



THE BUTCHERS' PAPER

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Welcome to the Butchers' Paper brought to you by the Australian Butchers' Guild. This quarterly publication is designed to provide you with industry insights and practical product information that can help increase your sales of beef, lamb, veal, mutton and goat.

We see today's butcher as a true artisans, providers of fine food and the ultimate source of product information, inspiration and advice to their local community. A new generation of 'home cooks' are inspired and excited by food, they want to know more about the ingredients they use as well as new and exciting cuts, global flavours and cook methods. They are hungry for your extensive product knowledge and expertise, and this is where the real opportunity for Independent Retail butchers' exists.

This edition of the Butchers' Paper includes an update on beef and lamb supply for 2016, 'how to' steps to extend the beef Chuck into a number of new cuts as well as value added options for larger lamb legs to expand your seasonal range and differentiate your offer. We encourage you to trial a selection of these ideas in your shop and we welcome your feedback at butchers@mla.com.au.

CAMPAIGN AND KEY EVENTS FOR ABG MEMBERS

- **AUSTRALIAN BUTCHERS CHOICE**
Autumn – Family Favorites + Win a BBQ Promotion April 2016
- **BUTCHERS BEEF & LAMB INNOVATION AND MARKET INSIGHTS WORKSHOP**
NSW ONLY – Tuesday 5th April, 7- 9pm The Ranch, North Ryde (RSVP to BUTCHERS@MLA.COM.AU by 24th March)
- **AUTUMN LAMB CAMPAIGN**
Instore – April 2016 – POS materials will communicate range
- **WINTER BEEF POS INCLUDING ENTICE MAGAZINE AND AN ADDITIONAL BUTCHER EXCLUSIVE RECIPE CARDS**
Instore – June 2016

For more information on our Marketing Campaigns visit: [HTTP://WWW.MLA.COM.AU/MARKETING-BEEF-AND-LAMB/DOMESTIC-MARKETING](http://www.mla.com.au/marketing-beef-and-lamb/domestic-marketing)

MASTERCLASS - BEEF CHUCK

The beef Chuck is traditionally diced for slow cooked favorites and is often found in sausages and mince. With a little care in muscle seaming the Chuck can produce two new full flavoured steaks and a great roast giving you the option for even greater returns in the cooler months.

To ensure maximum tenderness and juiciness from these cuts we recommend you source MSA grade grain fed Chucks, preferably long fed or Wagyu and age the primals for a minimum 14 days.

Follow the steps below to create Delmonico steaks, Denver steaks and a Chuck Eye Roll roast.

STEP 1

Remove the Chuck Eye Log from the whole Chuck, trim then slice several steaks from the end of the Chuck Eye closest to the Rib-eye. This is called the Delmonico steak. You can produce 3 – 6 steaks from this end that perform very well when cooked on a hot grill or fry-pan and served medium to medium rare.



Truss the remainder of the Chuck Eye log and you have a great family roast that can be halved for singles and couples or for a pot roast.



^ DELMONICO STEAK

STEP 2

Trim the rib plate to remove the hump meat, neck meat and connective tissue. Square up ready to slice across the grain evenly, this is called the Denver steak. You will produce 6-8 flavoursome steaks from this end that perform very well as a casserole or thin sliced steak. Alternatively you can recommend cooking on a hot grill or fry-pan and served medium to medium rare.



^ REMOVE NECK END OF CHUCK

Both the Delmonico and Denver steaks are popular in the USA market and are widely consumed in as they offer great value, ideal portion size and a superior beef flavour.



^ DENVER STEAK (ABOVE)

Best of all the trim produced breaking down the Chuck is minimal and can be used for mince or sausages without devaluing this product.

INNOVATION - OPTIONS FOR LARGE LAMB LEGS

As the size of households continues to decline breaking down the leg to sub-primals is a valid option. Lamb mini roasts cut from the leg include topside, knuckle, silverside and rump offer a great alternative to the larger joint of lamb, these cuts can also be sliced into lamb leg steaks, diced and stir-fry which are becoming popular.

Smaller roasts are a great mid-week meal as they can be on the table in less than 40 minutes. Stuffing your roast also offers a point of difference and a higher return. On trend flavours from around the world include; Mediterranean, Asian, Middle Eastern and South American. We encourage you to try these value added ideas below.

