



# THE BUTCHERS' PAPER

# '16

Autumn campaigns for both beef and lamb have supported a steady increase in sales<sup>1</sup> and successfully communicated the key brand messages of nutrition (beef) and versatility (lamb)<sup>2</sup>. Sales have steadily increased through independent retail butchers, with market share (in value) for both beef and lamb hitting the highest peaks since 2014 in the autumn quarter<sup>1</sup>.

Recent MLA research has shown that 21% of Australian grocery buyers nominate independent butchers as the place where they mainly buy their beef and lamb. This figure increases to 31% amongst 'Passionate Foodies'<sup>3</sup> – the experimental, gourmet segment who are responsible for the most beef and lamb sales<sup>4</sup>, and represent the biggest opportunity for retail butchers.

When shopping at independent retail butchers, as well as the price per kilo, the colour of the meat, and other markers of freshness, consumers are likely to look at the provenance of the animal – where it came from and whether it was naturally raised. These are lesser concerns for supermarket shoppers highlighting the opportunity for butchers to tell 'the story' of their produce.

## CAMPAIGN UPDATES FOR ABG MEMBERS

- **SPRING LAMB POS**  
Instore mid-August, (if you haven't received this please contact 1800 550 018)
- **ABG SPRING PROMO**  
The Spring ABC recipes campaign includes a Instore promotion. Your customers can win one of 15 Ziegler & Brown BBQs or grand prize of a Ziegler & Brown Turbo BBQ. POS In-store from 3rd September.



(This competition is for Australian Butchers Guild members only) see website for details on how to join [www.australianbutchersguild.com.au](http://www.australianbutchersguild.com.au)

1. Source: Nielsen HomeScan panel to 11th June 2016

2. Source: Millward Brown ongoing consumer tracker – campaign post-analysis. During campaign weeks, 51% agree beef "makes healthy meals" – above KPI of 50%. 50% agree lamb "can be used in a variety of meals"

3. Source: Millward Brown ongoing consumer tracker Q2 2016. 'Passionate Foodies' is one of 6 discrete consumer segments identified by the MLA/TNS Usage & Attitude/Consumer Segmentation study in 2015. For more information on this study contact MLA.

# INNOVATION - MUSCLE SEAMING

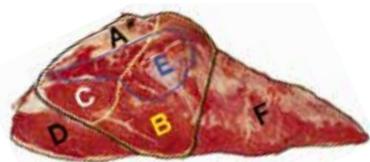
The availability of various beef cuts has impacted the steak range in many butcher display cabinets; not being able to get a consistent sized primal, brand or favourite cut are the main issues. There is still plenty of quality beef available on the domestic market however tracking it down is generally put into the too hard basket. Have you thought about using the Rostbiff to give your customers another option of two different sized steaks? Follow the steps below to create two steaks that are smaller, free from external fat and full of flavour.

## ROSTBIFF

The Rostbiff is simply the D Rump with the cap and fat removed so there is very little waste. This cut is widely used across the globe for roasting and steaks however in Australia there is usually very little demand which can result in a favourable purchase price. So why not try this cut of beef and add a couple of new steaks to your range.

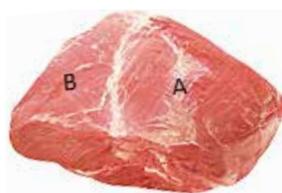
Due to the high demand over summer premium cuts become more expensive and availability becomes an issue. The Rostbiff is a versatile solution to satisfying your customers many needs. Read on for more details...

### ✓ WHOLE RUMP MUSCLE STRUCTURE



- A = Rump Eye
- B = Rump Eye Centre
- C = Rump Eye Side
- D = Rump Cap
- E = Rump Flap
- F = Tri Tip

### ✓ ROSTBIFF



- A = Rump Eye Centre
- B = Rump Eye Side

This is a typical Rostbiff as you would receive it from the wholesaler, trimmed and ready to slice. The Rostbiff suits roasting, grilling, pan fry, bbq, thin slice, slow cooking and stir fry.

