



THE BUTCHERS' PAPER

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Prices for beef and lamb have been on the rise, and major retailers are combatting this with significant discounting to try and maintain store traffic. Red meat continues to be a hugely important category for supermarkets, as it brings customers in store and boosts their basket size. However, shopping habits are changing, and beef and lamb are becoming less of a planned purchase, and more impulsive. Shoppers are more likely to plan their traditional family meals around chicken, which offers consistency in price.

The decline in meal planning is also leading customers towards 'top-up shopping', and convenient ready-to-eat meal solutions like hot roast chickens and, more recently, pouched hot roast beef and lamb. When beef and lamb meals are planned, they are more likely to be meals for one or two.

Shoppers don't mind paying more for beef and lamb, but only when they see an increase in quality and service to match. These are areas where independent retail can differentiate from the supermarkets. Those who buy beef or lamb at butchers are almost four times more likely to agree they "don't mind paying more" than supermarket shoppers, and when they buy premium grade meat they tend to notice the difference.

Another area where independent retail can show a point of difference is stocking a bigger range of beef and lamb options. Consumers are expanding their repertoires beyond traditional cuts, towards more convenient (e.g. stir-fry strips) and internationally inspired options (e.g. brisket, minced lamb, souvlaki). In this edition we showcase the Hanger Steak. Shoppers already rank butchers as more innovative when it comes to fresh meat options, and this strength can be further leveraged.

CAMPAIGN UPDATES FOR ABG MEMBERS

- AUTUMN FAMILY FAVORITES

In store 13th March, if you haven't received yours contact 1800 550 018

- ABG AUTUMN PROMO

The Autumn Australian Butchers Choice (ABC) recipe campaign includes an instore promotion. Your customers can win one of **2 Weber BBQ's** or one of **20 Scanpan cookware sets**. All POS for the promotion will be included with your recipe brochures



BEEF MASTERCLASS

The Oyster Blade is well known for being a tender & tasty piece of beef suitable for roasting, grilling, pan frying, braising and as a stir-fry and thin slice. First you remove the external fat and scapula cartilage, then remove the fibrous sinew that runs through the centre of the muscle so you are left with two extremely tasty and tender pieces of meat called the “Flat Iron” steak. The Flat Iron is a sought after cut in foodservice and will add another beef steak to your range offering a lean, good value and tender cut for the customer. To ensure tenderness and juiciness from this cut we recommend you source MSA grade Oyster blades. Follow the easy steps below to create the “Flat Iron” steak.

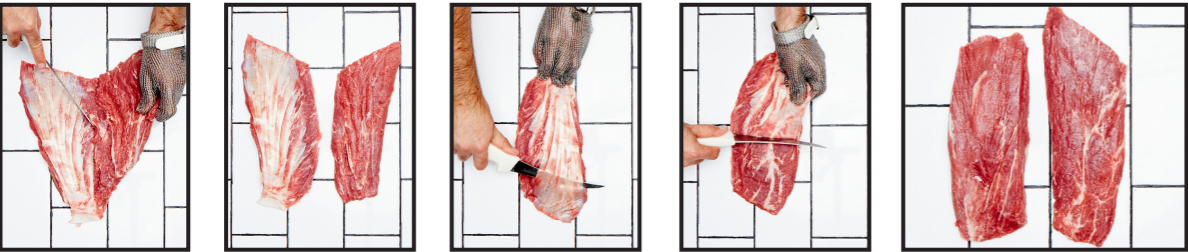
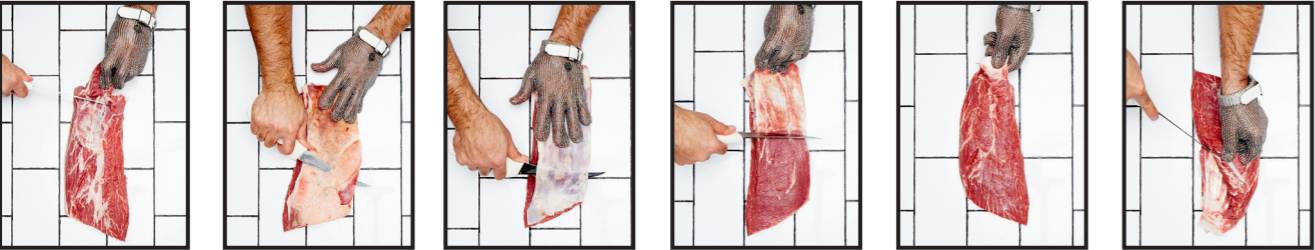
WHOLE OYSTER BLADE

