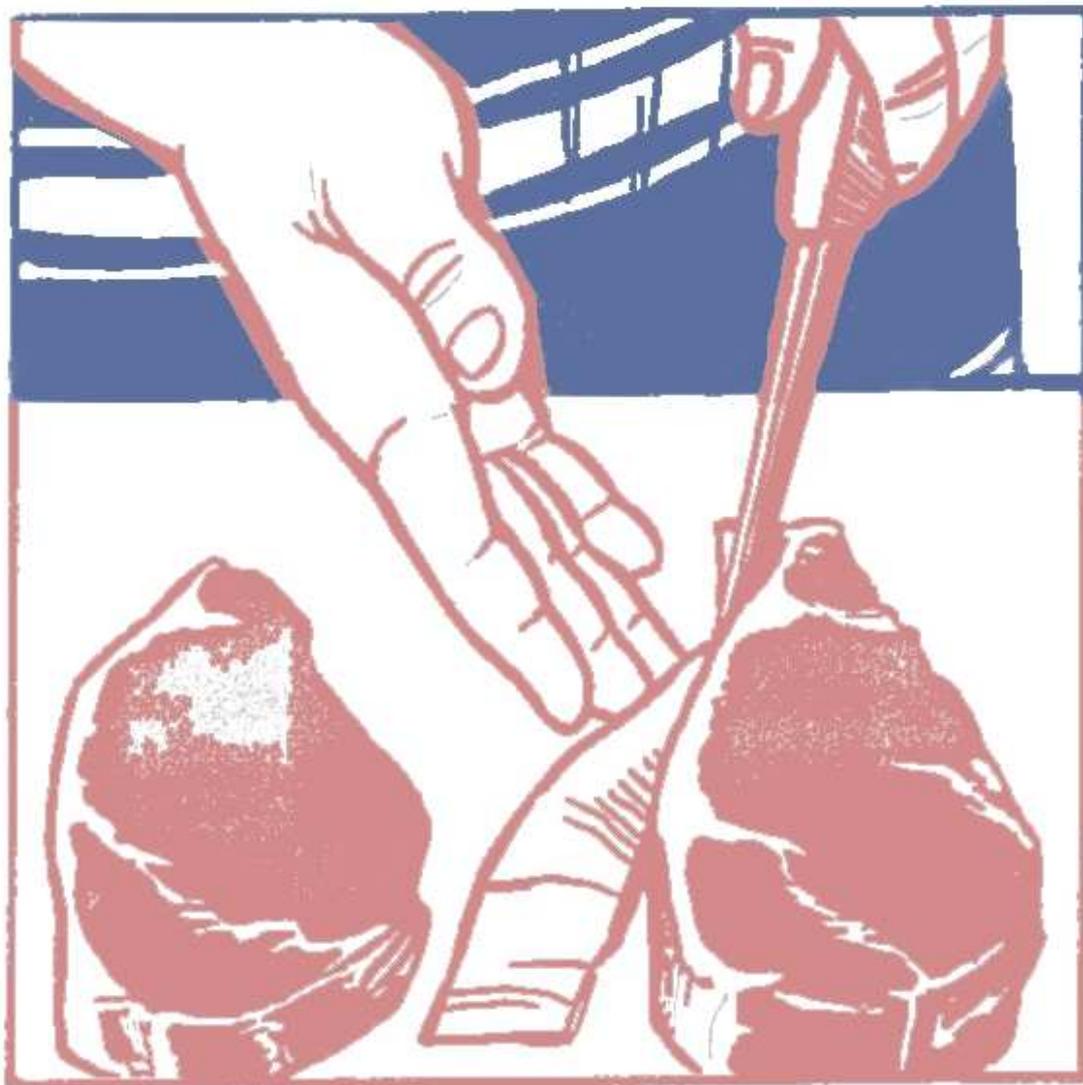


AUS-MEAT

DOMESTIC RETAIL BEEF REGISTER

Edition 3 – 2011
Version 1 amended 19 May 2011



Retail Beef Cuts Language and Terminology



PREFACE

Australia is the world's largest exporter of red meat and livestock, exporting to more than 100 countries. Australia's clean, natural image and our reputation as a reliable supplier of safe, quality red meat underpin Industry international marketing activities.

