

# AUSTRALIAN ORGANIC BEEF



## GOOD IN EVERY WAY

Australian organic beef is raised as nature intended. Our emphasis on sustainability, animal welfare and natural nutrition provides a product that is good for consumers' health. The future good health and well-being of your customers is one step closer to being guaranteed when you supply certified organic beef.

Organics is not just about being chemical free. It's about the way food is grown and handled. The whole system is linked.

Organic beef raised in Australia's abundant natural rangelands will appeal to an expanding market of discerning consumers who are looking for natural, healthy alternatives.



## ORGANIC BEEF IS DISTINCTIVE

### UNDERSTANDING HOW

Organic cattle are raised on certified organic ranches, which is your guarantee that the animal has grazed on completely chemical free pasture (no artificial pesticides, herbicides or fungicides). The abundance of natural grazing land makes Australia the perfect place to nurture organic cattle.

Certified organic cattle go through life without the use of synthetic growth hormones or antibiotics. Chilled, vacuum packed Australian beef is naturally aged and achieves a shelf life of up to 120 days under optimal storage conditions.

Supplying Australian organic meat gives you the confidence that you are providing your customers with the safest, natural, tastiest and most nutritious food that's available.



## 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 Australian organic beef industry, from the farm through to transport, saleyards and processing plants, 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.

The Australian traceability system requires each head of cattle to be tagged with a National Livestock Identification System (NLIS) electronic tag containing the Property Identification Code. This 'whole of life' electronic tag, utilizing radio frequency technology, enables quick and easy access to individual animal transactions, which are recorded and transmitted to a central database.

## CERTIFIED ORGANIC BEEF

### AUSTRALIA'S STRICT REQUIREMENTS

- No pesticides or chemical fertilizers are permitted in the growing of the animals' feed.
- No genetically modified organisms (GMOs) are permitted in the animals' feed.
- No animal bi-products are used in feed.
- No antibiotics or growth hormones are permitted.
- Third-party inspection and verification by an accredited certifying body are required.
- A thorough audit trail is required to trace all certified organic products back to the ranch of origin.
- Ethical treatment of the animals is essential.

## HOW YOU KNOW IT'S CERTIFIED ORGANIC

Customers can be assured that a product is organic when it displays the logo of a Department of Agriculture, Fisheries and Forestry (DAFF) organic approved certifying organization.

To be classified organic, the Organic Standards must be adhered to. The ranch and processor must be fully converted to organics and have been organic for a minimum of three years. They must be approved and licensed by a third-party organic certifier, as approved by DAFF. Annual inspection ensures that the rancher and processor operate in a way that cares for the environment and for the quality of the product.

For eligibility into the U.S. market, the ranchers (suppliers) and processors need to be certified by the United States Department of Agriculture's (USDA) National Organic Program (NOP). For more information, and a list of the USDA approved Australian certifying agencies, visit [ams.usda.gov](http://ams.usda.gov).



## SUSTAINABILITY AND AUSTRALIAN BEEF

The Australian cattle industry is committed to producing some of the world's best beef sustainably. A commitment to environmental, economic and social factors, such as reducing emissions, managing water resources, effective land management and good animal welfare are central to producing nutritious beef.

Organic systems rely on a modern scientific understanding of ecology and soil science, and employ traditional methods of natural grass pasture and crop rotations to ensure fertility, weed and pest control.

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



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# AUSTRALIAN ANGUS BEEF



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## WORLD RENOWNED

Angus cattle are rapidly becoming the most widespread and keenly sought after beef breed in the world, producing high-quality carcasses suited to a wide range of markets.

Angus are known throughout the world for their ability to consistently produce fine quality beef. Straight bred and cross bred Angus steers are keenly sought after for pasture and feedlot finishing programs to target high-quality beef markets. The quality of Angus meat comes from the animals' ability to lay down intramuscular marbling (taste) fat during the finishing phase, together with tenderness, texture, flavor, meat color and fat color.

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## AUSTRALIAN ANGUS

### THE QUALITY CONSUMERS DEMAND

While Angus cattle are bred on every continent, Australian Angus breeders have successfully utilized bloodlines from many countries. The large number of Angus animals provides an immense pool of available genetics that allows the breed to respond to new challenges and commercial demands.