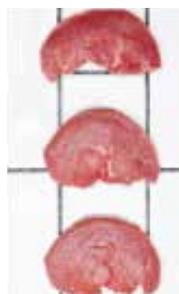
## STEP 1

Place the Rostbiff (fat side) on the bench. locate the gristle starting at the large face of the rump and follow the silverskin all the way along the top of the rump. Once you have found the track through the rump, continue to follow the silverskin along and down between the two muscles until they are separated. Then remove remaining silverskin from the Rump Eye Centre. I recommend using a larger primal it is easier to seam and returns a higher yeild.

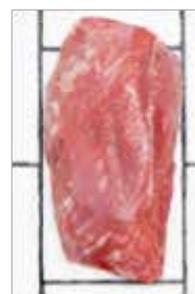


## STEP 2

### ✓ WHOLE ROSTBIFF MUSCLE STRUCTURE



### ✓ RUMP EYE SIDE STEAKS



### NOTE

The rump flap muscle underneath can be removed from the rump eye centre or left on to maximise your return.

# VALUE ADDED LAMB RECIPES

After going to all the effort to create value added meal solutions for your customers it is important that all team members are familiar with the product ingredients and cooking instructions and use the correct packaging to protect the product on the trip home. Having the cooking instructions printed on the window ticket is one way to help customers, particularly if they have limited cooking skills, better still make your own cooking instruction tickets with your business name and details on them and hand them to the customers when they buy these products. Spanish and Mexican flavours are hot right now, below are three cracking ideas for lamb midweek meals over the cooler months.

## LAMB ALBONDIGAS

**THESE SENSATIONAL SPANISH MEATBALLS WILL HAVE YOUR FAMILY CALLING MUCHAS GRACIAS!**

**COOKING TIME** 45 minutes  
**SERVES** 4

### INGREDIENTS

600g lamb mince  
1 small brown onion, finely chopped  
½ cup dried breadcrumbs  
2 tablespoons finely chopped parsley  
1 tablespoon sweet paprika  
1 teaspoon crushed garlic  
½ teaspoon sea salt flakes  
1 cup tomato passata  
½ cup frozen baby peas  
1 tablespoon brown sugar  
1 tablespoon red wine or stock

### METHOD

- 1 Combine lamb, onion, breadcrumbs, parsley, paprika, garlic and salt. Form into four large balls. Place in 16cm square ovenproof dish.
- 2 Mix passata with peas, sugar and wine or stock. Pour over meatballs.
- 3 Preheat fan forced\* oven to 180°C.
- 4 Cover meatballs with foil. Pinching edges to seal.
- 5 Cook meatballs for 30 minutes.
- 6 Remove foil and cook for a further 15 minutes or until meatballs are thoroughly cooked and sauce has thickened.

### RECIPE NOTES

- If using a conventional oven, you may need to increase temperature or allow additional cooking time

### SERVING SUGGESTION

SERVE WITH STEAMED VEGETABLES



## CHIMICHURRI LAMB LEG

**THIS BBQ LAMB LEG IS NOT ONLY DELICIOUS BUT WILL ADD A SPLASH OF COLOUR TO YOUR PLATE!**

**COOKING TIME** 30 minutes  
**SERVES** 6

### INGREDIENTS

1.5kg boneless butterflied leg of lamb  
1 roasted red capsicum  
2 long red chillies, seeds removed, chopped  
½ cup flat leaf parsley  
4 cloves garlic, coarsely chopped  
1 tablespoon fresh oregano leaves  
2 tablespoons olive oil  
½ teaspoon sea salt flakes

### METHOD

- 1 Place capsicum, chilli, parsley, garlic, and oregano in bowl of food processor. Chop by pulsing until a coarse paste is formed. Stir in oil and salt.
- 2 Score lamb with slits 10mm deep and 20mm apart. Rub lamb all over with paste.
- 3 Cover and marinate in the fridge for at least 2 hours. Leave overnight if possible.
- 4 Preheat chargrill side of BBQ plate to medium high heat. Cook lamb, skin side down, for 10 minutes. Turn.
- 5 Reduce heat. Cover and cook for further 20 minutes.
- 6 Remove from heat. Cover loosely with foil and rest in a warm place for 10 minutes.