Our domestic market is the largest market for Australian beef and sheepmeat and this continues to grow. Since 1997-98, the domestic red meat category has grown from \$5.4 billion to \$8.0 billion. An increase of \$2.6 billion or 48%. Consumer demand for both beef and lamb continues to be strong in the domestic market, driven by good quality, improving nutrition perceptions, high retail standards, increasing foodservice presence and effective promotion.

A comprehensive level of Australian Federal and State Government monitoring, detailed auditing and verification processes form an integral part of Australian control systems. Elements of these systems are subject to both State and Federal Government legislation.

All Australian licensed processing plants operate under the Australian Standard for the Hygienic Production and Transportation of Meat and Meat Products for Human Consumption (AS 4696: 2007). This is based on world's best practice and harmonizes standards for the production and transportation within Australia of meat and meat products regardless of whether the meat or meat products are for domestic or export destinations. The focus is on essential health and hygiene issues and provides for standards that are consistent with the principles and objectives of the world standards contained in Codex Alimentarius Volume 10 (1994).

AUS-MEAT Limited is an industry owned body operating as a joint venture under the control of a Board of Directors appointed by Meat and Livestock Australia (MLA) and the Australian Meat Processor Corporation (AMPC).

This industry organization is responsible for establishing and maintaining Australian meat specifications and offers Accreditation programs for abattoirs, boning rooms and further processing meat operations that trade Australian meat products. An approved Quality Management System must be designed and implemented to ensure consistency of quality, accurate product description and correct use of the AUS-MEAT Language. Trained personnel implement correct use of the AUS-MEAT Language and the Handbook of Australian Meat is the International Red Meat Manual to facilitate the wider global customer response to the use of accurate product descriptions in international trade.

Industry ownership is a key feature of the co-regulatory partnership between Government and Industry which is implemented through the Australian Meat Industry Language and Standards Committee convened by AUS-MEAT. Truth in labelling is underpinned by Industry Standards and the application of the AUS-MEAT Language through the meat and livestock production and processing sectors.

The AUS-MEAT Language is a uniform specification language for Australian meat products that enables wholesalers, retailers and food service operations to accurately specify the meat product they wish to purchase. The AUS-MEAT Language is based on product description, objective carcass measurements and various processes e.g. dentition/maturity, sex, fat depth, weight class, Accelerated conditioning and Eating Quality Assurance (MSA).

The Language is the recognised trading language common to all AUS-MEAT Accredited Enterprises which uses objective descriptions to describe meat products accurately to meet market requirements both nationally and internationally. The Language is the basis of a national uniform description system based on objective carcass measurements used in the classification of Australian meat and livestock.

Included within the language is the Beef Carcase Evaluation Scheme (Chiller Assessment) which has been integrated with the Meat Standards Australia (MSA) Grading System where common measurements / assessments are used. The Language continuously evolves to maintain relevance to stakeholder needs. Changes to the Language are progressed through a consultative process including industry stakeholders with final approval and implementation coming through the Australian Meat Industry Language and Standards Committee.

The Language is maintained, promoted and published in various formats including electronic versions, hard copy publications, brochures and posters. Further information at www.ausmeat.com.au

AUS-MEAT publishes guidance documents to assist in the interpretation and application of the AUS-MEAT Language. This Domestic Retail Beef Register should be read in conjunction with the retail guidance publication, AUS-MEAT Users' Guide to Australian Meat (as amended).

ACKNOWLEDGEMENT

This document has been developed and published by AUS-MEAT on behalf of the Australian Beef Industry for incorporation into the AUS-MEAT Language at the request of the Red Meat Advisory Council (RMAC).

