



Advice 3 / 11

01 June 2011

**TO: ALL LICENCED MEAT EXPORTERS
MANAGEMENTS OF ALL AUS-MEAT ACCREDITED ENTERPRISES**

ATTENTION: Officer in Charge AUS-MEAT Standards:

**AUS-MEAT LANGUAGE CHANGES – BEEF DOMESTIC RETAIL DESCRIPTION
8 TOOTH USE OF ECONOMY AS AN ALTERNATIVE TO BUDGET**

PURPOSE

The purpose of this Advice is to inform Accredited Enterprises of changes to the Beef Domestic Retail Description - 8 Tooth (Budget) as detailed in the AUS-MEAT Language which allow the term "ECONOMY" to be used as an alternative to the descriptor "BUDGET" where it currently appears in the AUS-MEAT Language applicable to the description of carcasses and derived products as either Budget OX or Budget Cow.

BACKGROUND

The AUS-MEAT Domestic Retail Beef Register (DRBR) Edition 3 Version 1 as amended 19 May 2011 was published on the AUS-MEAT Website on 1 June 2011.

<http://www.ausmeat.com.au/industry-standards/domestic-retail-beef-register.aspx>

This Edition replaces the previous Second Edition Version 2 to form part of the *Australian Meat Industry Classification System (AUS-MEAT Language 2011 Edition)* published by AUS-MEAT Limited.

This Register is designed to allow supply chain trade description information applied to Beef sourced by a retail business to be accurately converted to applicable descriptors for retail sale to consumers. The Beef Retail Classification in the DRBR allows the use of the description ECONOMY to describe products offered for retail sale derived from eight (8) tooth animals.

Following several requests from Industry, the use of the description ECONOMY as an alternative to the description BUDGET where it currently appears in the AUS-MEAT Language applicable to the description of carcasses and derived product as either Budget OX or Budget Cow at processing Enterprises has been considered and approved by the Australian Meat Industry Language and Standards Committee.

Date of Implementation

These changes to the AUS-MEAT Language as detailed in this Advice may be implemented immediately upon receipt of this Advice.

Further enquiries on the Beef Alternative Category changes contact AUS-MEAT Limited Ph (07) 3361 9200, Fax (07) 3361 9222, e-mail ausmeat@ausmeat.com.au .

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**GENERAL MANAGER
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