Australian Angus are well known for their tremendous market versatility, thanks to their excellent carcass quality, high muscling and moderate maturity patterns.

Markets around the world pay a premium for Australian Angus beef. Feedlots target the high-quality Japanese market because of their growth and marbling ability. Several feedlots in Australia prepare Angus cattle, almost exclusively, for the long-fed Japanese market. Angus weaners are also in high demand for restocking pasture-finishing programs, targeting a wide range of markets from domestic steers to heavy grass fed bullocks for export.

Angus cattle are found in all areas of Australia, from the high altitudes with cold temperatures and variable seasons, to the boggy conditions experienced during wet winters in Victoria, to the hot and dry conditions of central and northern Australia. The abundance of natural grazing land makes Australia the perfect place to raise cattle.



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The Australian cattle industry is committed to producing some of economic and social factors, such as reducing emissions, managing water resources, effective land management and good animal welfare are central to producing nutritious beef.

Australian cattle are raised to the world's highest standards, so you can feel confident and proud offering your customers Australian Angus beef.



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# AUSTRALIAN GRAINFED BEEF



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## TENDER. TASTY. JUICY.

Australian grain fed beef offers all the attributes your business and customers need, including competitive pricing and consistently tender, tasty, juicy cuts.

Australia has long been considered a leading world producer of natural, wholesome beef raised on pasture and crops.

Australian packers can help you give your customers the eating experience they deserve by supplying Australian grain fed, chilled beef to meet any and all of your requirements.

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## DISCOVER A BEEF ALTERNATIVE

### FIT FOR THE WORLD

Australian feedlots manage their cattle and feed rations with an eye toward the end customer. They can produce the right grain fed product to meet the unique specifications of your business and your customers. Australia can supply a grain fed beef product that is equivalent to USDA Grades—Select, Choice or Prime.

Purchasers can receive a marbled product equivalent to The NAMP Meat Buyer's Guide and Meat Standards Australia (MSA)—an eating quality grading program for beef—with specifications of slight to abundant. Australian marbling standards are assessed by accredited AUS-MEAT chiller assessors.

How do Australian producers consistently deliver high-quality beef products? For starters, Australia is a self-sufficient grain producer. Wheat, barley and sorghum are the principal grains mixed with alfalfa and other forage crops to produce the perfect feedlot ration. Together, these grains bring out the naturally rich, tender flavors of Australian beef.

Australia also utilizes the best available beef genetics. Through more than two decades of cattle feedlot experience, producers have selected the finest genetic attributes. Australian pastures are rich with cattle that are able to perform under different feeding regimens.



## ADDING VALUE

### 'RIGHT OUT OF THE BAG'

Minimal waste, simple inventory management and products aged to perfection complete a production and shipping process that has made Australian beef famous for consistent quality. Indeed, chilled, vacuum-packed Australian grain fed beef will age for a minimum of 30 days at controlled temperatures before it reaches your location. This process enhances the tenderness, taste and flavor of your product. Australian chilled beef achieves a 120-day shelf life, providing the chilled chain is maintained.

When you're ready for a beef alternative that delivers consistent quality at a competitive price, look to the tender taste of Australian grain fed beef.



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## SUSTAINABILITY

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# AUSTRALIAN WAGYU BEEF



## A UNIQUE EATING EXPERIENCE

Wagyu cattle take beef to another level. Wagyu is known worldwide for its melt-in-your-mouth texture, depth of flavor and tenderness.

Wagyu refers to a breed of cattle developed in Japan, made famous in the Kobe region, that are genetically predisposed to intense marbling. Not only is the marbling intense, but so is the eating experience. Wagyu delivers increased flavor due to its softer fat composition, higher proportion of healthier unsaturated fats and finer meat texture.

Wagyu's high market value will attract the most discerning customers to your business.





# AUSTRALIAN WAGYU

FOR THOSE WHO DESIRE THE BEST

The Australian Wagyu Association is the largest breed association outside Japan. Both fullblood and Wagyu-cross cattle are farmed in Australia for domestic and overseas markets. Australia received its first Wagyu genetics, a female animal, in 1990. Frozen semen and embryos have been available since 1991, and there have been further imports of live purebreds.

