

Australian Grass Fed Beef

GOOD IN EVERY WAY.



Ensuring High Standards

OF BEEF INTEGRITY AND TRACEABILITY

Supplying over 100 markets globally, Australia is one of the world's largest beef exporters. The Australian livestock and meat industry is committed to food safety, integrity and traceability. Our product quality complements our focus on responsibility in meeting the demands of our international customers.

All sectors of the beef industry, from the farm through to transport, saleyards and processing plants, are able to implement integrity and traceability systems that operate under independently audited Quality Assurance (QA) programs. These systems have been developed in partnership with the Australian industry, government and other relevant organizations.

Australia has an internationally recognized status of being free of all major epidemic diseases of cattle, including Bovine Spongiform Encephalopathy (BSE) and Foot and Mouth Disease (FMD).

On the Ranch. The Australian cattle industry has developed integrity systems to verify and assure the food safety status and other quality attributes of livestock. Livestock Production Assurance (LPA) is an on-farm food safety and Quality Assurance (QA) certification program. These standards are designed to strengthen systems currently in place for the Australian Grass Fed Beef production sector. Ranches are audited randomly to ensure adherence to the LPA food safety standards.

Underpinning the LPA program is the National Vendor Declaration (NVD); this links the traceability of the cattle from the ranch through the saleyards, transport and processing. The NVD contains information about the location of the property, contact details of the vendor, exposure of livestock to agricultural and veterinary chemicals, grazing history, supplementary feeding and the Property Identification Code (PIC).

In Australia, each head of cattle is tagged with a National Livestock Identification System (NLIS) electronic tag containing the Property Identification Code. This formulates the Australian traceability system which is based on the 'whole of life' electronic tag, utilizing radio frequency technology and enabling individual animal transactions to be recorded and transmitted to a central database.

Transport and Saleyard. TruckCare is a quality assurance program within Australia applied to livestock transportation and is centered on maximizing animal welfare, meat quality and meat safety.



The National Standard for the Construction and Operation of Australian Slaughterhouses forms the basis of the National Slaughterhouses Quality Assurance (NSQA) Program. The Standard addresses the key quality issues and/or hazards within the slaughterhouse sector, including food safety, product quality, stock identification and traceability.

Processing. All export licensed processing plants operate under the Australian Standard (AS) for hygienic production and transportation of meat and meat products for human consumption. This standard is consistent with international ISO 9002:1994 and HACCP standards. The Australian government verifies the legislation is being correctly implemented through placement of a qualified veterinary personnel and inspectors at each export registered abattoir. Each head of cattle 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 is stored on a central database.

Transport and Shipping. Cartons of beef are loaded into refrigerated containers, whereby they are inspected and sealed under the Department of Agriculture, Forestry and Fisheries (DAFF) Biosecurity Australia supervision when destined for export. 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 DAFF Biosecurity database.



ENJOY THE FLEXIBILITY OF A PRODUCT

With A Long Shelf Life

Australian chilled boneless beef achieves a shelf life of up to 120 days under optimal storage conditions. Australian processors consider the following four factors 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 grass fed and decreased processing speeds at slaughter, result in lower microbial count which decreases the potential for contamination on meat surfaces. As noted earlier, all export-accredited processors are required to have Australian government auditable HACCP procedures, high food safety and hygiene standards in place.

Temperature. Microbial growth rates at 32°F to 33.8°F are only about half those at 41°F. A storage temperature as low as 30.2°F, without freezing the meat, is the best policy to maximize shelf life. Australian meat is typically transported to the U.S. market at 29.3°F to 31.1°F.

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 tenderizing process of aging 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 pH6.0, 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 minimize these spoilage problems.

DISCOVER BEEF THAT'S

Good in Every Way

Combining the nutritional properties, sustainability measures and high food safety standards of Australian beef, you can rest assured you're supplying your customers with a product that is good in every way.

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.

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.

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, which were renewed in 2009, integrate Australia's Model Codes of Practice, relevant State and Commonwealth legislation, commercial requirements and community expectations. These standards not only meet Australian requirements, they also meet and exceed international requirements. Australia's standards are verified and enforced by the Australian Commonwealth and State inspectors, and commercial auditors on behalf of customers.

Let your customers know about Australia's enviable standards, so they can tell their customers. With today's trend toward conscious consumerism, everyone wins when you demonstrate sensitivity to consumer demands throughout the supply chain. Australian Beef is good in every way—good in flavor, good for the environment and good for the animal. To learn more, visit www.australian-meat.com.

KNOW YOU'RE OFFERING

Top Quality Beef

Historically, international beef grading systems have focused only on a production bias with no accountability or input from consumers. But this approach can lead to inconsistent eating experiences. In 1999, the Australian beef industry commercialized an eating quality grading system called Meat Standards Australia (MSA)*. MSA involves all sectors of the beef production chain from paddock to plate. The beef eating quality program accurately predicts cooked beef outcomes as assessed by consumers.

