ordering Australian Beef.

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## STEP 1 DEFINE THE CATEGORY OR ALTERNATE CATEGORY

As a first step to ordering Australian beef, you should let your supplier know the desired age and sex of the cattle that will be processed into your desired beef cuts. This specification is known as the category. Two options are available when defining the category. If you aren't too concerned about the age of the animal or the variability of meat quality, you can define beef by basic categories.

If you are looking for meat that has been derived from animals of a certain age and, therefore, exhibits less variance in quality, you can define meat by alternative categories. You will notice that the criteria used to define alternate categories are more narrowly specified than those for basic categories.

## STEP 2 DEFINE THE PRODUCT SPECIFICATION

A product specification defines attributes of each product. When defining the specification to your supplier, you might include the following:

- The name of the cut you wish to purchase
- The number of the cut you wish to purchase (Handbook of Australian meat (HAM) number)
- Livestock production system such as Grassfed, Grainfed or Organic
- Degree of marbling, fat colour and meat colour using Chiller Assessment language
- Fat depth, degree of trimming, whether various muscles and bones remain intact or are removed

## STEP 3 DEFINE OTHER REQUIREMENTS

Requirements not specifically related to the product specification also should be defined. These requirements may include:

- Chilled or frozen product
- Packaging (vacuum packed, layer packed, multi-packed, etc.)
- Price
- Quantity
- Shipping terms
- Delivery date

## Basic Categories

If you want...	The category code is...	What this means...
<b>Veal</b>	V	Meat from cattle with no adult teeth. Typically, less than 70kg (154 lbs) dressed weight. Can be male or female.
<b>Beef</b>	A	Meat from cattle with between 0 and 8 adult teeth. Typically, greater than 70kgs (154 lbs). Can be castrated male or female.
<b>Bull</b>	B	Meat from cattle with between 0 and 8 adult teeth. Must be uncastrated male.

## Alternative Categories

If you want...	The category code is...	What this means...
<b>Yearling beef or yearling steer</b>	Y or YS	<ul style="list-style-type: none"> <li>- No adult teeth</li> <li>- Up to 18 months of age*</li> <li>- May be male or female if Y, but must be male if YS</li> </ul>
<b>Young beef or young steer</b>	YG or YGS	<ul style="list-style-type: none"> <li>- 0, 1 or 2 adult teeth</li> <li>- Up to 30 months of age*</li> <li>- May be male or female if YG, but must be male if YGS</li> </ul>
<b>Young prime beef or young prime steer</b>	YP or YPS	<ul style="list-style-type: none"> <li>- Between 0 and 4 adult teeth</li> <li>- Up to 36 months of age*</li> <li>- May be male or female if YP, but must be male if YPS</li> </ul>
<b>Prime beef or prime steer</b>	PR or PRS	<ul style="list-style-type: none"> <li>- Between 0 and 7 adult teeth</li> <li>- Up to 42 months of age*</li> <li>- May be male or female if PR, but must be male if PRS</li> </ul>
<b>Ox (female)</b>	S	<ul style="list-style-type: none"> <li>- Between 0 and 7 adult teeth</li> <li>- Up to 42 months of age*</li> <li>- Must be female</li> </ul>
<b>Ox (male) or steer</b>	S or SS	<ul style="list-style-type: none"> <li>- Between 0 and 8 adult teeth</li> <li>- May be any age</li> <li>- Must be male</li> </ul>
<b>Cow</b>	C	<ul style="list-style-type: none"> <li>- 8 adult teeth</li> <li>- Over 42 months of age*</li> <li>- Must be female</li> </ul>

