

# Beef Category

## Australia – the Island for Beef

We believe there's no better place on earth to raise beef. Our unique climate and environment allow our animals to live in their natural state and that in turn allows for consistent supply all year round. As a vast island our livestock is more protected from illness and disease and our wide open spaces have allowed us to develop a natural approach to farming. Animals are freer to roam, living a less stressful life that delivers a better result for everyone.



## A Variety of Products for Every Need

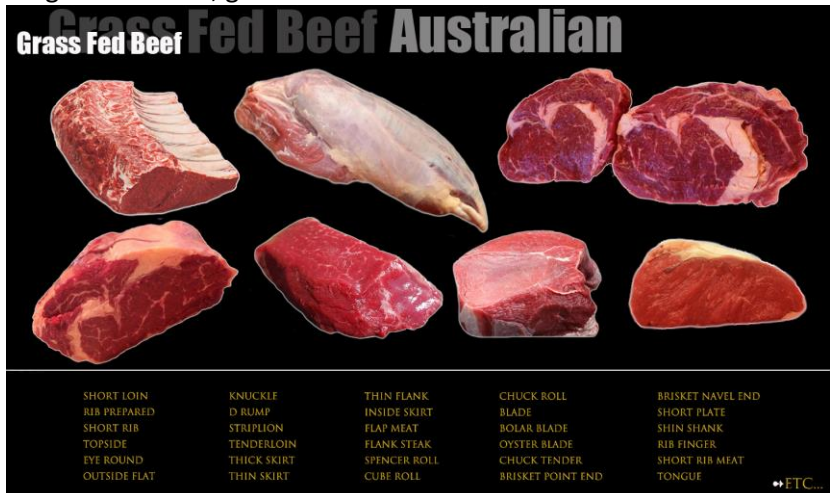
Our abattoirs produce some of the finest beef in the world. Our abattoirs are geared to producing high quality grass fed beef, grain fed beef and breed-specific products such as Wagyu and Angus. Our feedlot also continues to produce high quality grain fed cattle destined for markets around the world.



## Grass Fed Beef

Cattles are raised and fattened exclusively on pasture. Variations in seasonal and geographic factors influence the style and quality of grass fed beef. As demand for natural, wholesome foods increases globally, grass fed beef is being seen as an important component of a healthy diet. Raised exclusively on pasture, our Australian grass fed beef is naturally low in fat and cholesterol, while offering a higher level of Omega 3 fatty acids, thought to lower blood pressure and reduce the risks of

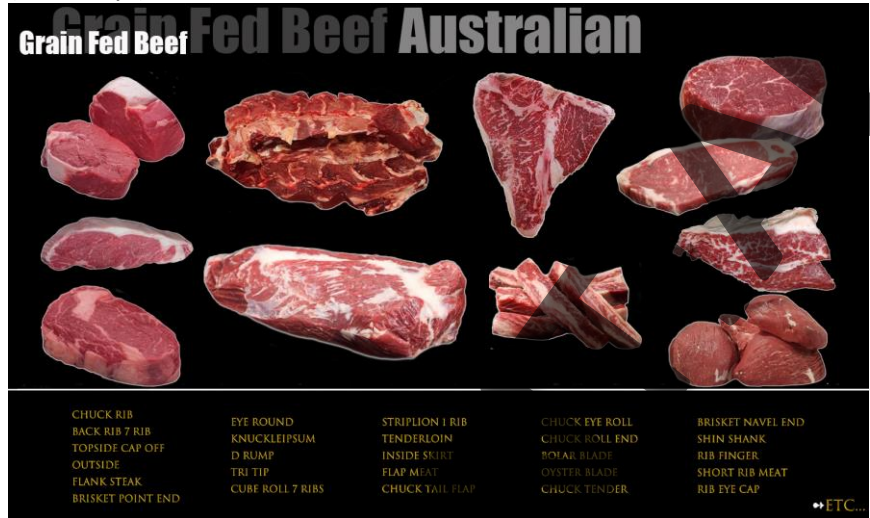
certain types of cancers. For these reasons, consumers are increasingly seeking out our lean, grass fed meats.



## Grain Fed Beef

Australian grain fed beef is highly regarded in many export markets, and Australia has developed a reputation for producing some of the best grain fed beef in the world. Grain fed beef is derived from cattle that have been fed on nutritionally balanced, high-energy-finished rations for a minimum specified number of days. This feeding regime results in a more consistent product and enhanced marbling that contribute to improved tenderness, juiciness and flavour. Our grain fed beef yields consistent fat and meat colour. Typical feeding regimes in are:

short-fed (100 to 150 days), medium-fed (150 to 200 days) and long-fed (200+ days).



