

Chief Nutrition

Research and development project

P.PSH.1220 – Beauty food snacks with inclusion of Australian red meat – product and market development

Process

Red meat dehydration.

Summary

Previous projects have set out to analyse technical aspects of collagen production in Australia. This project was aimed to develop the traction required to establish an Australian bovine collagen market, and the development of further innovative, value-added red meat products.

Using products previously developed, the team used these to create the initial market demand required to get the bovine collagen industry off the ground. We are now seeing Australian bovine collagen available in Australia, and growth into new markets and products is growing rapidly.



Outcomes

The project established an Australian bovine collagen product/industry, and meat-based snacks. Chief have also successfully established a market for Australian-sourced bovine collagen protein and other innovative meat snacks in Asia Pacific (particularly in China) and the Middle East where consumers are attracted to “clean and green” Australian-sourced products. Product is now being sold in the Middle East and are in discussions with distributors in China and Japan.

The team also identified an Australian-based manufacturer capable of processing Australian bovine products into high-quality bovine collagen powder that can and will be used in chief products.

Assuming an average hide weight of 20kg and an average price of \$20, the price of raw bovine hide is around \$1/kg. At a 20% yield of collagen powder per hide, 10,000 head of cattle will produce 40,000kg of bovine collagen valued at AU\$17/kg wholesale, AU\$60/kg retail, and over AU\$100/kg if sold as part of a valued added product.

Assuming an average weight of 350kg, 10,000 head of cattle will produce 350,000kg of topside and brisket valued at over AU\$70/kg when sold as part of a valued added product.

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