\*Chronological age as shown is approximate only

Source AUS-MEAT



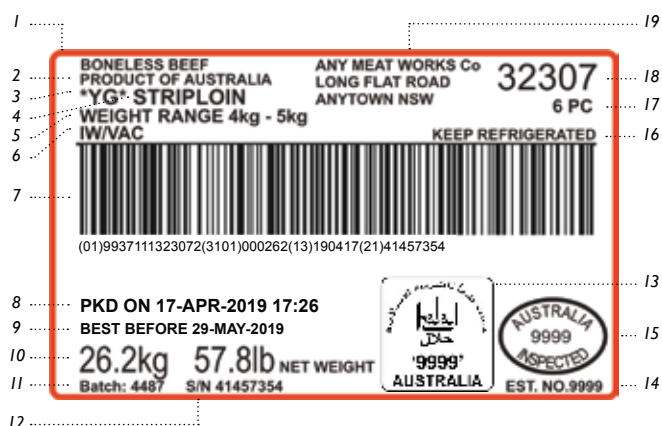


# LABELLING OF AUSTRALIAN BEEF

All cartons of Australian beef are identified with labels that carry detailed information about the product. Carton labels display mandatory information required under Australian Federal Government regulation. In addition to the mandatory information, Australian processors may include optional information on the label, allowing for further description of the product for trade purposes.

1. **GENERIC:** Statement Bone-in or Boneless and identification of species.
2. **COUNTRY OF ORIGIN:** This is an export requirement and is applied to all cartons from export establishments.
3. **CARCASE IDENTIFICATION:** Category cipher which identifies the Carcase age and sex (\*YG\*) or YOUNG BEEF.
4. **PRODUCT IDENTIFICATION:** Primal cut description (e.g. STRIPLOIN) as shown in the Handbook of Australian Meat. Common code cipher can be applied for customer country requirements (e.g. \*STL\*).
5. **PRIMAL WEIGHT RANGE:** Indicates that each primal cut in the carton is the minimum / maximum weight range as shown on the label.
6. **PACKAGING TYPE:** IW/VAC indicates that the product has been Individually Wrapped and Vacuum Packed.
7. **GS1 - 128 BAR CODE:** Bar code that has been developed and compliant with the international meat industry guidelines.
8. **PACKED ON DATE:** Indicates the day, month, year and time that the product was packed into the carton.
9. **"BEST BEFORE" DATE:** Means the packaged date is at the end of the period for meat stored in accordance with any stated storage condition. Meat marked with "best before" date can continue to be sold after that date provided that the meat is not damaged, deteriorated or perished. Meat marked with "use by" date is prohibited from being sold after this date.
10. **NET WEIGHT:** Meat content of the carton less all the packing material and shown to two decimal places in kilograms and in some cases dual weights are shown in kilograms and pounds.
11. **BATCH NUMBER:** This is an in-house company identification number for a production batch for product trace back purposes when required.
12. **CARTON SERIAL NUMBER:** Serial number is the same as shown in the bar code.
13. **HALAL APPROVED:** Indicates that the product has been ritually slaughtered and certified by an approved Islamic organisation.
14. **ESTABLISHMENT NUMBER:** Plant registered Establishment number.
15. **AI STAMP:** Australia Federal Government Inspected stamp.
16. **REFRIGERATION STATEMENT:** Keep Chilled / Refrigerated indicates that the product in the carton has been held in a controlled chilled condition from time of packing.
17. **NUMBER OF PIECES:** Indicates the number of primal cuts in the carton.
18. **COMPANY CODE:** In-house identification code for the product in the carton.
19. **COMPANY NAME & ADDRESS:** Indicates the name of the packer of the product, but may also indicate the exporter or consignee. Head office name and address may also be used.

**Other Label requirements:** MSA eating quality information, Chiller Assessment Attribute statement, EU High Quality Beef, Animal Raising Claim information, other importing country requirements.







# AUSTRALIAN BEEF

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Over 200 years of farming experience and heritage.  
An untarnished health legacy. A broad variety of  
grades and cuts. One of the world's most stringent  
safety and traceability standards. Add it all up and  
you'll see why Australian beef stands out in the global  
marketplace. Give your customer the quality they  
demand, with Australian beef.

Visit [aussiebeefandlamb.com.au](http://aussiebeefandlamb.com.au)  
for more information.