## Australian Beef Cuts

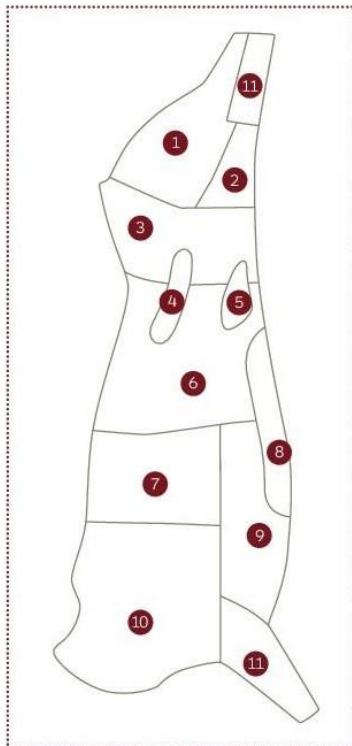


Hai Sheng Tang-Australian Beef

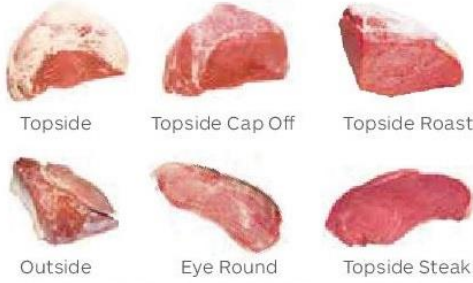
\*For reference only.



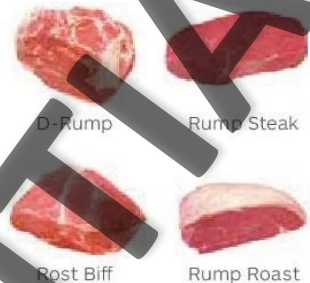
# BEEF BASIC CUTS



## 1. Inside/Outside



## 3. Rump



## 2. Round



## 4. Tenderloin



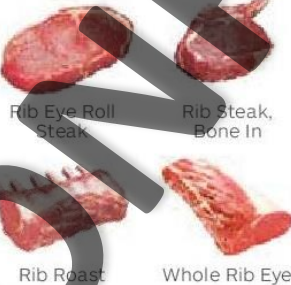
## 5. Flap Meat



## 6. Striploin



## 7. Rib Eye



## 8. Inside Skirt



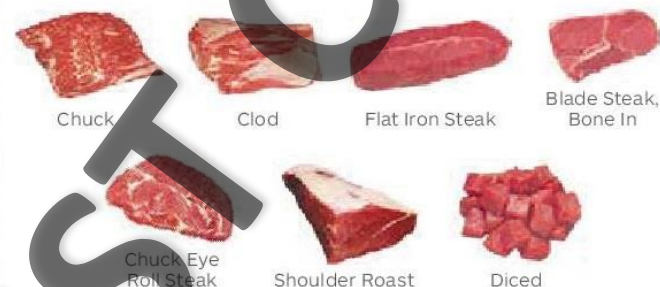
## 9. Brisket



## I. MFG. Beef Bulk Pack (Grinding)



## 10. Clod/Chuck



## 11. Shin



- Sustainable farming practices
- Variety of products
- Long shelf life
- High food safety standards
- Traceable

## How to Order Australian BEEF

### STEP 1 - Define the Product Specification

A product specification defines attributes of each product. When defining the specification, you might include the following:

- The cut name you wish to purchase
- The product or cut's Handbook of Australian Meat (HAM) number
- Grass fed beef or Grain fed beef
- Degree of marbling, fat colour and meat colour
- Bones remain intact or are removed

### STEP 2 - Define Other Requirements

Requirements not specifically related to the product specification also should be defined. These requirements may include:

- Chilled or frozen product
- Packaging (vacuum packed, layer packed, multi-packed, etc.)
- Price
- Quantity
- Shipping terms
- Delivery date

### No Better Beef than Our Australian Beef

- An untarnished health legacy.
- A broad variety of grades and cuts
- One of the world's most stringent safety and traceability standards.
- Add it all up and you'll see why our Australian beef stands out in the global marketplace.
- Give your customers the quality they demand with Australian beef.

