



final report

Project code: A.MPM.0013
Prepared by: David Carew
Meat & Livestock Australia
Date submitted: July 2011
Date published: July 2011

PUBLISHED BY
Meat & Livestock Australia Limited
Locked Bag 991
NORTH SYDNEY NSW 2059

Primal utilisation workshops

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government and contributions from the Australian Meat Processor Corporation to support the research and development detailed in this publication.

This publication is published by Meat & Livestock Australia Limited ABN 39 081 678 364 (MLA). Care is taken to ensure the accuracy of the information contained in this publication. However MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. You should make your own enquiries before making decisions concerning your interests. Reproduction in whole or in part of this publication is prohibited without prior written consent of MLA.

Primal utilisation: The pathway to full carcase utilisation

One of MLA's key strategic imperatives is to grow demand for red meat and one of the means by which this can be achieved is to develop new products which address unmet customer and consumer needs, thereby increasing sales and profitability. Besides identifying new opportunities for the red meat industry, the program to 'Develop new products' aims to build the capability of the industry to proactively develop such products into the future. The Primal utilisation workshop is one of the MLA capability activities.

The breaking down of secondary cuts into sub primals and the many ways these cuts can be presented offer a significant opportunity to maximise carcase utilisation in the red meat industry.



Enhancing the industry's capability to process primals in ways that maximise use is a key focus of MLA's value adding program. A two day workshop format has been established to demonstrate the possibilities of primal utilisation to industry.

The two day workshops feature all aspects of primal utilisation including;

- eating quality
- product shaping
- plate profiling
- Meat Standards Australia (MSA) cut to cook science
- cooking technologies

Demonstrating the process in this way gave participants a thorough understanding of red meat muscle and how to describe and better merchandise it.

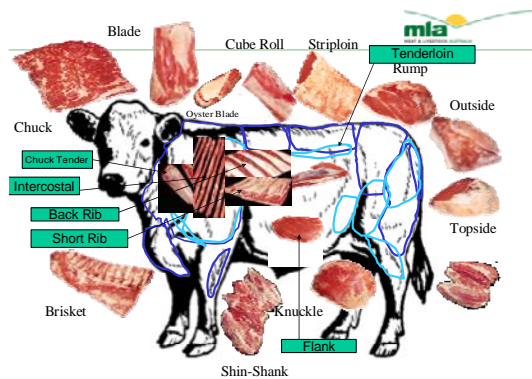
Workshops are open to red meat processing and value adding companies. Companies are required to send a group of representatives from the different aspects of their business so that the product outcomes can then be showcased to their organisations for adoption. Companies may be eligible to be supported by MLA with further capability building by co-investing in MLA Donor Company (MDC) projects.

Workshop program

The two day workshops involve presentations and demonstrations from MLA staff working in the different areas required to successfully bring a product to market.

- *science and technology*
 - Demonstration of the different technologies that can be used in the value adding process
 - Highlighting developments in eating quality research
- *innovation and development*
 - Identifying knowledge gaps in value adding within companies
- *product development*
 - Explore the potential for utilising sub-primals in novel ways to produce new products

Presentation - cut to cook



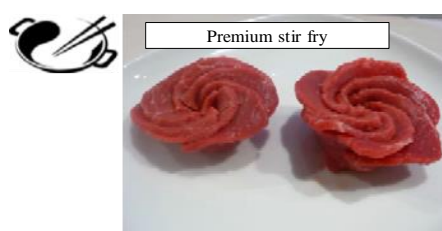
Presentation - plate profiling



Presentation - cut to cook muscle profiling

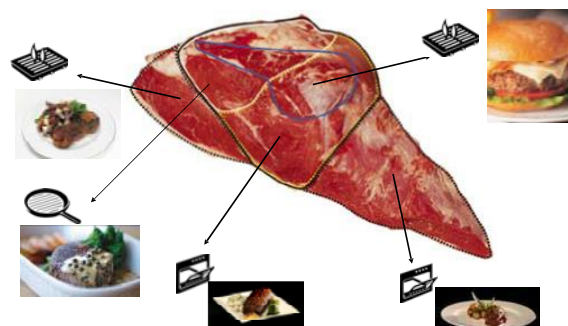
Presentation - menu design and recipe development

Branded value added product



*Rump eye, cap; Knuckle eye, oyster blade, tenderloin, M. subscapularis

Menu Design. Recipe Development



- *marketing*

- Australian demographics are changing – increasing proportion of our population are of Asian background
- Couples (both older and young) represent a higher proportion of our population than do larger families
- Surveys have shown that 72% of people find it hard to find what they need in the supermarket meat cabinet

Workshop outcomes

The purpose of the workshops is to identify, with individual companies, new opportunities for their business. Opportunities that are appropriate for companies may vary depending on a number of factors including;

- current export markets
- customer requirements
- current throughput and potential capacity
- current internal capability
- end user capability

A key aim of MLA's primal utilisation program is to ensure that all parts of primal cuts are used to maximum efficiency and value, this has been inspired by the fact that a large portion of good quality cuts are used in products such as mince in many markets when they could be generating higher margins.

Companies that have participated in the primal utilisation workshops have found the experience of benefit and have influenced the direction of their value adding activities. A number of primal cuts and their potential use are demonstrated throughout the two day program. The company participants, who know their own business intimately are then able to determine which parts of the carcass would be the best for them to focus on in detail.