AUSTRALIAN RED MEAT AND

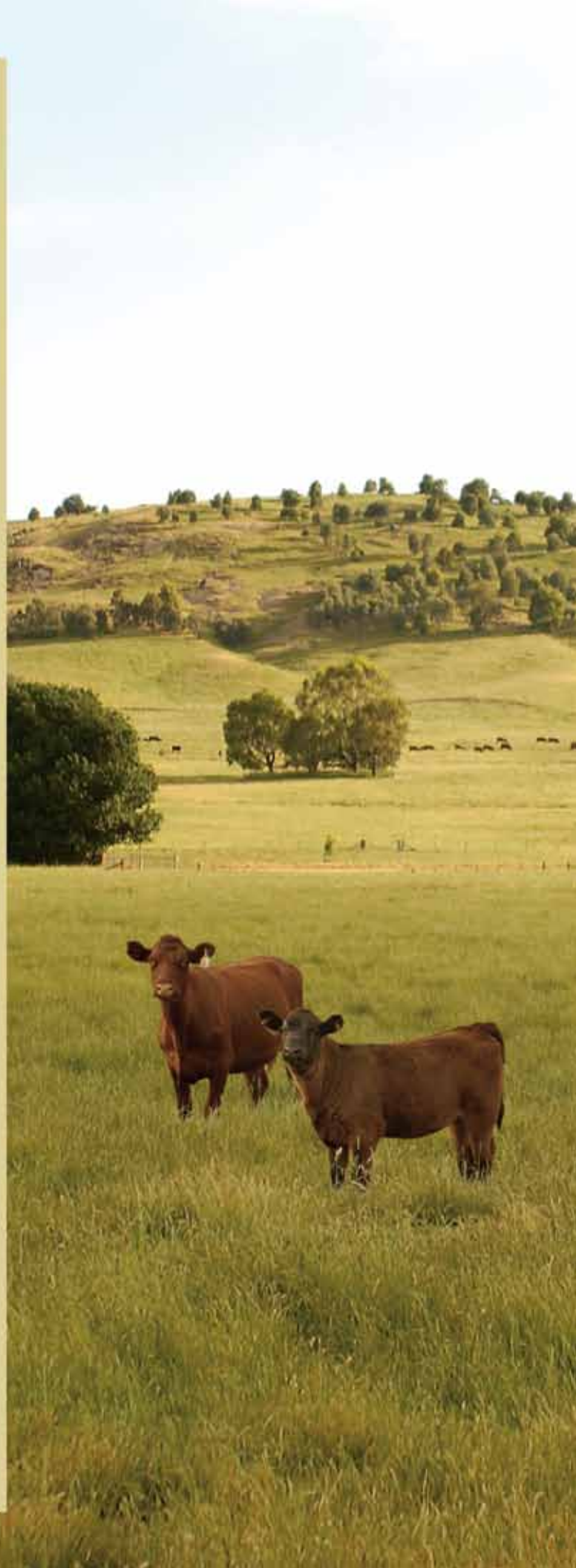
The Environment

The Australian red meat and livestock industry makes an important contribution to sustainability – environmental, economic and social. The focus on environmental sustainability for the Australian red meat industry covers key areas of; reducing emissions, water use and managing the land, and is important not only for the environment but also for producing nutritious, high quality beef.

The Australian red meat industry, through Meat & Livestock Australia and in collaboration with the Australian Government, invests over \$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, whereby our method of production is distinctive to Australia. Our unique production systems and commitment to continuous improvement have led to Australian cattle ranchers being recognized around the world as leaders in producing some of the best red meat, while also leading the way in environmental ranching practices.

Australian ranchers 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 ranchers are managing weeds, pests and feral animals, while helping to maintain biodiversity and reduce the risk of destructive bushfires. Alongside this, Australian ranchers are also implementing a variety of efficient water management measures in their grazing systems, including maintaining healthy soils with adequate nutrients, minimizing runoff through vegetation management and monitoring the frequency and intensity of grazing to make the best use of pastures. In doing so, Australia's cattle ranchers are balancing the needs of the grazing animal, the pasture and the environment.

* Due to MSA being a voluntary program, not all Australian beef is MSA graded. For more information contact MLA North America: webinfo@mla.com.au



GIVE YOUR CUSTOMERS THE QUALITY CONSUMERS DEMAND.

As demand for natural and wholesome foods increase in North America, Australian Grass Fed Beef is being seen as an important component of a healthy diet. Raised exclusively on pasture, Australian Grass Fed Beef is a source of Omega-3 fatty acids, which is important for heart health, and when trimmed of fat, it has less than 2% saturated fat. For these reasons, consumers are increasingly seeking out lean, healthy, free-range, natural meats.

Add to that, Australian meat is raised to the world's highest standards of food safety and traceability, so you can feel confident and proud offering your customers Australian Grass Fed Beef.





Providing a Sustainable Product

As custodians of nearly fifty percent of Australia's landmass, the Australian red meat and livestock industry recognizes its responsibility to the environment. Every step of the way, from paddock to plate, we make continuous improvement in environmental management a priority. We're extremely proud of the nutritious, high-quality meat we provide for consumer use. And we're equally as proud of the conscious and successful effort we put towards environmental, economic and social sustainability.



Meat & Livestock Australia
1401 K Street, NW, Suite 602
Washington, DC 20005

www.australian-beef.com