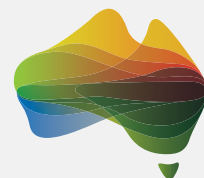

Australian Beef Product Guide



**TRUE
AUSSIE
BEEF**

BEEF FROM AN IDEAL HOME



We believe there's no better place on earth to raise beef. 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 more free to roam, living a less stressful life that delivers a better result for everyone.



PARTNERS FOR PROGRESS

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The Australian beef industry has been more than 200 years in the making. Foundations laid many years ago have helped it evolve into the dynamic and progressive entity it is today. The combined integrity of our farmers and processors, along with the advantages of an unspoiled environment, has underpinned Australia's reputation for producing some of the highest quality beef available. Australian beef is certainly a product of its environment.



WHY BUY AUSTRALIAN BEEF

The Australian beef industry has a long legacy of producing safe, quality beef for customers around the world. We take pride in the meticulous standards that have resulted in one of the world's highest animal health statuses, not to mention our extensive traceability program. The following are just a few of the reasons Australian beef stands out in the global marketplace.

ADVANCED FARM MANAGEMENT AND SUSTAINABILITY

Australian cattle producers are recognised around the world for their animal husbandry and farm management techniques. The Australian livestock industry takes pride in its genetics and is at the forefront of technological advancements in livestock production efficiency. Australian farmers are also highly progressive in the areas of farm and pasture improvement and water management.

The Australian red meat and livestock industry makes an important contribution to sustainability—environmental, economic and social. 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.

The red meat industry, through Meat & Livestock Australia and in collaboration with the Australian government, invests over A\$13 million annually in research and development, to better understand the environmental impact of meat production and to further improve the environmental performance of the industry.

In Australia, cattle are mostly grazed on large areas of semi-arid and arid rangelands. This method of production is unique to Australia, which means overseas figures and data on environmental impact are not applicable to our industry. Our distinctive production systems and commitment to continuous improvement have led to Australian cattle producers being recognised around the world as leaders in producing some of the best red meat, while also leading the way in environmental farming practices.

Australian producers understand that protecting and improving our natural environment is vital to the long-term sustainability of their business and the environment. Across the country many livestock producers manage weeds, pests and feral animals; help to maintain biodiversity; and reduce the risk of destructive bushfires. 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 management, and monitoring the frequency and intensity of grazing to make the best use of pastures. Australia's cattle producers are balancing the needs of the grazing animal, the pasture and the environment.