LAMB MINI ROAST MEDITERRANEAN STUFFING

PREPARATION

- 1 Coarsely chop garlic. Place in bowl of food processor with spinach, feta, breadcrumbs, lemon and pepper. Pulse until a coarse paste is formed
- 2 Lay butterflied leg out, best side down. Spread stuffing mixture over lamb. Roll lamb to enclose filling
- 3 Secure with food grade bands 20mm apart

RETAIL PRESENTATION

Display on trays, sprinkle with extra cracked pepper if desired

CONSUMER INSTRUCTIONS

- 1 Preheat fan forced oven to 180°C
- 2 Brush roast with oil and season with salt and pepper to taste. Place in small roasting dish
- 3 Cook for 40 minutes

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Butterflied lamb leg approx. 1kg	Trimmed	1kg	2kg	4kg	10kg	20 kg
Soft feta	Crumbled	100g	200g	400g	1kg	2kg
Spinach	Baby leaves	25g	50g	100g	250g	500g
Breadcrumbs	Fresh	25g	50g	100g	250g	500g
Garlic	Wholes cloves	10g	20g	40g	100g	200g
Oregano leaves	Dried	1g	2g	4g	10g	20g
Pepper	Cracked black	1g	2g	4g	10g	20g
Serves		6	12	24	60	120

SERVING SUGGESTION

SERVE WITH SEASONAL VEGETABLES OR SALAD



LEMON AND ROSEMARY LAMB STEAKS

PREPARATION

- 1 Toss lamb steaks in oil to coat
- 2 Lay butterflied leg out, best side down. Spread stuffing mixture over lamb. Roll lamb to enclose filling

RETAIL PRESENTATION

Display on trays with fresh rosemary sprigs if desired

CONSUMER INSTRUCTIONS

- 1 Preheat chargrill BBQ plate to moderately high
- 2 Cook steaks for 3 minutes on each side
- 3 Remove to a warm plate. Cover loosely with foil and rest in a warm place for 5 minutes before serving

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Lamb rump steaks	25mm thick	600g	1.2kg	2.4kg	6kg	12kg
Olive oil		20g	40g	80g	200g	400g
Lemon zest	Finely grated	5g	10g	20g	50g	100g
Rosemary	Dried	2g	4g	8g	20g	40g
Black pepper	Cracked	1g	2g	4g	10g	20g
Serves		4	8	16	40	80

SERVING SUGGESTION

SERVE WITH GREEK SALAD



BLACK PEPPER LAMB STIR FRY

PREPARATION

- 1 Combine all ingredients

RETAIL PRESENTATION

Display piled in a large bowl

CONSUMER INSTRUCTIONS

- 1 Heat large wok over moderately high heat
- 2 Add 1 tablespoon light olive oil
- 3 Stir fry lamb in small batches for 2-3 minutes. Remove each batch to a fresh warm bowl
- 4 Add ½ cup water to pan. Stir to remove any browning from pan. Return lamb to pan and stir for 2 -3 minutes or until hot

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Lamb leg	Stir fry strips	600g	1.2kg	2.4kg	6kg	12kg
Green beans	Finely sliced	200g	400g	800g	2kg	4kg
Button mushrooms	Sliced	100g	200g	400g	1kg	2kg
Oyster sauce		100g	200g	400g	1kg	2kg
Kecap manis		100g	200g	400g	1kg	2kg
Garlic	Crushed	10g	20g	40g	100g	200g
Long red chilli	Finely chopped	5g	10g	20g	50g	100g
Black pepper	Cracked	5g	10g	20g	50g	100g
Serves		4	8	16	40	80

SERVING SUGGESTION
SERVE WITH STEAMED RICE



BEEF AND LAMB PROJECTIONS SUMMARY

- The Australian beef herd has commenced a rebuilding phase; this will result in reduced supplies over the next 3 years
- Lower stocking rates and a greater proportion of cattle grain fed is likely to drive up average carcase weights (280 to 295kg)
- Competition in export markets from other beef supplying nations will intensify over the next 2-5 years
- Lamb production is likely to increase at a measured pace over the next 2-5 years supported by increases in average carcase weights
- Any increase in production is likely to be pulled into export markets as international demand intensifies driven by lower international production
- Supply volatility is likely to decline as demand intensifies, this will be governed by seasonal conditions

For more detailed information visit: [HTTP://WWW.MLA.COM.AU/PRICES-MARKETS](http://WWW.MLA.COM.AU/PRICES-MARKETS)

