



BEEF

At the beginning of the year, the BOM's seasonal outlook suggested favourable conditions for northern restockers, which would support Eastern Young Cattle Indicator (EYCI) eligible cattle. However, the dry start to the year across many parts of the country drove up supply and cattle markets trended downwards. The EYCI lost 60¢/kg from November 2017 (580¢/kg cwt) through to February 2018 (520¢/kg cwt), before receiving a 40¢/kg boost back up to 560¢/kg cwt following some significant rains in Queensland at the start of March. However this rise was short-lived, with most markets trending back down for the end of March and early April. For the March quarter the EYCI averaged 544¢/kg cwt – down 14% year-on-year, although well above (19%) the five-year average for the period. The dry summer has particularly affected NSW and Victoria, where the supply of young cattle is playing a key role in driving the EYCI lower. Seasonal conditions across the country are apparent when comparing year-on-year movements in trade steer pricing across the states for the March quarter, with NSW down 13% to 300¢/kg lwt, Victoria down 16% to 279¢/kg lwt, Queensland down 8% to 292¢/kg lwt and WA back 11% to 274¢/kg lwt. So far this year, the EYCI is following a fairly similar trend to 2017. The early-autumn uplift in the EYCI in 2017 was also due to a significant weather event – Cyclone Debbie – and the very wet weather across the east coast that ensued. However, a dry winter in 2017 led to elevated cattle slaughter and close to a 150¢/kg decline in the EYCI between June and October. This was in stark contrast to 2016, which had a very good winter for rainfall with prices increasing 150¢/kg to record highs.

The development of the seasonal conditions for the remainder of autumn and into winter this year will dictate the availability of young cattle and how fierce the competition will be among the different buyers, particularly in NSW. The growing volume of exports out of the US and some South American countries is also expected to place some downward pressure on the finished cattle market.

SHEEP MEAT

Stable lamb production and a decline in mutton production is forecast for 2018 as producers maintain intentions to expand their flocks and high wool prices provide an incentive to retain Merino wethers. With added stock retention and an improvement in marking rates, the national sheep flock is forecast to expand a further 2.5% in 2018.

Lamb and sheep production is expected to drop slightly in 2018, to 22.5 million head and 7.2 million head, respectively. A small increase in lamb carcase weights will help offset lower production levels, resulting in stable lamb production at 514,000 tonnes carcase weight (cwt).

If the three-month rainfall outlook comes to fruition, with a decent autumn break, the industry will be well positioned for another strong year.

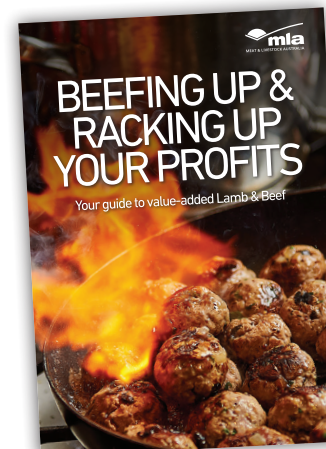
For more market information visit <https://www.mla.com.au/prices-markets/Trends-analysis/>



THE BUTCHERS' PAPER

07

CONSUMERS ARE EATING FEWER MEATS AND ARE TRADING DOWN TO OPTIONS THAT ARE MORE ECONOMICAL.



Beef and lamb are losing market share to chicken and pork but it is important to note that consumers are not abandoning red meat altogether.

Meat & Livestock Australia's latest value added manual has a host of economical recipes for you to create in store. With the assistance of independent butchers, we have developed a range of easy to create value added recipes using economical beef and lamb cuts that incorporate current trending flavours from Asia, Europe and Western cuisines using fresh ingredients.

We have targeted meals where beef and lamb are not prominent; products such as Southern Style Beef Tenders and Char Siu lamb are just two of the more popular meals that target the competition. There is also a variety of meatball and burger recipes where the flavours can be incorporated into your sausage range or to create different flavoured fills for pastries such as sausage rolls or strudels.

The manuals even caters for those butchers who have cooking facilities in their shops. We have developed a lamb and beef Ploughman's Pie using corned beef or a slow cooked lamb shoulder. Ploughman's Pies can be eaten cold like a pork pie using a simple light homemade pastry that you can make in store.

All the recipes have helpful tips and alternative cuts that can be used along with other ideas to help you provide that perfect meal solution for your customers.

MLA are currently holding workshops around Australia and we have had some fantastic feedback already from butchers who have attended them in NSW and QLD and are now selling some of the products.