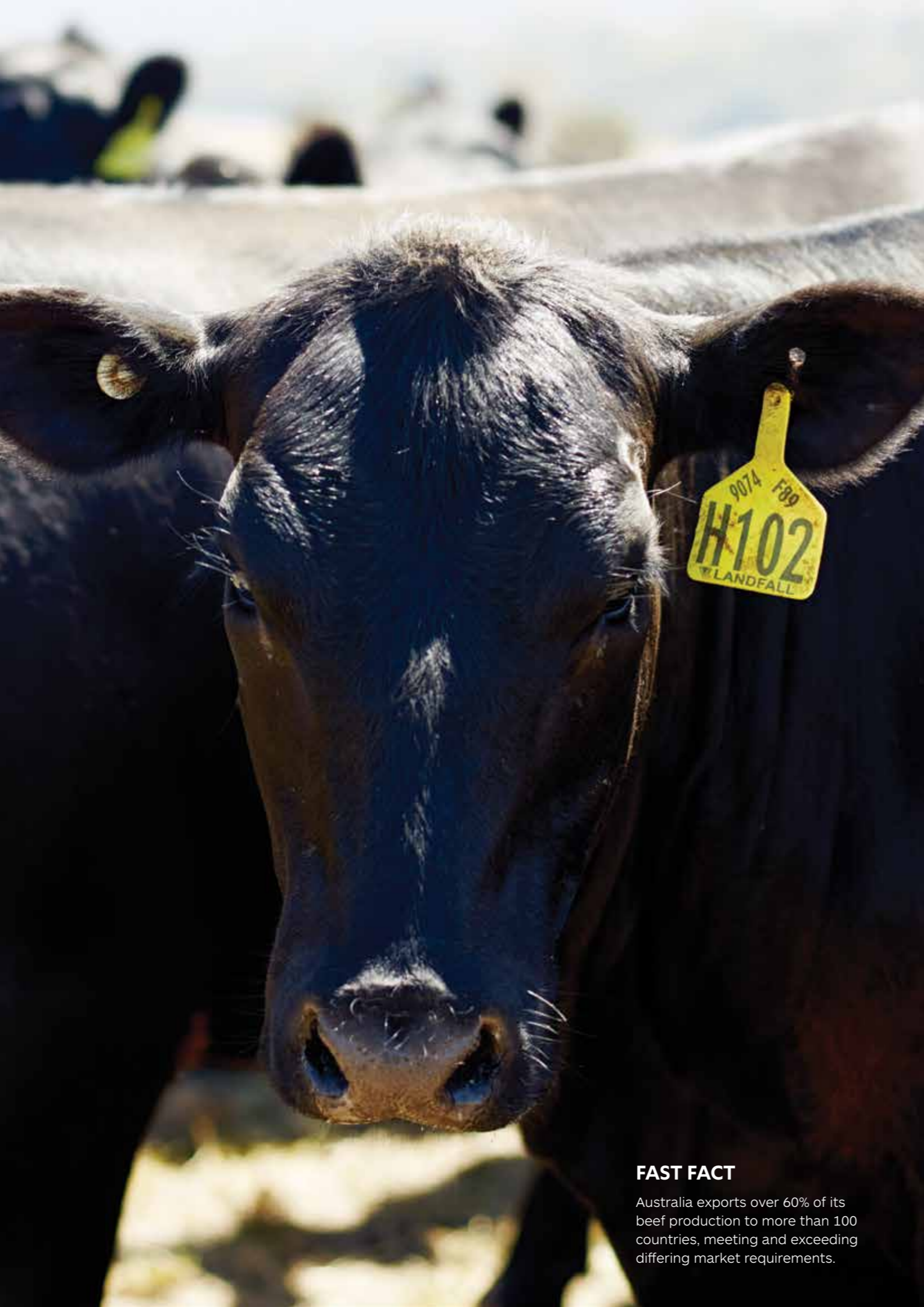
A MEAT PROCESSING LEADER

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

FAST FACT

The Australian beef industry's commitment to continual improvement has seen it reduce its emissions profile by 14% and water consumption by over a third since 1981. The unique Australian production system has one of the lowest carbon emissions profiles of any major beef producing country.





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 laws.

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.



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 of cattle including Foot and Mouth Disease (FMD). We have also taken a global leadership role by enacting legislation to prevent the feeding of meat and bone meal to ruminants and have also implemented disease surveillance programs in line with international standards to verify this ban.

As a result of these programs and our strict quarantine regulations, our industry is one of only a few in the world to be declared a 'Negligible Risk' country of Bovine Spongiform Encephalopathy (BSE) by the World Organisation for Animal Health Industry.

The Australian government and red meat industry continue to zealously guard our enviable status, with programs that have been in place for decades to maintain our superior standing.

FAST FACT

Australia exports over 60% of its beef production to more than 100 countries, meeting and exceeding differing market requirements.