The following beef industry stakeholder organisations have contributed to the compilation of this Register:

- Australian Lot Feeders' Association (ALFA)
- Australian Meat Industry Council (AMIC)
- Australian National Retailers Association (ANRA)
- Australian Retailers Association (ARA)
- Cattle Council of Australia (CCA)
- National Association of Retail Grocers of Australia
- Meat and Livestock Australia (MLA)
- NSW Food Authority
- Red Meat Advisory Council (RMAC)

Third Edition, 2011 Version 1 as amended 19 May 2011 - AUS-MEAT Limited ACN 082 528 881 (All Rights Reserved)

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

Table of Contents

1. APPLICATION OF THIS REGISTER	5
2. DEFINITIONS	5
3.1 Basic Categories	6
3.2 Beef Retail Classifications.....	6
4. EATING QUALITY LABELLING AND GRADING	8
4.1 Meat Standards Australia – MSA	8
4.2 Other Eating Quality Labelling and Grading Schemes.....	8
5. SUPPLEMENTARY DESCRIPTORS.....	9
5.1 Grain Fed Beef	9
5.2 Animal Raising Claims.....	9
5.3 Ritual Slaughter	9
5.4 Packaging Claims	9
5.5 Quality Attributes	9
5.6 Proprietary Labelling Information	10
6. GENERAL MATTERS RELATING TO RETAIL BEEF LABELLING.....	10
6.1 Conflict with the Register.....	10
6.2 Restricted Terminology	10
6.3 Prominence of Labels	11
6.4. Private Terms.....	11
6.5 Stand Alone Statements.....	11
6.6 Personalised Claims.....	11
6.7 Trade Puffs	11
6.8 Exempt Terms	12
6.9 Exempt Beef Products	12
7. LIST OF RETAIL BEEF PRIMAL AND SUB-PRIMAL CUT DESCRIPTIONS	13
APPENDIX 1: LIST OF RETAIL BEEF PRIMAL AND SUB-PRIMAL CUT DESCRIPTIONS	14
APPENDIX 2: OTHER COMMONLY USED EXEMPT RETAIL TERMS	17
APPENDIX 3: APPLICATION FOR APPROVAL OF NEW OR REVISED TERMS	18

1. APPLICATION OF THIS REGISTER

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 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.

For the purposes of this register the 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. In addition, 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.

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.

2. DEFINITIONS

For the purposes of this register unless otherwise stated all terms have the same meaning as defined in the Australian Meat Industry Classification System (Manual 1) (as amended) published by AUS-MEAT Limited ACN 082 528 881 (AUS-MEAT)-otherwise referred to as the AUS-MEAT Language.

Further Process – as defined in the Australian Standard for the Hygienic Production and Transportation of Meat and Meat Products for Human Consumption (AS 4696:2007) means a process (such as curing, heat treatment, drying, canning, fermenting or rendering) applied to meat or meat products to form essentially a new product with different characteristics or flavour. *Note: The use of marinades does not constitute "Further Processing" unless they contain an enzymatic process which substantially changes the characteristics of the product.*

Value Adding - Means a process such as marinating, flavouring, salting or inclusion of additives / ingredients by means such as massaging, tumbling or injection in order to enhance taste, tenderness or other sensory attributes such as colour or juiciness. The process generally does not change the form, appearance or texture of the product.

3. CONSUMER BEEF RETAIL CLASSIFICATION AND LABELLING

A minimum requirement of this Register is that applicable Beef products offered for retail sale must be described in accordance with the applicable Basic Category unless further terminology contained in this Register is used to describe that product.

3.1 Basic Categories

The Basic Beef Carcase Categories are assessed at the time of slaughter by determination of the animal's age (dentition), sex and weight (for the Veal Category) as depicted in Table 1.

