



GRADING GRASSFED FOR QUALITY AND CONSISTENCY



**TRUE
AUSSIE
BEEF & LAMB**

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2. [How do you ensure consistent quality grassfed beef for your operation – introducing Meat Standards Australia \(MSA\)](#)
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Or watch this quick explainer video (3 minutes)



Evolving consumer trends

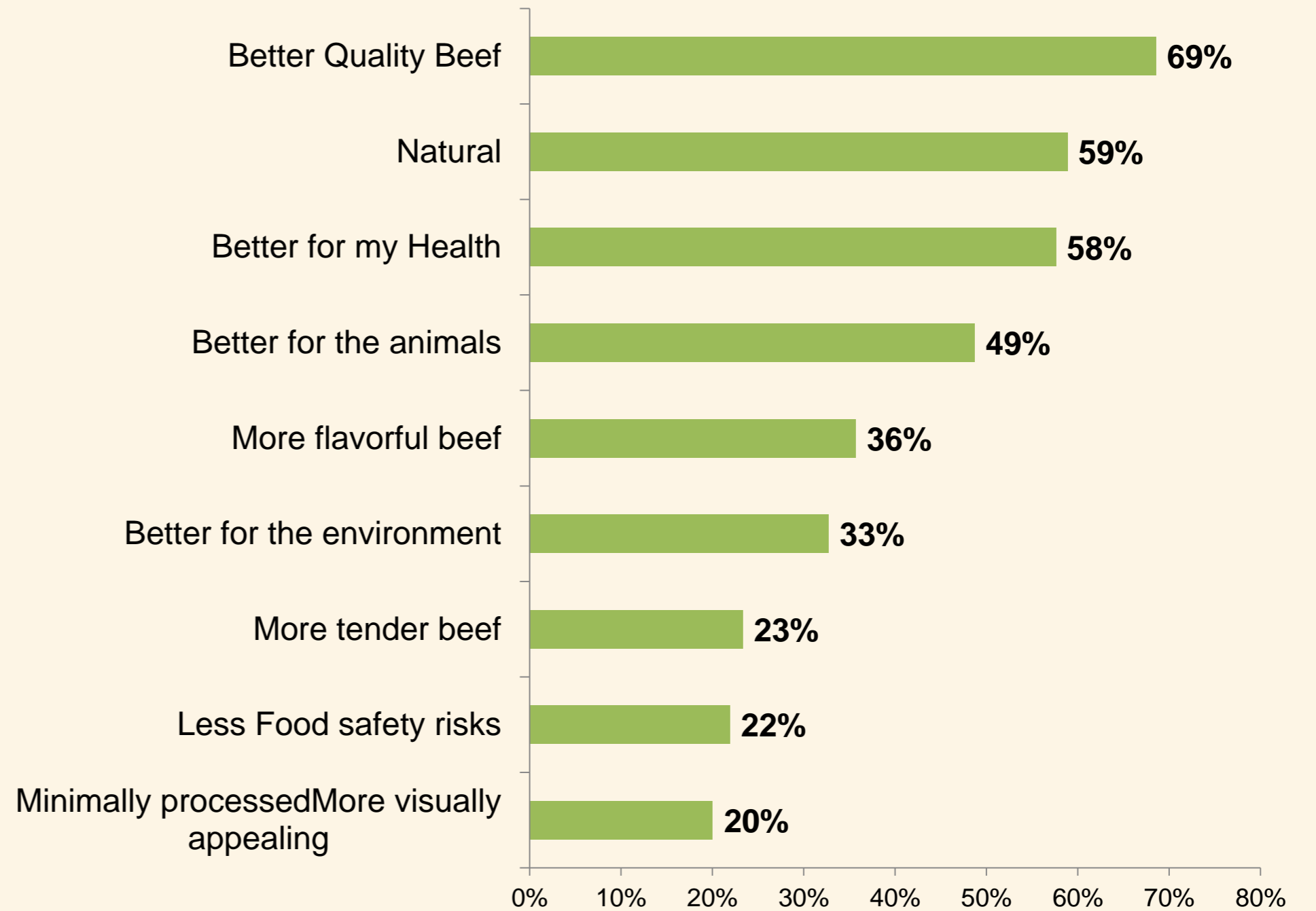
Grassfed beef satisfies evolving consumer trends towards health, sustainability and transparency

80%

80% of consumers are aware of grassfed beef

54%

54% of consumers have purchased grassfed beef



Foodservice operators are responding



Datassential, 2019 – Grassfed beef on menus

Top applications for grassfed beef

BURGERS 48%



STEAK 23%



GIBSONS
BAR • STEAKHOUSE

SALADS 15%



rōti
MODERN MEDITERRANEAN

Menu Matters, 2019 – Grassfed beef on menus



Quality tells for grassfed beef?



