



Advice 5 / 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 – BEEF RETAIL CLASSIFICATIONS

PURPOSE

The purpose of this Advice is to inform Accredited Enterprises of labelling options that may be implemented to meet the requirements of Domestic retail clients in order to comply with the retail labelling requirements of the AUS-MEAT Domestic Retail Beef Register (DRBR).

BACKGROUND

The Beef Retail Classifications, as set out in Section 3.2 of the Domestic Retail Beef Register (DRBR) (Column 1 of the attached Table 2), now form part of the AUS-MEAT Language and, whilst only legislated in NSW, can be used for domestic retail sale of Beef throughout Australia. However, it should be clear that these Beef Retail Classifications are not "Grades"; are solely for use for description of Beef offered for retail sale; and are in no way mandatory for Accredited Processing/Packing Enterprises to implement other than to describe retail ready product labelling for direct retail sale in NSW.

Regardless of any other labelling options, where applicable, Accredited Processing/Packing Enterprises must still describe beef products with the applicable AUS-MEAT Carcase Category in accordance with the AUS-MEAT Language (as reproduced in Column 2 of the attached DRBR Table 2).

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

This Edition replaces the previous Edition 2 Version 2, 12 July 2010 to form part of the *Australian Meat Industry Classification System (AUS-MEAT Language 2011 Edition)* published by AUS-MEAT Limited:

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

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 AUS-MEAT Domestic Retail Beef Register is derived from and forms part of the AUS-MEAT Language (2011 Edition) and is intended to provide a comprehensive reference source of the applicable descriptors of Beef for use in consumer retail sale. 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.

This Register includes a dynamic list of Domestic retail cut descriptions common to 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. In addition, the use of further descriptors may be optional but such use must be consistent with the 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.

This Register details the applicable Retail Terminologies which correspond to the supply chain trade description information which may be applied to Beef sourced by a retail business.

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.

Note: In addition to any requirement contained in this Register, all business must meet all relevant legislation with respect to labelling. This Register has been prescribed for the purposes of Retail Beef Labelling requirements in NSW under The Food Amendment (Beef Labelling) Act 2009 which commenced on 31 August 2010.

APPLICATION

The domestic market is the largest single market for Australian beef and many Accredited Processing/Packing Enterprises provide Retail Ready products directly to this market. In practice, appropriate Beef Retail Classifications may be applied at packing to avoid the need for Retailers to apply further labelling information to comply with relevant Retail Labelling requirements.

To facilitate this, the Australian Meat Industry Language and Standards Committee (AMILSC) have agreed that the following Labelling Options may be applied at Accredited Processing/Packing Enterprises:

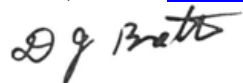
1. In clear description for **Yearling Beef** is acceptable for all markets; and
2. The following options apply to the use of the **other Beef Retail Classifications: Young, Mature and Economy (Budget)**:
 - a. **Production destined for the Domestic Market including product for which the Intention to Export is Abandoned at the time of Packaging and Labelling:**
 - i. The appropriate AUS-MEAT Carcase Category which must still comply with the appropriate Trade Description requirements in the AUS-MEAT Language, or alternatively the Beef Retail Classification descriptor, must be applied to the Outer Carton Label either singularly or in combination.
 - ii. Where the appropriate Beef Retail Classification (**Young, Mature or Economy**) is applied to Inner Labels for retail sale, the Outer Carton Label must also include in clear descriptions for the appropriate Retail Classifications and, in addition, the appropriate AUS-MEAT Carcase Category may also be applied.
 - iii. Where the appropriate AUS-MEAT Carcase Category is applied to Inner Labels, the Outer Carton Label must also include the appropriate AUS-MEAT Carcase Category and, in addition, in clear descriptions for the appropriate Retail Classification (**Young, Mature or Economy**) may also be applied.
 - iv. Domestic retail product labelled with the Beef Retail Classification **Young** must be demonstrated to comply with the Beef Retail Classification criteria detailed in Table 2 of the DRBR at the time of packing and labelling.
 - v. At export registered Enterprises, the Australian Inspected stamp (AI) must be defaced and the product identified as DOMESTIC at the time of packing and labelling.
 - b. **Export Production that MAY be diverted to the Domestic Market at a time after packing and labelling:**
 - i. Where "export eligibility" (AI stamp is not defaced) has been retained then the Retail Classifications (*Mature and Economy*) cannot be applied until the conditions set out in the previous point 2(a) have been fully met and eligibility for the export market has been permanently abandoned.
 - ii. Export eligible product labelled with the in clear description **Young Beef** may only be derived from Alternative carcase categories *YG* and *YGS* unless the Australian Inspected stamp (AI) has been defaced and the product identified as DOMESTIC at the time of packing and labelling.