TABLE 1: Minimum Retail Label Descriptor

Minimum Retail Label Descriptor	Source Basic Carcase Category	Description
BEEF	BEEF	Female or Castrate or entire male bovine (in male bovine shows no evidence of Secondary Sexual Characteristics, SSCs)
VEAL	VEAL *V*	Female or castrate or entire male bovine that: - Has no evidence of eruption of permanent incisor teeth; - Weighs no more than 150kg (HSCW); - In male shows no evidence of SSC; - Shows youthfulness and veal colour (Veal meat colour must not exceed the AUS-MEAT veal colour standard V5)
BULL	BULL *B*	Entire or Castrate male bovine showing Secondary Sexual Characteristics, SSCs

A retail business must substantiate, where applicable, that Beef products offered for retail sale described using the applicable Retail Descriptor corresponding to each Basic Category are derived from products that have been assessed in accordance with the requirements of that Category as detailed in this Register.

Only beef products which comply with the Basic Carcase Category Definition for "Veal" may be offered for retail sale using the Retail Descriptor – "Veal". Such products may alternatively be described as Beef in accordance with this Register.

All products which are derived from carcasses which comply with the Basic Carcase Category Definition Bull (or the Alternative Carcase Category Young Bull) must be offered for retail sale using the Retail Descriptor – "Bull".

3.2 Beef Retail Classifications

Products which comply with the Basic Carcase Category Definition for "Beef" that are offered for retail sale must be described by using an applicable "Beef Retail Classification" descriptor corresponding to the Alternative Carcase Categories that have been assessed in accordance with the requirements of that Category detailed in this Register. Such product may also be described using any of the other lower "Beef Retail Classification" descriptors for which it is eligible. The inclusion of the term "Beef" in the Retail Description is optional for product which is described in accordance with this Section.

The requirements of this Section 3.2 are optional for: all products that are Graded for Eating Quality in accordance with Section 4 of this Register; all tenderloins and mince; and further processed beef products unless applicable terminology in this Section is used in association with these products.

The Alternative Carcase Categories are assessed at the time of slaughter in accordance with the AUS-MEAT Language by determination of the animal's age (dentition), sex and Secondary Sexual Characteristics (SSC) as depicted in Table 2.

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.

A retail business must substantiate, where applicable, that Beef products offered for retail sale described using an applicable Beef Retail Classification corresponding to an Alternative Carcase Category are derived from products that have been assessed in accordance with the requirements of that Category as detailed in this Register.

The Beef Retail Classification “Economy” identifies product that has been sourced from Steers and Cows with 8 permanent incisor teeth at the time of slaughter. Primal cuts that are derived from carcasses that have been graded as Economy (or Budget) Ox or Economy (or Budget) Cow must have been assessed to the required colour range for meat and fat colour as set out in the AUS-MEAT Language. Such product does not guarantee any eating quality but provides a product that has practical uses including slow cook options. Carcasses that do not meet the assessment criteria must be graded as Manufacturing.

Note: The use of the Alternative Carcase Category “Prime” is prohibited for use as a Retail Descriptor for Beef products in all circumstances in accordance with Section 6.2 of this Register.

4. EATING QUALITY LABELLING AND GRADING

Relevant documentation must be available for claims and statements which are used to imply a “guaranteed” standard or selection based on the product’s characteristics, or some other evidence such as a measurable type of substantiation of the claim must be available prior to use, e.g. premium, eating quality or other guaranteed claims. If relevant documentation or substantiation cannot be provided then use of such claims is not permitted.

In all cases the application of such claims by a retail business is voluntary. However any such claims must be in accordance with the provisions of this register.

With respect to claims relating to Eating Quality characteristics the provisions set out in the following Sections 4.1 and 4.2 apply:

4.1 Meat Standards Australia – MSA

Meat Standards Australia (MSA) Grading information identifies beef products that have been derived from carcasses which have been assessed and graded using the MSA Standards and Technology published by Meat and Livestock Australia (MLA) and labelled as set out in the AUS-MEAT Language.