MARBLING

The usual visual cues that indicate quality in US cornfed beef do not work for grassfed beef



Enter Meat Standards Australia



- Meat Standards Australia (MSA) is a consumer based eating quality grading program launched in 1999.
- **Predicts the eating quality for 39 cuts in the carcass**
- Eating quality is predicted in association with cook method
- USDA Process Verified approved



Meeting consumer taste expectations

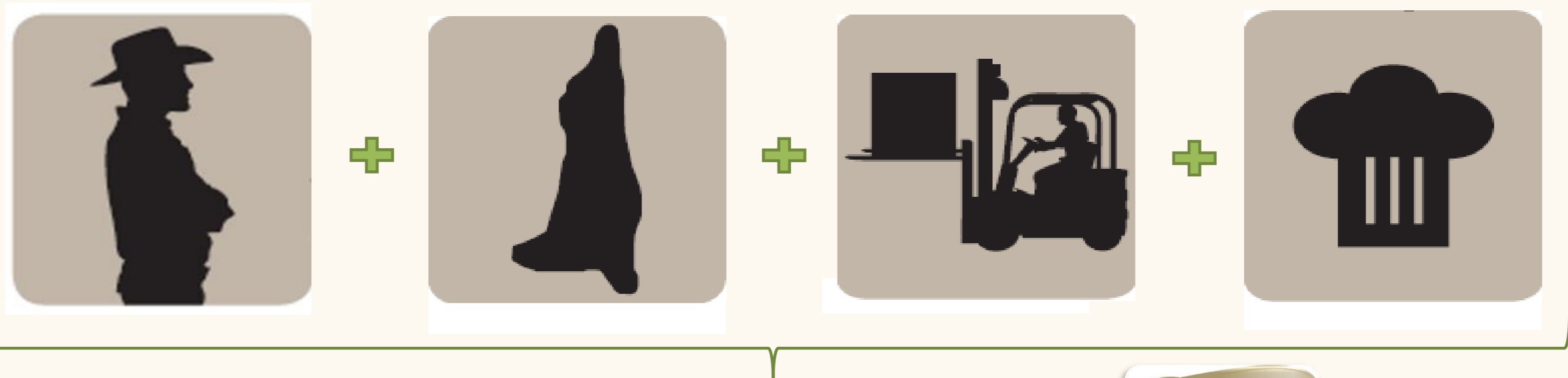
Key factors	Importance?
Tenderness	30%
Juiciness	10%
Flavor	30%
Overall liking	30%



