



THE BUTCHERS' PAPER

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BUTCHER WARS

"Meatstock" the music and meat festival played host to the "Butcher Wars" competition in Sydney, Melbourne and New Zealand over the last couple of months. Meatstock is a Pitt Master BBQ competition that involves BBQ Wars, Butchers Wars, Barbers Wars, bands as well as all the meat you can eat!

Butchers from around Australia competed in 30 minute rounds, every round attracted more and more enthusiastic crowds who watched in awe as these craftsmen kept them entertained by breaking down carcasses and making several value added products and proudly displayed them to the judges while talking to the crowds about what they had created. This competition is helping to raise the profile of the independent retail butcher, and portrays butchery as a "hipster" style Artisan trade.

Butchers take pride in the way they portray the industry and their businesses and has become a sought after supplier of "meal solutions" rather than just sausages, steaks and chops.

TV Cooking show and competitions are influencing families to cook a fresh meal at home. People are very interested in what they are eating and where it came from, "provenance" is the key word here. Customers are looking for something different; either a value added product they can pick up from the butcher and take home without all that preparation or a different cut of meat like the Hanger steak or Flatiron steak, something that they too can show off to their families and friends.

CONGRATULATIONS TO THE SHOPS WHO HAD WINNERS IN OUR RECENT AUTUMN BUTCHERS PROMOTION



WEBER SUMMIT E470 BBQ WINNERS
Terry's Meats Mooroolbark
Ken's Kepnock Butchery

TRIO OF SCANPAN COOKWARE WINNERS
Alec's Quality Meats Lesmurdie
Schulte's Meat Tavern
Albert & Power Meats
Woorim Beach Meats
Stapletons Gympie
Northside Quality Meats
The Gourmet Butcher Shop

Tasman Pakenham
Jim's Butchery Erina Fair
Mundy's Meat Supplies
Tasman Brooklyn
Ken's Kepnock Butchery
Pinewood Shopping Village
Greg's Quality Meats

Top of Town Meats
Tannum Meats
Tasman Moorabbin
Stapleton at Gympie
Tiara Meats & Bacon
Standom Smallgoods Butchers

BEEF AND LAMB
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IF YOU NEED ANY MORE BEEF CAMPAIGN MATERIALS PLEASE CONTACT **1800 550 018**

BEEF MASTERCLASS

The Rump Cap has become one of the more popular beef cuts to hit both foodservice and retail in recent times.

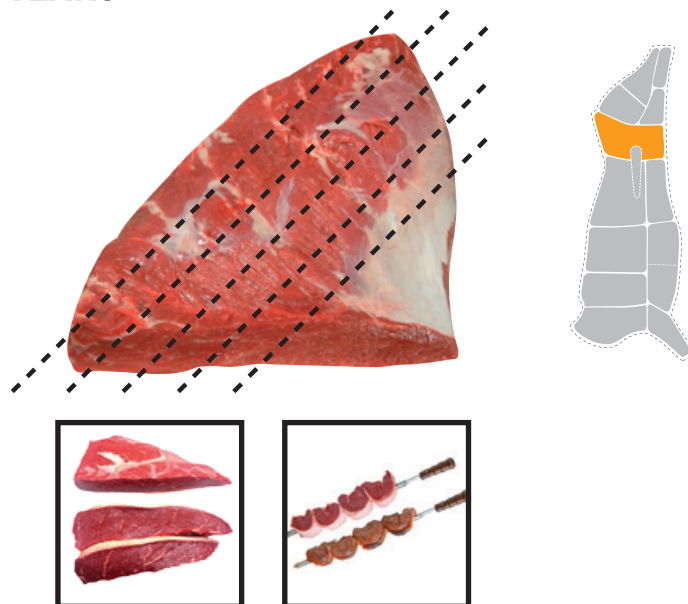
You can walk into some retailers and see them for sale in their pre pack sections, for customers looking for something a bit different or a smaller beef roast or steak the Rump Cap (also known as the Picanha) is perfect.

