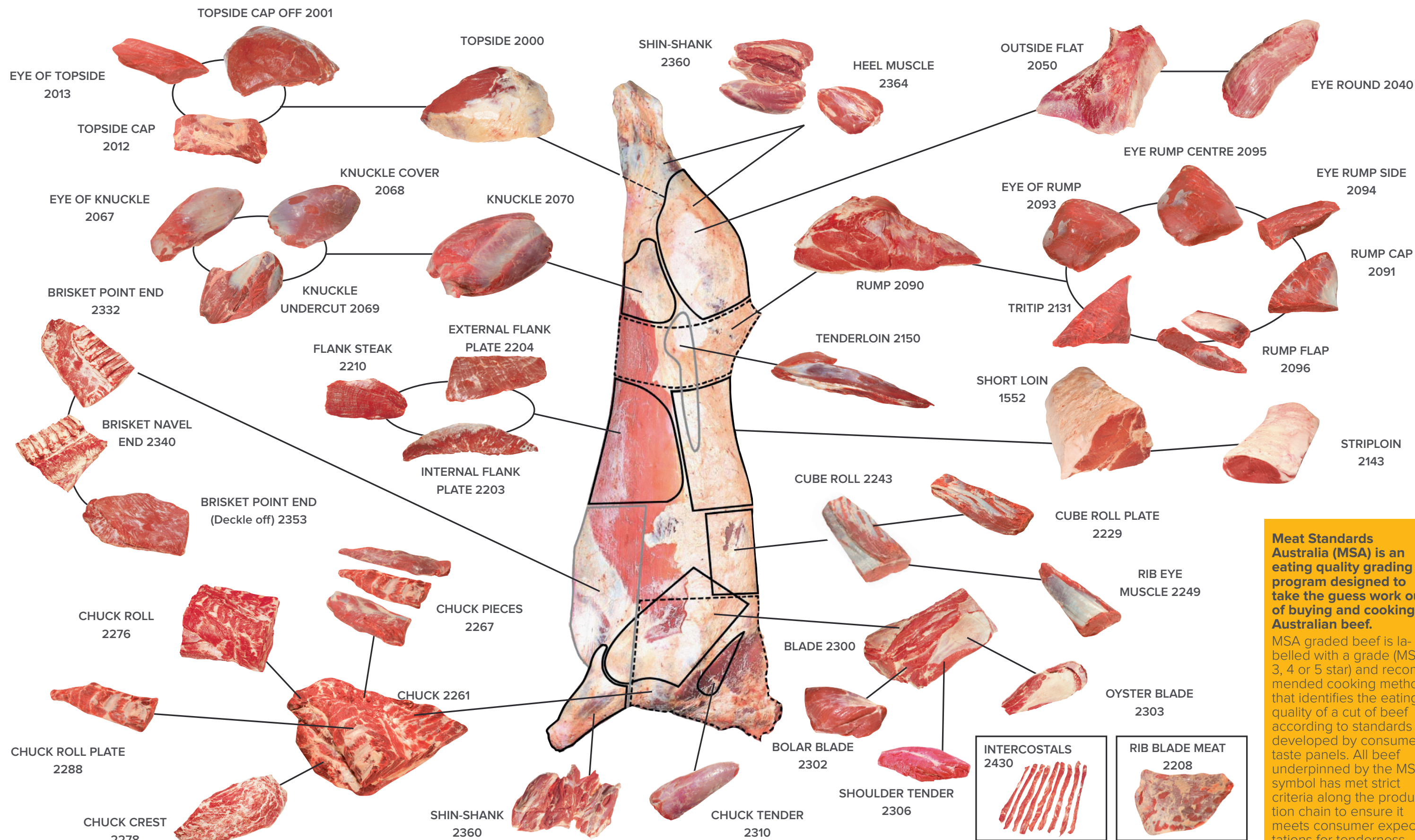


BEEF PRIMAL AND SUB-PRIMAL CUTS



Meat Standards Australia (MSA) is an eating quality grading program designed to take the guess work out of buying and cooking Australian beef.

MSA graded beef is labelled with a grade (MSA 3, 4 or 5 star) and recommended cooking method that identifies the eating quality of a cut of beef according to standards developed by consumer taste panels. All beef underpinned by the MSA symbol has met strict criteria along the production chain to ensure it meets consumer expectations for tenderness, juiciness and flavour.