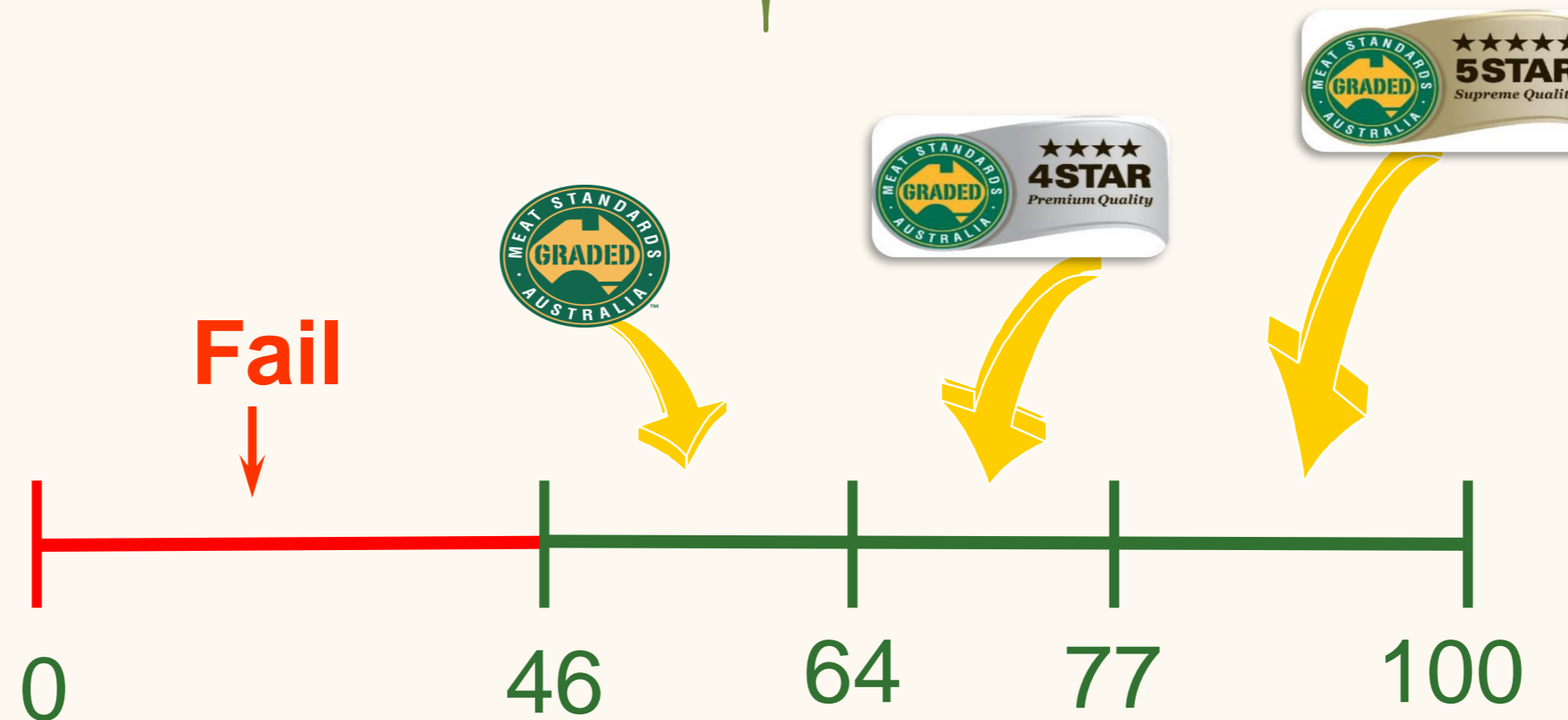
We know, because we asked...in over 700,000 taste tests around the world including the USA

MSA science

Scientists identified the impact at each point along the supply chain...