PREPARING AND SLICING A RUMP CAP INTO STEAKS

The Rump Cap is a versatile and economical piece of beef perfect as a roast, pan fry / grill, diced or thin slice.

If you slice the rump cap into steaks make sure you cut across the grain, don't follow the normal cutting lines as you would if the cap was still on the rump, turn the cap fat side down and look for the grain direction, then slice the cap into nice thick steaks. The steaks will vary in size but you increase the eating quality of the steak by cutting it this way.

To capitalise on the South American trend display the steaks on skewers (see above) to add a bit of theatre to your display. You can even use metal skewers; these can be purchased quite cheaply online or through your supplier. Ask your wholesaler, If you can buy rump caps separately and trial a carton as a premium roast for 2-4 people, a smaller steak or a specialist Brazilian BBQ or Churrasco.

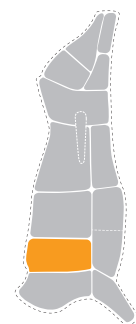


WHOLE BEEF BLADE

Cooler months are coming so now is the time to start looking for an economical meal solution for your customers. Blades are a versatile cut that suit various cooking methods, roasting, braise, stir-fry, stroganoff and casserole.

BEEF BOLAR BLADE

Bolar Blade roasts are very popular today, offering tenderness and flavour, this cut can also be slow cooked in a braise over several hours and pulled to create a variety of meal solutions like beef dumplings, spring rolls, mini beef sliders and a dipped roast beef sandwich. Blade steak is an excellent alternative steak to use in stroganoffs, stir-fry and in a diced dish.

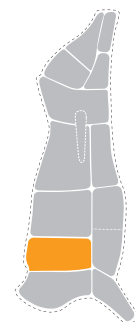


BEEF OYSTER BLADE

The Oyster Blade is a cut suitable for a slow braise or a normal beef roast in the winter months. When cooked properly the connective tissue inside renders down into a gelatinous consistency.

The Oyster Blade steak is also an economical tender steak to use in a slow braise or casserole.

Ensure you remove the scapular cartilage from the under side of the cut.



VALUE ADDED RECIPES

With the cooler months approaching customers will start to look for different midweek meal solutions. The following three value added lines can be easily cooked 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.

BRILLIANT BRAZILIAN BBQ BEEF!

COOKING TIME 10-12 minutes
SERVES 6

INGREDIENTS

1.2kg MSA Beef Rump Cap
2 tablespoons olive oil
2 tablespoons crushed garlic
2 tablespoons chopped parsley
½ teaspoon sea salt flakes
½ teaspoon cracked black pepper
3 thick skewers 250mm long

METHOD

1. Cut Rump Cap into 25mm slices.
2. Combine oil, garlic, parsley, salt and pepper. Toss slices in marinade.
3. Fold slices in half and thread 2 slices on each skewer with the fat side facing the same way.
4. Preheat char grill side of barbeque to moderately high heat.
5. Cook Picanha for 6 minutes on each side.
6. Remove to warm plate. Cover loosely with foil and rest for 10–15 minutes.
7. Remove Picanha from skewers and cut into slices against the grain.
Serve immediately.

BEEF PICANHA ROAST

SERVING SUGGESTION

SERVE WITH FLAT BREAD
AND TOMATO SALSA.



THE WONDERFUL AROMA WHEN YOU LIFT THE LID ON THIS FABULOUS CAMPFIRE ROAST WILL HAVE EVERYONE GATHERING FOR DINNER!

COOKING TIME 2½ hours
SERVES 8

INGREDIENTS

1.5kg piece Beef Bolar Blade
1 tablespoon olive oil
1 teaspoon sea salt flakes
1 teaspoon cracked black pepper
2 tablespoons fresh rosemary leaves
2 cups red wine or beef stock
2 cups water
2 large brown onions, cut into thick wedges

METHOD

1. Rub blade with oil. Season well with salt and pepper and sprinkle with rosemary.
2. Light campfire and wait for the wood to burn down to glowing embers.
3. Place blade roast, fat side up, into a 9 litre cast iron camp oven.
Pour over red wine or beef stock and water. Add onions. Cover with lid
4. Stand camp oven in hot coals and shovel extra hot embers onto the lid.
5. Cook gently for 2 hours. Remove lid to check that there is still liquid in the camp oven.
Add extra if necessary. Replace lid, top with fresh embers and cook for further 30 minutes or until meat is tender and juices have reduced to form a sauce

RECIPE NOTE

- Add potatoes and corn cobs wrapped in foil to campfire coals during the last hour of cooking.