The whole Oyster blade is usually sliced into steaks or roasted whole in the oven, it is also suitable for a slow braise. I recommend you clean off all external fat, silverskin and scapular cartilage then slow braised for 3 hours in a red wine or dark beer before you press and form the Oyster into a rectangular shaped container and chill. Once chilled it is ready to be sliced into steaks ready for the pan or grill ready for the plate or served on a burger.



CUTTING A FLAT IRON STEAK

Start by removing all external fat, silverskin and scapular cartilage, locate the sinew that runs through the centre of the primal at the thick end of the Oyster Blade, carefully divide the two pieces using a scraping motion along the fibrous tissue until you reach the thin end, then repeat the same process on the remaining side leaving you with two long pieces of “Flat Iron.”



The Flat Iron steak is an exceptional BBQ, pan fry or grilling steak that tends to puff up whilst cooking, it is a juicy and tender piece of beef that is suitable for kebabs, braising, thin slice and stir-fry's.

HANGER STEAK

The thick skirt or Hanger steak is a tender and tasty cut of beef common in US restaurants and steak houses. It is starting to appear on many Australian menus offering a point of difference that I think butchers can capitalise on.

The thick sinew located in the middle of the muscle must be removed. The two pieces either side of the sinew can be butterflied then seasoned and grilled on the bbq or pan fried.



VALUE ADDED LAMB RECIPES

With autumn approaching customers will start to look for different midweek meal solutions. The following three value added lines can be easily reheated at home as a component of a hearty midweek meal. After going to all the effort to create value added meals it is important that all team members are familiar with the 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 contact MLA for our cooking instruction tickets and hand these to your customers when they buy these products.

LAMB SPINACH AND FETA PIES

CRISPY LAMB OPEN PIES MAKE THE PERFECT ADDITION TO YOUR PICNIC BASKET!

COOKING TIME	COOKING TIME	SERVES
20 minutes	15-20 minutes	6 (Makes 12)

INGREDIENTS
600g lean lamb mince
200g feta, crumbled
1 cup coarsely chopped baby spinach
¼ cup finely chopped mint
¼ teaspoon cracked black pepper
3 sheets ready rolled puff pastry
1 egg, beaten

METHOD
1 Preheat fan forced* oven to 180°C. Line baking tray with paper.
2 Combine lamb, feta, spinach, mint and pepper.
3 Cut pastry sheets into 4 squares 120mmx 120mm.
4 Divide lamb mixture into 12 portions. Roll each portion into an oblong shape. Place one portion of lamb diagonally across pastry square and flatten slightly.
5 Fold 2 opposite corners over lamb leaving ends open (envelope style). Repeat with remaining lamb and pastry.
6 Brush pastries lightly with egg. Place on prepared tray and bake for 15 – 20 minutes until golden brown and crisp.

RECIPE NOTES
• If using a conventional oven, you may need to increase temperature or allow additional cooking time.

SERVING SUGGESTION
SERVE WITH CRISP GREEN SALAD AND TOMATO CHUTNEY.



LAMB EMPANADAS

TASTY LITTLE LAMB PASTRIES. PERFECT TO SERVE WITH SOUP ON A COLD WINTERY DAY.

PREPARATION TIME	COOKING TIME	SERVES
30 minutes	15 minutes	8-10 (Makes 54)

INGREDIENTS
600g lean lamb mince
1 brown onion, finely chopped
½ cup black olives, finely chopped
3 cloves garlic crushed
½ cup shredded parmesan
¼ cup dried breadcrumbs
¼ cup chopped parsley
6 sheets ready rolled puff pastry
1 egg, beaten

METHOD
1 Preheat fan forced* oven to 200°C. Line baking trays with baking paper.
2 Combine lamb, onion, olives, garlic, parmesan, breadcrumbs, and parsley. Mix together well.
3 Cut pastry into 8 cm rounds (9 per sheet). Top each round with 1 heaped teaspoon lamb filling.
4 Moisten edge of pastry, fold over and press edges gently with fork to seal.
5 Pierce tops with fork.
6 Place empanada on prepared trays. Brush with egg and bake for 15 minutes until golden brown and cooked through.