... to score each cut according to consumer rankings

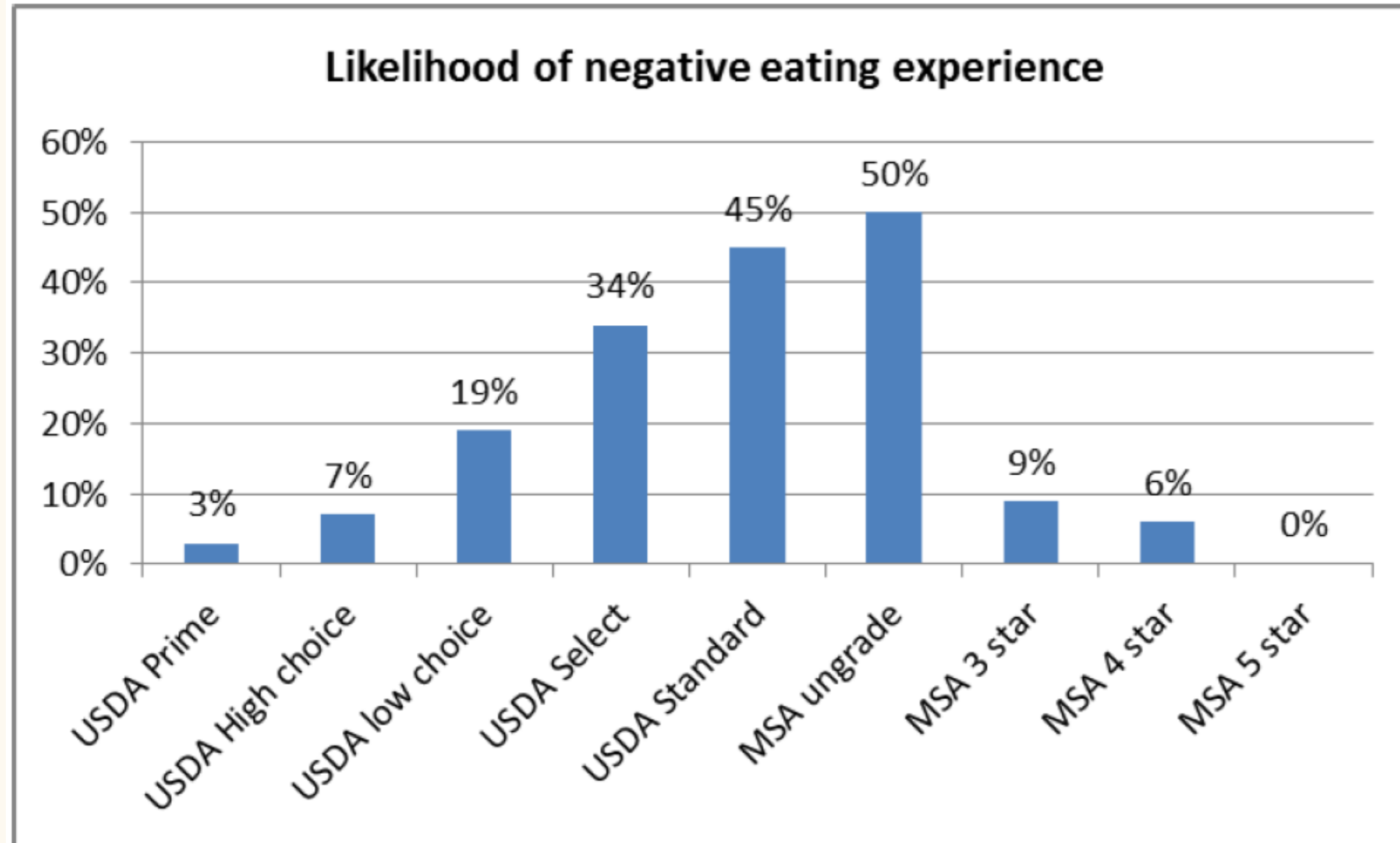


The *Modernist* take on MSA

“In the end, the Australians established a beef-grading system, known as Eating Quality Assured (*ed. Meat Standards Australia*), which uses a sophisticated statistical model to predict the quality of each cut of meat from a given animal. **We believe it is the best and most innovative grading system on the planet.**”

Nathan Myhrvold and Maxime Bilet
Modernist Cuisine: The Art and Science of Cooking

Consumers are paying more than ever...



Source: International perspective: characterisation of United States Dept of Ag and MSA systems for assessing beef quality, Smith G et al, 2008, Journal of Experimental Agriculture | Note: USDA failure rates based on striploins only. MSA figures based on all cuts

We can't afford to let them down...