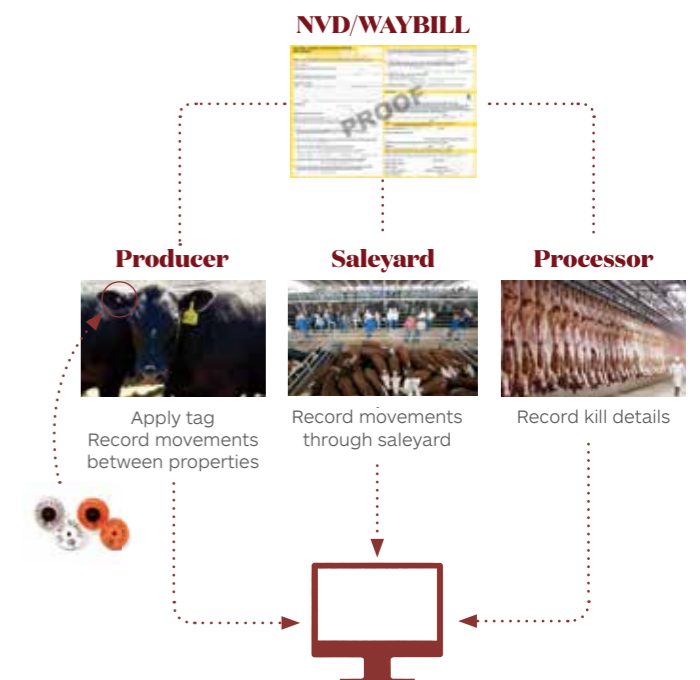
PRODUCT INTEGRITY AND TRACEABILITY SYSTEMS

The National Livestock Identification System (NLIS) is Australia's system for the identification and tracing 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 technology and enables individual transactions to be recorded and transmitted electronically by the producer or processor. This information is transferred to a central database, allowing the tracing of cattle from farm to the point of slaughter to occur swiftly and efficiently—an attribute that distinguishes the NLIS from other traceability systems around the world.

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, the 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 veterinary treatments, and inspections for pesticides or trace metals.

THE NATIONAL LIVESTOCK IDENTIFICATION SYSTEM (NLIS)





LEADERS IN QUALITY EXPORTS

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, feedlots, transport and processing. The NVD includes a Property Identification Code (PIC) that tracks exposure of the cattle to any agricultural and veterinary chemicals, grazing history and supplementary feeding.

Product integrity is assured at all points of transfer:

- **Transport and Saleyard** — Cattle transport is held to truck-care 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 exporting plants must comply with the Australian Standard to ensure meat is processed hygienically. This standard is consistent with international ISO 9002:1994 and HACCP standards. The Australian government verifies the legislation is being correctly implemented. Each head receives an antemortem and postmortem veterinary 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 opened 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.

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 packing house.

FAST FACT

Of the total Australian cattle slaughtered each year, nearly 35% are finished on grain.

Australian chilled beef primal cuts are vacuum packed to maintain freshness and quality and to ensure extended shelf life. Strict temperature control is maintained throughout the delivery process, inhibiting bacterial growth and giving Australian beef a shelf life of up to 120 days under optimal storage conditions.

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

- **Australian Processing Conditions** — The cleanliness of cattle prior to slaughter (due to being grassfed) and the decreased processing speeds at slaughter result in lower microbial counts, decreasing the potential for contamination on meat surfaces. As noted earlier, all export-accredited processors have Australian government auditable HACCP procedures, high food safety and hygiene standards in place.
- **Temperature** — Microbial growth rates at 0°C to 1°C are only about half those at 5°C. A storage temperature as low as -1°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, as some bacteria are able to survive in this high pH environment. By excluding meat from the carcasses where the meat pH is greater than 6, processors can eliminate these spoilage problems.





PURE ENJOYMENT PURE QUALITY

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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 for 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.



TOP QUALITY BEEF

Historically, international beef grading systems have focused only on a production basis 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 (MSA)*, a beef eating-quality program that labels each beef primal and sub-primal 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.

FROM OUR SHORES TO YOURS

There is 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.

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 animals 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 humane processing.

For more information see: http://www.amic.org.au/content_common/pg-aawcs.seo



*Due to the complexity of the MSA program and market factors, not all beef will be MSA graded. For more information contact MLA (COUNTRY SPECIFIC)



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 Brahman and Droughtmaster. These breeds are ideal for Australia’s northern areas, which are tropical with monsoon rains in the summer.

GRASSFED BEEF

Most Australian cattle are raised and fattened exclusively on pasture. Variations in seasonal and geographic 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 offering 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

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 to 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 has developed a reputation for producing some of the best grainfed beef in the world.

LEAN MANUFACTURING BEEF

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 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 has consistent fat-to-lean ratios (chemical lean) for manufacturing packs, 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.