The next two workshops are in the following locations:
Western Australia – Mount Lawley Golf Club, Wednesday 6th June
Victoria – William Angliss College, Wednesday 13th June

We are looking into the possibility of holding more workshops in regional areas over the next couple of months. If you would like to attend any of the workshops please email butchers@mla.com.au to register.

UPCOMING CAMPAIGNS

- Winter Beef Campaign is in store now, backed up with the new **BEEF "The Greatest"** recipe collection
- Spring Lamb will be the next campaign due out in September

ORDER ON DEMAND

- Keep a look out for your Order On Demand notification and make sure your details are updated.

UPCOMING ABG INNOVATION WORKSHOPS

Western Australia – Mount Lawley Golf Club, Wednesday 6th June
Victoria – William Angliss College, Wednesday 13th June

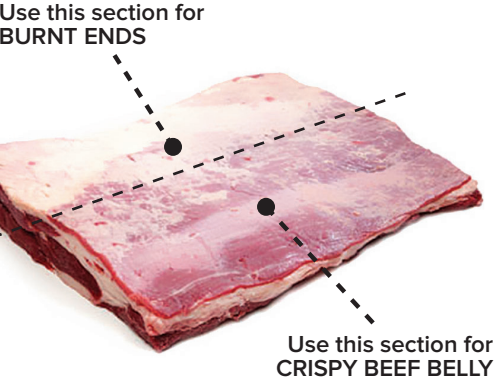
Register to attend at butchers@mla.com.au

BEEF MASTERCLASS

BEEF NAVEL END BRISKET

Are you looking for something different to sell in your shops? How does Crispy Beef Belly sound? What if you could turn a cut of beef that is usually sold as trim for sausages and mince into a beef meal that has the potential to make you more money with just a little bit of work.

CRISPY BEEF BELLY



- CUT SPECIFICATION – NAVEL END BRISKET**
- Weight range varies on the size of cattle used anywhere from 2kg +
 - Intercostal’s removed
 - Inside Skirt removed
 - Navel End must have a substantial coverage of “red bark” (see image)

- BEEF**
- 1.2 – 2.0 kg Navel end beef brisket with the red bark left on

- INGREDIENTS**
- 2 Teaspoons Shaoxing Wine
 - 2 Teaspoons salt
 - 1 Teaspoon raw sugar
 - ¾ teaspoon five spice powder
 - ½ teaspoon white pepper
 - 1.5 teaspoons rice wine vinegar
 - ½ cup coarse rock salt

- PREPARATION**
1. Trim and dry navel end brisket of excess fat and sinew
 2. Lay Navel end brisket red bark (refer to the red bark as skin) side up and using several thin sharp metal skewers gently poke tiny holes all over the red bark. Do not go too deep into the meat, as this will allow too much fat to come through
 3. Place it red bark side down and rub the Shaoxing wine into the meat side, do not rub into the skin

4. Mix the salt, sugar, five spice, and white pepper together and massage thoroughly into the meat side
5. Turn the meat over skin side up and store uncovered overnight in the fridge to start drying the meat out

- COOKING METHOD**
1. Preheat oven to 190°c
 2. Lay navel end brisket down on the board and repeat the needling process
 3. Place a large piece of foil in a baking tray
 4. Place the brisket bark side up on the foil and mould the edges of foil tightly around the meat
 5. Pour rice wine vinegar over the meat skin and massage well
 6. Pour the coarse salt over the red bark until evenly covered
 7. Place in the oven for 1 hour and 30 minutes
 8. Take the meat out of the oven and remove the salt cover completely
 9. Place the beef on a roasting rack and put it back in the oven at 170°c for approximately 25 minutes
 - 10.Keep a close eye on the skin so that it does not burn
 11. Once skin appears to be crispy, remove from the oven and rest for 15 minutes before slicing



BURNT ENDS

This cut is also excellent cooked as per the following instructions. It can be sliced as a roast for a carvery or chilled and cut into cubes and then toasted in a pan or sliced as a roast in a carvery. It has a little more fat but plenty of beefy flavour, quite an economical piece to use in either foodservice or retail.