BUSHMANS BLADE ROAST

SERVING SUGGESTION

CARVE ROAST INTO THICK SLICES
AGAINST THE GRAIN AND SERVE
WITH BAKED POTATOES AND CORN.



NEW ORLEANS ROAST

**MUSTARD CRUSTED ROAST WHICH THE WHOLE FAMILY WILL ENJOY.
SERVE WITH YOUR FAVOURITE ROASTED VEGETABLE SALAD!**

COOKING TIME

60 minutes

SERVES

6

INGREDIENTS

1.2kg Eye Rump Centre or any MSA Beef Roast
2 tablespoons wholegrain mustard
1 teaspoon fresh lime juice
1 teaspoon Worcestershire sauce
½ teaspoon cracked black pepper
vegetables to serve^

METHOD

1. Combine mustard, lime, Worcestershire sauce and pepper. Spread over top surface of roast. Place roast in foil baking tray with a selection of vegetables.
2. Preheat hooded BBQ to 180°C – 200°C with lid closed.
3. Set inner burners to low heat, leaving outer burners on high.
4. Cook roast, uncovered, over low burners, with lid closed for approx 30 minutes or until beginning to sizzle. Turn inner burners off and continue to cook roast for further 30 minutes or until meat is cooked and vegetables are browned and soft inside.
5. Cover roasting dish with foil. Turn BBQ off. Close Lid and rest roast in warm BBQ for 10 – 15 minutes

RECIPE NOTE:

- ^Small baby potatoes, baby beetroot, parsnips, onions or small whole carrots will cook in the same time as this roast. Also try whole corn cobs.

SERVING SUGGESTION

CARVE ROAST INTO THIN SLICES AGAINST THE GRAIN, DRIZZLE WITH MEAT JUICES FROM PAN AND SERVE WITH ROASTED VEGETABLE SALAD.



BEEF

Low female cattle slaughter and high carcase weights have set the scene for 2017. While the January slaughter estimate of 7.1 million head remains, much heavier carcasses will go a long way to alleviating the constrained supply pressure, with the result being only a slight (1%) year-on-year decline in beef and veal production.

Recent rainfall has rejuvenated the cattle market, with the higher year-on-year prices likely to carry through to the next quarter. After that the Australian cattle market will probably start to feel the pressure of what will be the beginning of the slow increase in the national herd, and ongoing softer global market conditions.

LAMB

The latest data from the Australian Bureau of Statistics highlights considerably reduced lamb and sheep availability in February, compared to the same time last year. The number of lambs processed for the month was down 11% year-on-year, at 1.8 million head, while sheep slaughter was back 15%, at 655,595 head. Furthermore, compared to the five-year (2011 to 2016) average for the month, the February lamb and mutton kill totals were 2% and 19% lower, respectively.

This brought the year-to-date (January and February) lamb slaughter to 3.7 million head (down 5% year-on-year) and sheep slaughter to 1.3 million head (down 13% year-on-year). Heavier lamb and sheep carcasses have somewhat offset the impact of lower slaughter. As a result, lamb production for the first two months of 2017 amounted to 85,053 tonnes carcase weight (cwt), back 4% from year-ago levels, while mutton production eased 9%, to 31,778 tonnes cwt.

Despite the year-on-year reductions, on-the-ground reports suggest there will be a reasonable supply of lambs through until the end of April, before numbers are anticipated to tighten considerably until August/September, with the new season flush. In the recently released Sheep Industry Projections April 2017 update, MLA forecast Australian lamb slaughter for this year to be 6% lower than 2016 levels, at 21.5 million head – largely influenced by strong producer incentives to retain stock.

For updated information see market information at www.mla.com.au