HOW TO BUY AUSTRALIAN BEEF

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

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 chiller assessed. Chiller assessors can evaluate the following attributes at the rib eye:

- Rib Fat
- Meat Colour
- Marbling
- Fat Colour
- Eye Muscle Area

Marbling is the fat that is deposited between muscle fibres of the M. longissimus dorsi muscle. Marbling is assessed and scored against the AUS-MEAT / MSA Marbling Reference Standards, which compare the proportion of marbled fat to meat at the surface of the assessment site.

The AUS-MEAT marbling system provides an indication of the amount of marbling in beef. The MSA marbling system provides an additional indication of the fineness of distribution and the size of marbling pieces. The AUS-MEAT marbling evaluation system and the MSA marbling evaluation system can be used in harmony to provide more detail about the product.

Chiller assessment is conducted by qualified company personnel. Company Chiller assessment programs are regularly audited by AUS-MEAT to ensure their integrity.

UNDERSTANDING THE EFFECTS OF AGE AND FEEDING ON CHILLER ASSESSMENT

7	6	5	4	3	2	1c	1b	1a
Colour darker than the 6 chip								

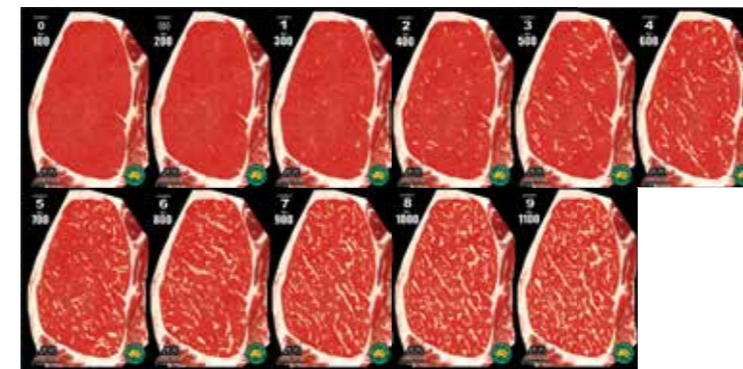
LMC: LIGHT MEAT COLOUR may indicate young cattle (especially slaughter veal and calves).

DMC: DARK MEAT COLOUR may indicate cattle have been stressed prior to slaughter.

9	8	7	6	5	4	3	2	1	0
Colour darker than the 8 chip									

LMC: LIGHT MEAT COLOUR may indicate cattle have been fed grain rations.

YFC: YELLOWEST FAT COLOUR may indicate cattle have been grassfed (typically mature steers, bullock or heifers).



A.M ABSENCE OF MARBLING may indicate cattle have been grassfed.

P.M PREVALENCE OF MARBLING may indicate cattle have been fed grain rations.

Total Rib Fat (TRF) Thickness of rib fat subcutaneous and intramuscular, at a specific point on a forequarter in millimetres (mm).	
Subcutaneous Rib Fat (RF) Thickness of subcutaneous rib fat, at a specific point on a forequarter in millimetres (mm).	
Marbling (MB) Fat that is deposited between the individual muscle fibres of the M. longissimus dorsi muscle. H.A.M is assessed from 0 (least) to 1100 (most). MSA is assessed from 100 (least) to 1100 (most).	
Eye Muscle Area (EMA) Area of the rib eye muscle in square centimetres (cm).	
Meat Colour (MC) Colour of the rib eye muscle. Assessed from 1A (light) to 7 (dark).	
Fat Colour (FC) Colour of intramuscular fat lateral to the rib eye muscle. Assessed from 0 (white) to 9 (yellow).	



HOW TO ORDER AUSTRALIAN BEEF

There are three easy steps to ordering Australian Beef.