Why MSA has a lower chance of failure

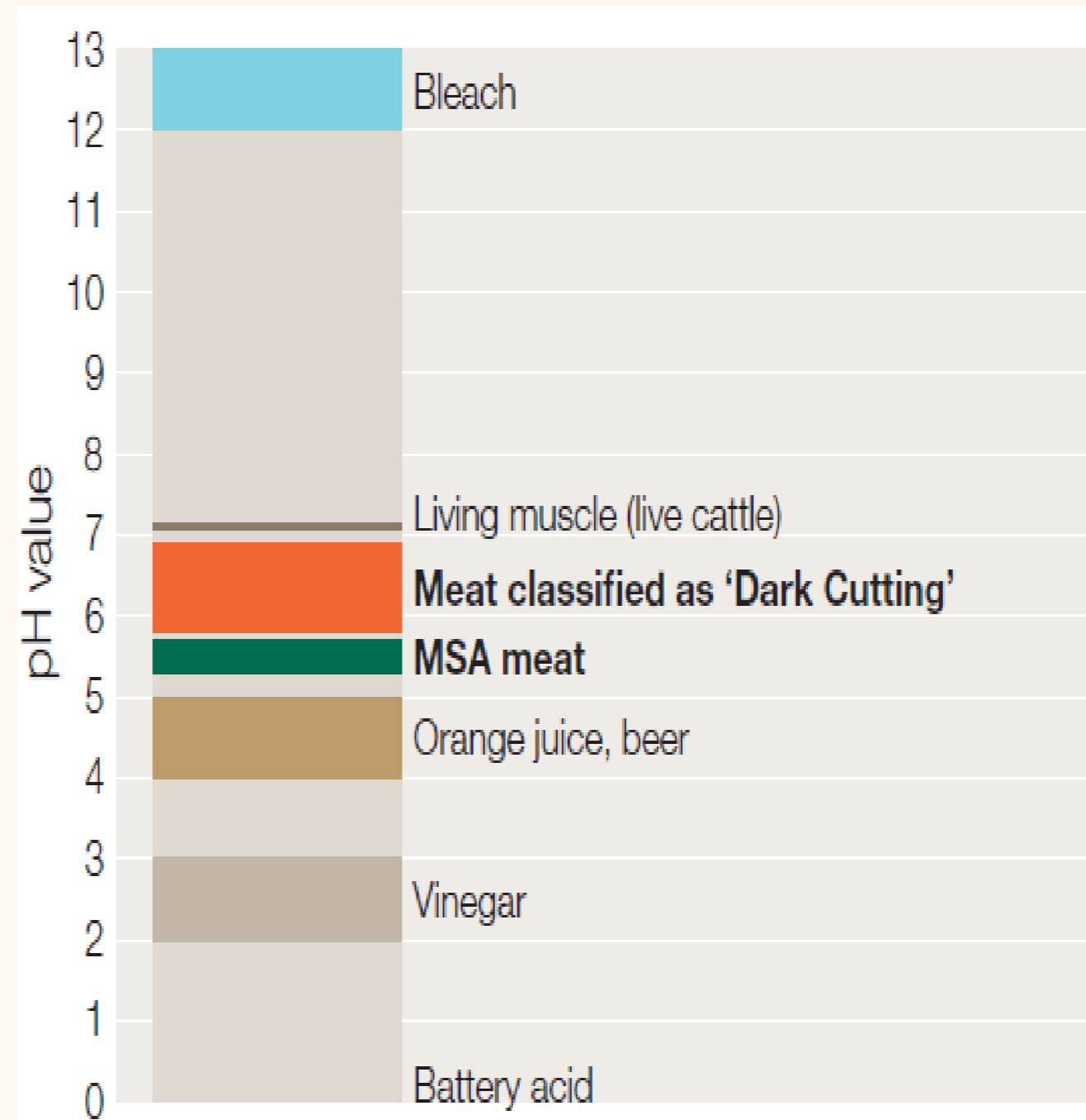


GRADING INPUTS	MSA Meat Standards Australia	USDA United States Department of Agriculture
Tropical breed content	✓	
Hormonal growth promotants	✓	
Sex	✓	
Carcase weight	✓	✓
Carcase conformation		✓
Ossification (maturity)	✓	✓
Meat texture		✓
Meat firmness		✓
Milk-fed veal	✓	
Hanging method	✓	
Marbling	✓	✓
Meat colour	✓	✓
pH	✓	
Rib fat measurement	✓	✓
Ribeye area		✓
Fat colour	✓	
Via saleyard	✓	
Cut ageing	✓	
Cooking method	✓	
Individual cut	✓	

