



Courtesy of Etch restaurant, Sydney

# Australian Grain Fed Beef The Gourmet Choice



Courtesy of La Rochelle restaurant, Tokyo

## Australia has exported quality beef for over 100 years and supplies customers in over 120 countries worldwide.

There is no mystery to the consistency, tenderness, flavour and juiciness of Australian beef.

The finest, high-quality grain fed beef is supplied to the world by dedicated people adhering to strict production procedures from farm to plate.

Australia has supplied high quality grain fed beef to discerning international consumers for over 40 years.

Australian grain fed beef provides the attributes needed to ensure the satisfaction of your European customers. These attributes include:

- Australia's disease-free status
- Leading edge traceability systems
- Consistent product specification, delivering high yields
- Natural aging of beef whilst in transit, from Australia to Europe.

“I have been importing premium quality Australian chilled beef products for over 20 years. It is consistently of a superior quality to anything else in the market. The high-end food service suppliers to whom I distribute across Europe place great importance on traceability and product safety systems and those systems in place in Australia are exemplary.”

A leading European meat importer.



The Australian beef industry is export focused, and is widely recognised as a leader in international beef markets.

Due to its high level of dependence on exports the Australian beef industry tailors production and packing to the needs of its international customers.

Australia’s animal health status reputation is internationally recognized as one of the highest in the world.

Visit: [www.safemeat.com.au](http://www.safemeat.com.au)

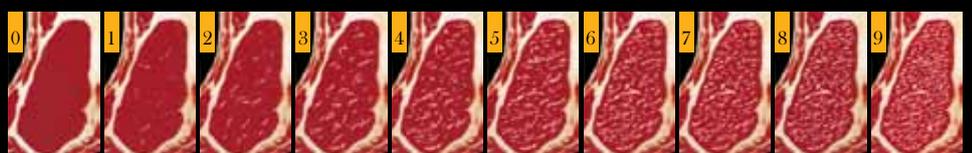
Australian grain fed beef, destined to be supplied to the EU under new grain fed quota arrangements, is derived from cattle that have been fed a high energy ration.

This feeding regime results in a highly consistent product with a range of marbling specification options. Marbling, i.e. intra-muscular fat, contributes to improved tenderness and juiciness of the beef.

Marbling standards are assessed using AUS-MEAT standards, the organisation responsible for establishing and maintaining national standards for the red meat production and processing industry.

All grain fed beef supplied to the EU is from feedlots accredited under the National Feedlot Accreditation Scheme, the system that independently audits feedlots to ensure compliance with animal welfare, environmental and food safety legislation.

Visit: [www.ausmeat.com.au](http://www.ausmeat.com.au)





All Australian export abattoirs are licensed and regulated by the Australian Quarantine & Inspection Service (AQIS), an Australian Federal Government agency.

AQIS is certified by the European Union (EU) to inspect and regulate Australian beef exported to the European market.

EU authorities regularly conduct audits of Australia's meat supply chain, including approved farms, registered feedlots and EU approved abattoirs and cold stores that handle meat for the EU.

Australian grain fed beef destined for the EU under the new zero tariff, grain fed high quality beef quota, must meet strict specifications.

- Cattle must originate from EU-accredited farms and feedlots and be processed through EU-approved abattoirs
- Cattle must be fed a specified diet for a minimum 100 days
- Cattle must be verified by EU Vendor Declarations and National Feedlot Accreditation Scheme (NFAS) documentation

- Strict carcass quality criteria, including meat and fat colour references as specified by AUS-MEAT
- Carcass evaluation is verified by the Australian Quarantine Inspection Service (AQIS).

Visit [www.mla.com.au/europe](http://www.mla.com.au/europe)



“I use Australian grain fed beef in my fine dining establishment for the delicious taste and melt-in-the-mouth flavour that my customers deserve. Its consistent quality means that I have confidence when ordering – no matter what cut I order, I can always rely on Australian grain fed beef for an exceptional dish.”

Chef Scott Webster of Osia Bar Restaurant, Resorts World Sentosa, Singapore.

Australia employs state-of-the-art packaging and storage technologies to ensure that Australian beef is delivered to export markets in optimum condition.

Australian chilled beef cuts are individually vacuum-packed to maintain freshness and quality for an extended shelf life.

Australian chilled grain fed beef will age and the beef quality will continue to improve for up to 28 days at controlled temperatures of  $-1^{\circ}\text{C}$  to  $+1^{\circ}\text{C}$ , thereby enhancing tenderness and flavour.

If strict temperature control is maintained throughout the delivery process, users can expect to get a shelf life of up to 120 days.

Chefs and  
consumers  
around the  
globe have  
already made  
the choice –  
**now you can too!**

**Taste the difference with delicious  
Australian grain fed beef!**

Get ready for a beef alternative that delivers  
consistent superior quality at a competitive price.

Indulge your customers with the tender taste of  
Australian grain fed beef – The Gourmet Choice.

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