The Wagyu breed is gaining strength and popularity as it becomes more apparent to Australian beef producers that there is a real demand for quality carcasses that derive from Japanese genetics. The breed is unsurpassed for its marbling and ability to improve meat quality in cross-breeding programs, and plays a major role in improving the quality of beef. This is due to its softer fat composition, increased flavor from the higher ration of unsaturated fats, the finer meat texture and the higher rib eye yield.



The commonly used term, Kobe, technically refers only to Wagyu cattle raised in the Kobe region of Japan. But outside Japan, Kobestyle often means highly marbled beef from Wagyu cattle. Wagyu production in Australia can be divided into two broad sections: the production of straight-bred Wagyu for either seedstock or feeder and slaughter cattle, and the use of Wagyu in crossbreeding programs to produce feeder and slaughter cattle. The greatest application in Australia is infusing Wagyu into other breeds to improve meat quality and dollar

value, since marbling is the most reliable component of meat taste and tenderness. Wagyu can be mated to any breed to improve meat quality, but most often it is mated with Angus. The level of quality and premium achieved depends on the target market and quality of product. Wagyu cattle are typically grain fed for the last 300–650 days. Specially designed Wagyu feeding regimens are used to produce traditional flavors within the meat.

## WAGYU BEEF IS AVAILABLE IN FIVE CATEGORIES FROM F1 THROUGH FULLBLOOD:

F1	F1 cattle are the first offspring of Fullblood Wagyu and another breed, producing 50% Wagyu.
F2	F2 is the second-level cross from an F1 and a Fullblood Wagyu, producing 75% Wagyu.
F3	F3 is from the third-level cross of an F2 and a Fullblood, producing 87+% Wagyu.
F4	F4 is from the fourth-level cross of an F3 and a Fullblood and considered a Purebred Wagyu, with 93+% wagyu genetic content.
Full blood	The offspring of a Wagyu Fullblood sire and a Wagyu Fullblood dam whose forebears originate from Japan.

## ENSURING HIGH STANDARDS OF BEEF INTEGRITY AND TRACEABILITY

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and traceability. Our product quality complements our focus on responsibility in meeting the demands of our international customers. All sectors of the Australian Wagyu beef industry, from the ranch through to transport, saleyards and processing plants, 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.

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# AUSTRALIAN HALAL



## HALAL ASSURANCE

Just a few reasons why our Halal assurance is recognised by Islamic countries around the world, including yours. What's more, it comes with a Halal certificate issued by government approved Islamic organisations.

Halal slaughter is carried out by Muslims, in accordance with Shari'a law. All premises are registered and regularly monitored. Australian government supervised Islamic slaughter programs are in place to ensure stringent procedures in meat processing establishments.





## UNDERSTANDING HALAL

For meat to be identified as Halal, the animals must be slaughtered by a Muslim in accordance with the requirements of the Islamic law. The word Halal is an Arabic word meaning 'lawful' and is one of the key religious terms used in the Holy Qur'an. Muslim consumers purchasing Australian meat need assurance that the meat they purchase is not only safe and wholesome but has also been slaughtered and handled in accordance with the rites of Islamic law and is therefore considered to be Halal.

Australia is renowned for their commitment to the strict standards required for producing Halal meat and meat products and along with the involvement and expertise of the Islamic organisations registered to supervise and certify the production processes.

## AUSTRALIAN HALAL MEAT PRODUCTION

In halal meat production, the importance of religious slaughter and halal certification is extremely important in delivering integrity to both our domestic and international customers.

The Australia Government Authorised Halal program (AGAHP) provides for maintenance of halal status and segregation of product after carcasses are declared Halal by Muslim slaughtermen.

The Australian Government Department of Agriculture is responsible for the approval of all AGAHP programs and monitors all aspects of the program on a daily basis. This includes security and issue of Halal stamps and the signing of export and domestic transfer certificates.

All registered meat processing establishments in Australia wishing to produce halal meat must include a detailed halal program in their Approved Arrangement (AA). The AA must identify the Approved Islamic Organisation (AIO) that is

responsible for the training and oversight of the slaughterman's ritual slaughter activities who will routinely verify halal arrangements at the establishment. This ensures that the Halal product is prepared, packed, handled and stored in a manner that addresses Halal integrity at all stages of production. The AA will also cover specific importing country requirements, e.g. Malaysia or Saudi Arabia, to ensure compliance with any specific Halal requirements. Approved Islamic Organisations are also required to comply with the requirements of the AGAHP program. There is joint responsibility between meat processors, Approved Islamic Organisations, Department of Agriculture and AUS-MEAT to ensure Halal integrity when preparing, identifying, storing and certifying Halal meat/meat products for both export and domestic consumption.