NOTE: The Beef Retail Classifications Mature or Economy (Budget) MUST NOT be used on any product while it retains eligibility for export.

Date of Implementation

Accredited Enterprises must update their Quality System approved by AUS-MEAT to include procedures which address these requirements prior to commencing packing product using the Beef Retail Classifications. The changes to the Beef Retail Classifications detail in this Advice are effective 1 June 2011.

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



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**GENERAL MANAGER
STANDARDS & TECHNICAL OPERATIONS**

Previous References: Advices 2/11, 3/11, 4/11

TABLE 2: Beef Retail Classification

Beef Retail Classifications	Processing Alternative Carcase Category	AUS-MEAT Description
YEARLING or BEEF	YEARLING STEER *YS*	Castrate or entire male bovine that: - Has zero (0) permanent incisor teeth; - Shows no SSC
	YEARLING *Y*	Female or Castrate or entire male bovine that: - Has zero (0) permanent incisor teeth; - Shows no SSC
YOUNG or BEEF	YOUNG STEER *YGS* or YOUNG PRIME STEER *YPS* OM ≤200	Castrate or entire male bovine that: - Has no more than two (2) permanent incisor teeth, or - Has no more than four (4) permanent incisor teeth and an assessed Maximum Maturity Score of ≤200 - Shows no SSC
	YOUNG BEEF *YG* or YOUNG PRIME BEEF *YP* OM ≤200	Female or Castrate or entire male bovine that: - Has no more than two (2) permanent incisor teeth, or - Has no more than four (4) permanent incisor teeth and an assessed Maximum Maturity Score of ≤200 - Shows no SSC
MATURE or BEEF	YOUNG PRIME STEER *YPS*	Castrate or entire male bovine that: - Has no more than four (4) permanent incisor teeth; - Shows no SSC
	YOUNG PRIME BEEF *YP*	Female or Castrate or entire male bovine that: - Has no more than four (4) permanent incisor teeth; - Shows no SSC
	PRIME STEER *PRS*	Castrate or entire male bovine that: - Has no more than seven (7) permanent incisor teeth; - Shows no SSC
	PRIME BEEF *PR*	Female or Castrate or entire male bovine that: - Has no more than seven (7) permanent incisor teeth; - Shows no SSC
	STEER *SS*	Castrate or entire male bovine that: - Has no more than seven (7) permanent incisor teeth; - Shows no SSC
	Ox *S*	Female or Castrate or entire male bovine that: - Has no more than seven (7) permanent incisor teeth; - Shows no SSC
ECONOMY	ECONOMY OX or BUDGET OX	Castrate or entire male bovine that: - Has eight (8) permanent incisor teeth - Maximum AUS-MEAT Meat Colour 4 and Fat Colour 4 - Shows no SSC
	ECONOMY COW or BUDGET COW	Female bovine that: - Has eight (8) permanent incisor teeth - Maximum AUS-MEAT Meat Colour 5 and Fat Colour 5
MANUFACTURING (Suitable for mince only)	MANUFACTURING	Female or castrate or entire male bovine that: - Has eight (8) permanent incisor teeth - Males show no SSC

Note 1: OM is the AUS-MEAT Language Symbol for Maturity score based on skeletal ossification which can be used to identify this product.

Note 2: There is no change to the classification of Grain Fed Young Beef (GFYG) which must be sourced from 0-2 tooth animals.