



1. Domestic Retail Beef Register

By describing product in a manner consistent with this Register, a retail business can demonstrate that descriptions and claims applied to beef products for retail sale are verifiable with the product from which it is derived.

This Register is designed to allow the supply chain trade description information applied to beef sourced by a retail business to be accurately converted into applicable descriptors for retail sale to consumers.

It is derived from and forms part of the AUS-MEAT Language and is intended to provide a comprehensive reference source. All terms and descriptors used in this Register have the same meaning as the corresponding term or descriptor in the AUS-MEAT Language unless otherwise stated. AUS-MEAT Language means the Australian Meat Industry Classification System (Manual 1) (as amended) published by AUS-MEAT Limited ACN 082 528 881 (AUS-MEAT).

This Register includes a dynamic list of Domestic retail cut descriptions common to the domestic retail sales including:

- Applicable retail terminology and descriptions derived from the AUS-MEAT Language that are clear and not misleading to the consumer about the description of Beef being purchased;
- Supplementary information that can be used for display, distribution or a promotional purpose that is accurate and can be verified to be sourced from product that conforms with industry standards or relevant codes of practice; and
- Provision for the use of approved 'Private Terms' to facilitate innovation or legitimate competition in the promotion of beef products to Australian retail consumers.

The Register sets out the minimum mandatory requirements for the retail labelling of beef products. The use of further descriptors may be optional but such use must be consistent with this Register. Where applicable, the Register also provides for the use of a number of commonly recognised alternate descriptors to allow for commercial flexibility and product innovation.

In addition to any requirement contained in this Register, all businesses must meet all relevant Australian legislation with respect to labelling. Note that there are additional, specific requirements in New South Wales – please contact the NSW Department of Primary Industries : Food Authority for further details.