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 cut name you wish to purchase
- The product or cut's Handbook of Australian Meat (HAM) number
- Grassfed or grainfed
- Degree of marbling, fat colour and meat colour
- 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...
Veal	V	Meat from cattle with no adult teeth. Typically, less than 70kg (154 lbs) dressed weight. Can be male or female.
Beef	A	Meat from cattle with between 0 and 8 adult teeth. Typically, greater than 70kgs (154 lbs). Can be castrated male or female.
Bull	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...
Yearling beef or yearling steer	Y or YS	- No adult teeth - Up to 18 months of age* - May be male or female if Y, but must be male if YS
Young beef or young steer	YG or YGS	- 0, 1 or 2 adult teeth - Up to 30 months of age* - May be male or female if YG, but must be male if YGS
Young prime beef or young prime steer	YP or YPS	- Between 0 and 4 adult teeth - Up to 36 months of age* - May be male or female if YP, but must be male if YPS
Prime beef or prime steer	PR or PRS	- Between 0 and 7 adult teeth - Up to 42 months of age* - May be male or female if PR, but must be male if PRS
Ox (female)	S	- Between 0 and 7 adult teeth - Up to 42 months of age* - Must be female
Ox (male) or steer	S or SS	- Between 0 and 8 adult teeth - May be any age - Must be male
Cow	C	- 8 adult teeth - Over 42 months of age* - Must be female

*Chronological age as shown is approximate only
Source AUS-MEAT



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POPULAR CUTS & LABELLING

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OUR POPULAR CUTS



BEEF BASIC CUTS

	1. Inside/Outside			3. Rump	
	Topside	Topside Cap Off	Topside Roast	D-Rump	Rump Steak
	Outside	Eye Round	Topside Steak	Rost Biff	Rump Roast
	2. Round				
				Rump Cap	Tri-Tip
	Round Steak	Round	Beef Strips		
	4. Tenderloin			5. Flap Meat	
Tenderloin	Tenderloin Butt	Tenderloin Center Cut Steak	Flap Meat		
6. Striploin		7. Rib Eye		8. Inside Skirt	
Striploin Roast	T-bone Steak	Rib Eye Roll Steak	Rib Steak, Bone In	Inside Skirt	
				9. Brisket	
Striploin Steak, Bone In (New York)	Striploin Steak, Boneless (New York)	Rib Roast	Whole Rib Eye	Brisket	
10. Clod/Chuck			11. MFG. Beef Bulk Pack (Grinding)		
Chuck	Clod	Flat Iron Steak	Blade Steak, Bone In	60 CL	80 CL
Chuck Eye Roll Steak	Shoulder Roast	Diced		90 CL	
				11. Shin	
				Shin, Bone In (Osso Bucco)	
				<ul style="list-style-type: none"> • Sustainable farming practices • Variety of products • Long shelf life • High food safety standards • Traceable 	



LABELLING IDENTIFICATION

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: Boneless or bone-in and identification of species.
2. EAN Bar Code: Bar code that has been developed in compliance with the international meat industry guidelines.
3. Carcase Identification: Category cipher, which identifies carcase age and sex (*PR*)
4. Product Identification: Primal cut cipher description (STL – STRIPLOIN).
5. Packaging Type: IW/VAC indicates that the product has been Individually Wrapped and Vacuum Packed.
6. Primal Weight Range: Indicates that each primal cut in the carton is in the minimum/maximum weight range as shown on the label.
7. Packed-on Date: Indicates the day, month, year and time that the product was packed into the carton.
8. 'Best Before' or 'Use By' Date: Indicates that 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 be sold after that date, provided the meat is not damaged, deteriorated or perished. Meat marked with 'Use By' date is prohibited from being sold after that date.
9. Net Weight: Meat content of the carton less all packing material and shown to two decimal places in kilograms and pounds.
10. Carton Serial Number: Serial number is the same as shown in the bar code.
11. Refrigeration Statement: 'Keep Frozen' indicates that the product in the carton has been frozen from time of packing.
12. Country of Origin: This is an export requirement and is applied to all cartons from export establishments.
13. AI Stamp: Australia Inspected stamp.
14. Number of Pieces: Indicates the number of primal cuts in the carton.
15. Batch Number: In-house company identification number for a production batch for product trace-back purposes when required.
16. Company Code: In-house identification code for the product in the carton.
17. Company Trading Name: Indicates the trading name of the processor of the product.



FAST FACT

Australian producers are custodians of nearly 50% of Australia's land mass.



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AUSTRALIAN BEEF

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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 customers the quality they demand with Australian beef.

Visit trueaussiebeef.com
for more information.