## MUSLIM SLAUGHTERMAN REGISTRATION

Muslim slaughtermen (including trainees) and authorised Halal inspectors must hold a current identity card which will include the name of the Approved Islamic Organisation who has registered the representative and declared the status of the card holder and the card's expiry date. AUS-MEAT issues all identity cards with the period of registration being 1 January – 31 December of each Calendar year. Identity cards are issued by AUS-MEAT to cover the current period of registration.

## MUSLIM INSPECTOR REGISTRATION

Halal Inspectors must hold a current identity card under the same conditions as Muslim slaughtermen. Halal Inspectors are always required at boning rooms, cold stores or further processing operations and will work within the guidelines of the AA and the AGAHP. Halal Inspectors who have transitory roles within a Metropolitan area must have their Identity card present at all times they are working within an AA.

## GLOBAL HALAL MARKETS

Australia is one of the world's great food producing nations. Our meat, grains, dairy products, fruit and vegetables all enjoy a reputation for excellence throughout the world. Every year Australia exports approximately 974,000 tonnes of beef and veal, 150,000 tonnes of lamb and 162,000 tonnes of mutton to more than 110 countries throughout the world.

Halal is integral to cultural and religious practice not only in the Middle East, but also in a growing list of countries around the world. Australian meat processors have recognised the business opportunities with our South East Asian neighbours, as they tap into emerging Halal markets in countries like Malaysia and Indonesia. Indonesia is the world's largest single Halal market with a population in excess of 200 million, and a growing middle class estimated at 30-40 million. Halal has also become an important market segment in Europe, where 30 million Muslims live.

Australia has a fast growing Muslim population itself. In February 2011 it was reportedly almost 400,000, and by 2030 it is predicted to be 700,000.

In summary, there are approximately 2.0 billion Muslims worldwide (almost 30% of the world's 7.0 billion population) an enormous market for Halal products globally. The ability of the Australian red meat industry to supply significant quantities of certified Halal meat and the integrity of the Australian industry's Halal process, will ensure that Australia is well positioned to continue as a major supplier of Halal red meat in the global market.

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# AUSTRALIAN GRASSFED BEEF



## THE QUALITY CONSUMERS DEMAND

As demand for natural and wholesome foods increase globally, Australian Grassfed Beef is being seen as an important component of a healthy diet. Raised exclusively on pasture, Australian Grassfed 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 Grassfed Beef.



## THE ENVIRONMENT AND AUSTRALIAN RED MEAT

Australia's beef production is predominantly produced under Grassfed conditions. This is either native grasses or improved pastures and feed crops, or a combination. In the vast areas in the Northern regions and dry inland areas it is mostly native grasses often with several hectares needed for each animal but in the more productive higher rainfall areas which have more reliable pasture growth, it can be as high as two to three beasts to the hectare. This higher productivity is enhanced by the establishment of improved pastures. Our unique production systems and commitment to continuous improvement have led to Australian cattle farmer being recognised around the world as leaders in producing some of the best red meat, while also leading the way in environmental farming practices.

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.

Australian farmers 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 farmers are managing weeds, pests and feral animals, while helping to maintain biodiversity and reduce the risk of destructive bushfires.

Alongside this, Australian farmers are also implementing a variety of

efficient water management measures in their grazing systems, including maintaining healthy soils with adequate nutrients, minimising 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 farmers are balancing the needs of the grazing animal, the pasture and the environment.



## ADDING VALUE 'RIGHT OUT OF THE BAG'

Minimal waste, simple inventory management and products aged to perfection complete a production and shipping process that has made Australian beef famous for consistent quality. Indeed, chilled, vacuum-packed Australian Grassfed beef will age for a minimum of 30 days at controlled temperatures before it reaches your location. This process enhances the tenderness, taste and flavour of your product. Australian chilled beef achieves a 120-day shelf life, providing the chilled chain is maintained. When you're ready for a beef alternative that delivers consistent quality at a competitive price, look to the tender taste of Australian Grassfed beef.

## ENSURING HIGH STANDARDS

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