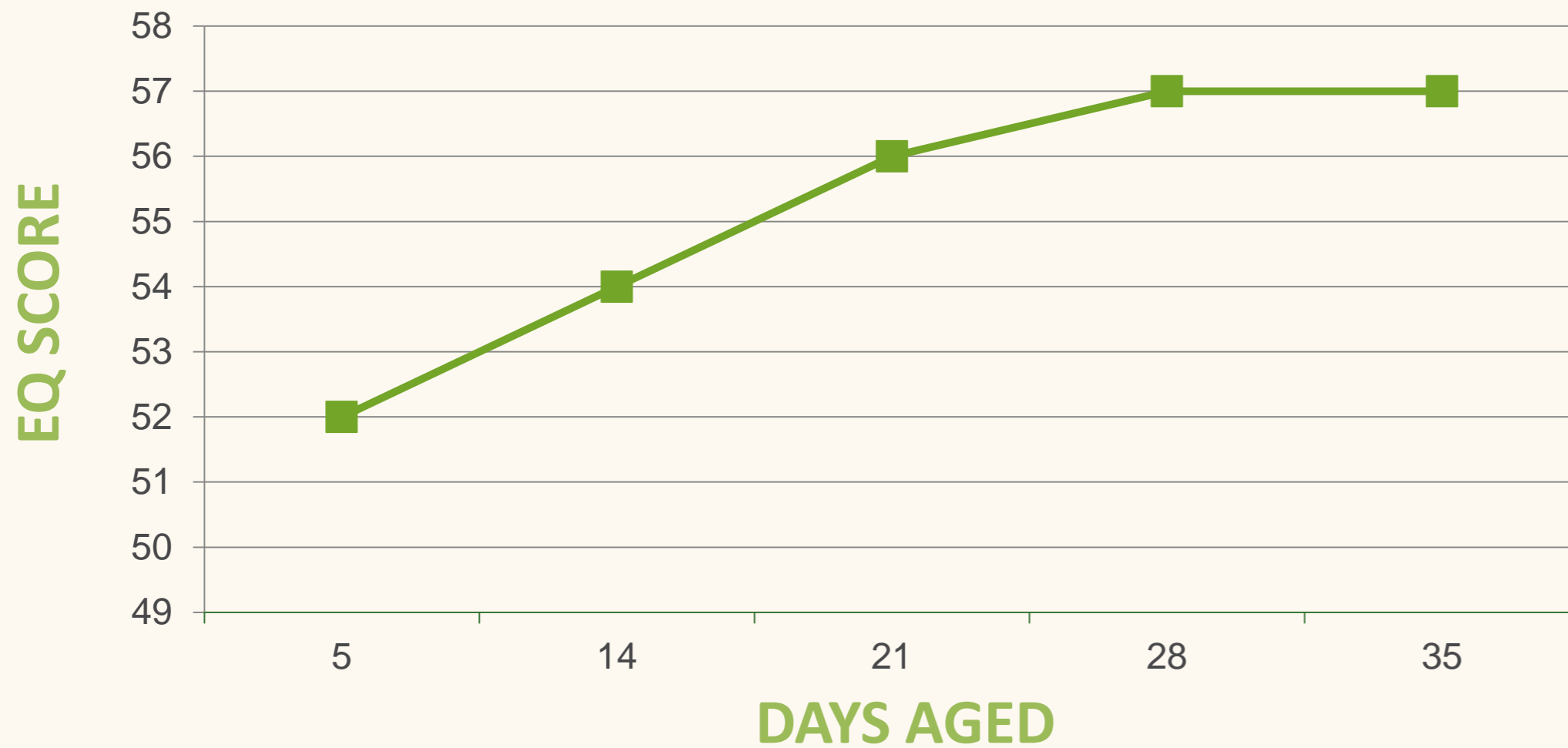


Why pH is important

- High water holding capacity = less juicy
- Increased bacterial growth = reduced shelf life
- Cooking inconsistencies – High pH steaks will appear rarer = consumer dissatisfaction with degree of doneness
- MSA requirement – pH to be less than 5.71



Wet ageing for the win!



An example of ageing rate of rump from grass fed carcass with attributes: no HGP, 360 MSAMB, 150 ossification, 0% TBC



- **Up to 120-day shelf life on chilled beef**
- **Break down of muscle fibres for more tender beef**

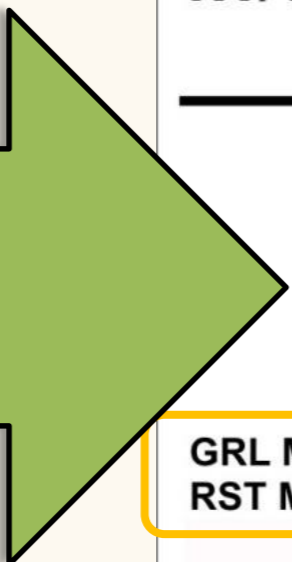
How to identify MSA product



What eating quality level do you want?

What cook method you intend to use?

How long do you intend to age the product for?



BONE IN BEEF
PRODUCT OF AUSTRALIA
***YG* SHORTLOIN MSA**
IW/VAC

ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW
32307
KEEP REFRIGERATED



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

GRL MSA 3 @ 5 days MSA 4 @ 14 days
RST MSA 3 @ 5 days MSA 4 @ 14 days

PACKED ON: 10-JAN-2014 14:28
BEST BEFORE: 19-FEB-2014
26.2kg 57.8lb
NET WEIGHT Carton ID 41457354



EST. NO.9999



What does this mean for you?

#1. consistency. When you buy a cut of Australian grassfed beef with an eating quality grade, you know this cut will eat according to the quality you selected.

#2. mindful menu markers. Guest perceptions and real quality benefits are driving the appeal of grassfed beef | get credit for menuing grassfed beef and tell its story.

#3. find a supplier. Ask your usual distributor for Australian grassfed beef or click through to the [True Aussie supplier database](#)



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Thank you

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