RECIPE NOTE
• If using a conventional oven, you may need to increase temperature or allow additional cooking time.

SERVING SUGGESTION
SERVE WITH HOT SOUP.



BEEF STRUDEL

CRISPY PASTRY FILLED WITH A DELICIOUS CHEESY BEEF AND MUSHROOM FILLING.

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Beef Mince	85CL	500g	1kg	2kg	5kg	10kg
Bacon	chopped	100g	200g	400g	1kg	2kg
Mushrooms	chopped	100g	200g	400g	1kg	2kg
Spring Onions	chopped	50g	100g	200g	500g	1kg
Tasty Cheddar	shredded	100g	200g	400g	1kg	2kg
Breadcrumbs	dried	50g	100g	200g	500g	1kg
Puff Pastry Sheets	240mm x240mm	3	6	9	30	60
Egg Glaze		20ml	40ml	80ml	200ml	400ml
Makes		3	6	9	30	60

PREPARATION

- 1 Combine beef, bacon, mushrooms, spring onions, cheese and breadcrumbs. Divide into 250g portions.
- 2 Take one sheet of puff pastry. Cut in half lengthways. Cut 2 x 10mm strips from the long edge of one piece of pastry leaving a 100mm wide strip. Brush long edge of 100mm pastry with water and place a thin strip on each side.
- 3 Top with a portion of beef mixture.
- 4 Fold half sheet of pastry in half lengthways. Leaving a 2cm border, cut 3cm slits, 2cm apart along folded edge.
- 5 Unfold pastry and place on top of beef filling, gently pressing edges to secure. Brush top with egg glaze.

RETAIL PRESENTATION:

Display on tray lined with baking paper for ease of transport and cooking.

PREPARATION

- 1 Preheat fan forced* oven to 200°C.
- 2 Bake strudel on baking tray lined with baking paper for 25-30 minutes until pastry is golden brown and filling cooked through.

RECIPE NOTES

- Try making this in individual portions.
- This recipe will freeze well.
- If using a conventional oven, you may need to increase temperature or allow additional cooking time.

SERVING SUGGESTION
SERVE WITH YOUR FAVOURITE
TOMATO CHUTNEY AND A
CRISP GREEN SALAD.



BEEF AND LAMB PROJECTIONS SUMMARY

The Australian beef industry will more than likely continue the first half of 2017 in much the same fashion as last year – tight supplies, robust restocker demand and the subsequent likelihood of a strong young cattle market. As the year progresses though, beef production is expected to slowly start increasing again and, as this eventuates, some downward pressure is likely to be placed on the market.

Expectations are for a further 3% decline in Australian cattle slaughter in 2017, to 7.1 million head. Despite forecasts for slightly heavier cattle, Australian beef production is forecast to follow suit and decrease 3%, to 2.1 million tonnes cwt. Australian beef and veal exports are likely to correlate with the lower beef production and are estimated to decline a further 5% in 2017. While this is expected to be the third consecutive fall, it will still be the fifth highest export volume on record.

The number of cattle on feed is forecast to remain constrained by the still very high feeder cattle prices, which closed 2016 up 80% from the pre-surge average levels. Live exports will also continue to be challenged by the smaller pool of cattle (especially in the north), resistance from some markets at current price levels and continued uncertainty around import policies.

The domestic market is showing some stronger signs and per capita beef consumption in Australia is forecast to rise slightly in 2017, edging close to 26kg per person.

Moving onto prices, the Australian market is following a similar pattern to what occurred in America, although just 1-2 years behind. Once the US market broke through its long-term average trading range, it took just over two years to hit a high, before taking 15 months to lose much of the gains. Encouragingly though, the US has stabilised 38% above the previous level, which potentially indicates a new floor.