### RECIPE NOTE

- If fresh oregano is not available, you could use 2 teaspoons dried oregano leaves

### SERVING SUGGESTION

SERVE SLICED, WITH TOMATO AND CUCUMBER SALAD



# SOUTH AFRICAN STYLE LAMB SOSATIES

**COOKING TIME**  
15 minutes

**SERVES**  
6

## INGREDIENTS

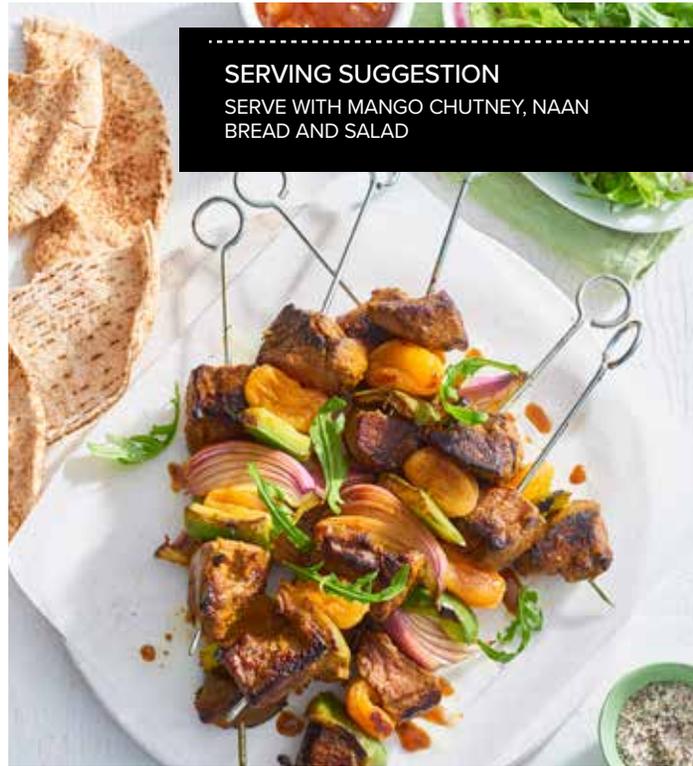
1kg lamb leg, trimmed and diced into 2cm cubes  
24 dried apricots  
2 green capsicums, diced into 2cm squares  
2 red onions, cut into 3cm wedges

## Marinade

¼ cup apricot jam  
¼ cup malt vinegar  
3 bay leaves, dried  
4 garlic cloves, finely chopped  
2 tbsp ginger, finely grated  
¼ cup mild curry powder

## METHOD

- 1 To make marinade, combine all ingredients in a large bowl. Add lamb pieces and toss to coat. Cover and refrigerate overnight.
- 2 Soak apricots in hot water for 30 minutes or until plump. Drain and set aside.
- 3 Drain lamb, reserving marinade and thread onto skewers with green capsicum, red onion wedges and apricots. This recipe makes 12 skewers.
- 4 Preheat chargrill side of BBQ plate to medium high heat. Cook lamb, skin side down, for 10 minutes. Turn.
- 5 Heat an oiled BBQ or chargrill plate to medium. Cook skewers, basting with reserved marinade and turning them occasionally for 15 minutes or until browned and cooked through.
- 6 Serve the skewers with warmed pita, salad and mango chutney.



## SERVING SUGGESTION

SERVE WITH MANGO CHUTNEY, NAAN BREAD AND SALAD

## BEEF AND LAMB PROJECTIONS SUMMARY

The Australian cattle market will find itself battling conflicting forces for the remainder of 2016.

From a cattle supply point of view, numbers over the coming two years will fall to levels not seen in more than twenty years. This alone will more than likely stimulate strong competition between restockers, feedlots and processors for the limited availability.

The national herd is estimated to fall to 26.2 million head by 30 June 2016, before rising slightly again in 2017, to 26.3 million head.

Working to partly offset the projected 18% year-on-year decline in adult cattle slaughter for 2016, at 7.4 million head, will be the expectation that average carcass

weights will increase considerably. This assumption is based on much lower stocking rates, a greater proportion of lighter northern cattle exported live, a higher proportion of cattle on feed and fewer female cattle processed.

Beef and veal exports are expected to fall as a result of lower production, not due to waning demand. The prediction of the A\$ to average between 66-69US¢ is a significant positive, but needs to be balanced against the heightened competition from Brazil in many markets, the expectation of high US poultry and pork production, higher year-on-year US beef production and significantly weaker US beef markets compared to 12 months ago.