- METHOD**
1. Make up your own rub using smokey paprika to get that smoke flavour and smell you will find plenty of these recipes online.
 2. Trim excessive fat, (you will need some as it will add to the juiciness
 3. Rub Shaoxing wine well into the meat and fat sides (three tablespoons)
 4. Massage the rub into both sides of the belly
 5. Vacuum pack or wrap in plastic and leave in the fridge overnight or longer, place a cake rack or similar in the base of a baking dish
 6. Remove beef from the packaging and place into the baking dish and cover with foil
 7. Place meat into a pre heated oven (160°c) for approximately 3.5 hours. (This time will vary depending on the thickness and size of the beef)
 8. Once cooked press flat and chill down in the fridge

- COOKING INSTRUCTIONS AND PREPARATION**
1. Once cooled dice the belly into small mouth sized cubes
 2. Heat frying pan and sear cubes until dark brown and a little crispy
 3. Once browned off, remove from the heat and stir through your favourite BBQ sauce (spicy, smokey, bourbon etc)

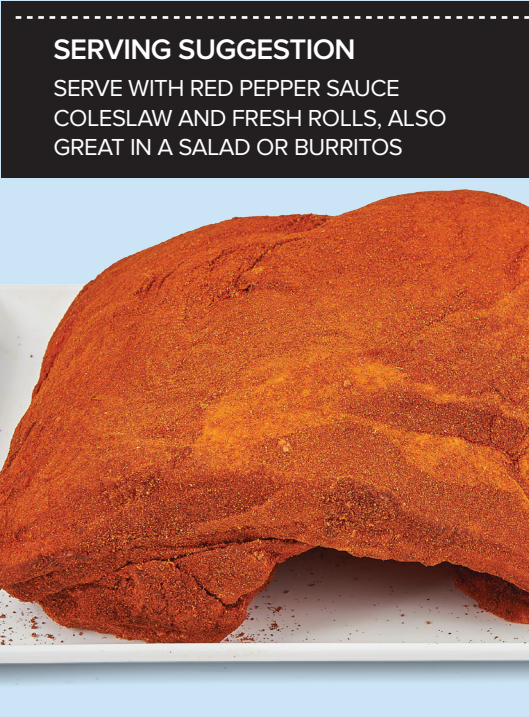
VALUE ADDED RECIPES

With the cooler months approaching customers will start to cook more comfort food and will be looking for different midweek meal solutions. The following value added lines can be easily created in store ready for a hearty home cooked 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 (butchers@mla.com.au) for our cooking instruction tickets, simply fill them out and hand these to your customers when they buy these products.

CAROLINA PITTMASTER LAMB SHOULDER

- INGREDIENTS**
- Bone in lamb shoulder
60g Pittmaster Rub
- | | |
|--------------------------------|--------------------------------|
| Red Pepper Sauce | Carolina Pittmaster Rub |
| 60ml Water | 50g Salt |
| 60g Brown sugar | 5g Brown sugar |
| ½ cup Tabasco sauce or similar | 40g Ground cumin |
| 5g Chilli flakes | 20g Chilli powder |
| 2.5g Cayenne pepper | 20g Black pepper ground |
| | 2.5g Cayenne pepper |
| | 60g Paprika |
- PREPARATION/METHOD**
1. Using a square cut shoulder, remove neck bone and ribs, leave whole.
 2. Coat generously with the dry rub and vacuum package or display fresh.
- Red Pepper Sauce**
1. Combine all ingredients in a pan and bring to the boil. Simmer for 5 mins.
 2. Remove from the heat and cool.
- Carolina Pittmaster Rub**
1. Combine all ingredients in a bowl and mix well (use smoked paprika if you don’t intend to smoke the meat).
- CONSUMER INSTRUCTIONS**
1. Pre-heat a kettle style BBQ, place shoulder on the grill.
 2. Cook on medium to low heat for 2 hrs with wood chips on the coals and allow to smoke.
 3. Wrap lamb in foil and cook for a further 2 hours.



SERVING SUGGESTION

SERVE WITH RED PEPPER SAUCE
COLESLAW AND FRESH ROLLS, ALSO
GREAT IN A SALAD OR BURRITOS

BEEF CORDON BLEU

- INGREDIENTS**
- 200g Beef Rump/topside schnitzel
30g Smoked cheddar sliced
30g Smoked ham sliced
- PREPARATION**
1. Place beef schnitzel on a flat surface. Cut cheese slice in half and place a slice of ham between the two pieces of cheese then fold the schnitzel over to encase the ham and cheese, fold sides and trim excess meat.
 2. Batter and crumb the cordon bleu.
 3. Present neatly and garnish.
- CONSUMER INSTRUCTIONS**
1. Heat a large non-stick pan over high heat with 20ml of oil.
 2. Lower the heat to medium and fry cordon bleu for 2 to 3 mins each side until golden brown.
 3. Drain on paper towel until excess oil is absorbed and serve.

SERVING SUGGESTION

SERVE WITH ROASTED VEGETABLES
AND BUTTERED GREENS.