A retail business must substantiate, where applicable, that Beef products offered for retail sale described as or implied to be MSA eligible are derived from products that have been assessed and comply with the standards and licence conditions set out in the MSA Standards and the AUS-MEAT Language.

4.2 Other Eating Quality Labelling and Grading Schemes

Other Grading Schemes, Premium Brands and/or Eating Quality Claims may be recognized where MSA technology or any equivalent technology has been used to validate production processes or operations directly relating to predicted Eating Quality outcomes.

A retail business may also substantiate that applicable claims made concerning the eating quality characteristics associated with product labelled under private brands and the like are derived from products that have been assessed and comply with MSA Standards and/or other approved technologies.

Any technologies or classification system, other than MSA, which is used to grade beef for guaranteed eating quality claims, must be validated and subject to substantiation.

The use of any such technologies must be approved by the Australian Meat Industry Language and Standards Committee (AMILSC). Approval to use an alternative system will only be granted where AMILSC is satisfied that the alternative technology achieves equivalent or better consumer outcomes. In assessing the equivalence of outcomes the AMILSC will utilise the MSA consumer outcomes based research as a benchmark measure.

5. SUPPLEMENTARY DESCRIPTORS

The AUS-MEAT Language is based on accurate descriptions and use of Industry terminology that is truthful and can be verified by recognised production and/or processing systems or recognised supply chain programs. The AUS-MEAT Language also addresses other supplementary information and those descriptors, terms and statements applicable to retail description are listed in this section.

5.1 Grain Fed Beef

Beef Carcasses described as Grain Fed (GF), Grain Fed Young Beef (GFYG) or Grain Fed Domestic (GFD) are assessed at the time of slaughter for compliance with the feeding and carcass specification requirements of the Minimum Standards for Grain Fed Beef set out in the AUS-MEAT Language.

A retail business must substantiate, where applicable, that Beef products offered for retail sale described as Grain Fed are derived from products that have been assessed and comply with the standards set out in the AUS-MEAT Language.

Note: Any conflicting term which may be confused by the consumer as denoting Grain Fed such as Grain Assisted, Grain Finished, Grain Supplemented, and Lot Fed are NOT permitted as Retail Descriptors In accordance with Section 6.2 to this Register.

5.2 Animal Raising Claims

An Animal Raising Claim is a claim made in the description of product offered for sale about the animal or supply chain specifically relating to animal breed or particular husbandry conditions under which the animal has been raised. All product that is labelled using an "Animal Raising Claim" must be derived from eligible cattle that are sourced, processed and distributed under conditions which allow the claim to be verified.

Where Beef product is advertised, packaged or labelled as complying with any Animal Raising Claim a retail business must substantiate, where applicable, that Beef products to which the claim applies are derived from products that have been sourced from production systems which conform to recognised statutory requirements, Industry Standards or Codes of Practice where they exist.

5.3 Ritual Slaughter

Where Beef product is advertised, packaged or labelled as being Halal or Kosher, a retail business must substantiate, where applicable, that Beef products to which the claim applies are derived from products that have been processed in accordance with the appropriate ritual slaughter procedure as set out in the Australian Standard for the Hygienic Production and Transportation of Meat and Meat Products for Human Consumption (AS 4696:2007):

- a) In accordance with Islamic rites in order to produce Halal meat; or
- b) In accordance with Judaic rites in order to produce Kosher meat.

5.4 Packaging Claims

Where Beef product is advertised, packaged or labelled as being packaged and stored by a processing method including, but not limited to:

- a) Vacuum Packed;
- b) Aging statements (including number of days aged after packaging)

A retail business must substantiate, where applicable, that Beef products to which the claim applies are derived from products that have been sourced from processing systems which conform to recognised statutory requirements, Industry Standards or Codes of Practice.

5.5 Quality Attributes

Where Beef product is advertised, packaged or labelled as having been assessed against any quality attribute criteria set out in the AUS-MEAT Language including, but not limited to Marbling Score claims.

A retail business must substantiate, where applicable, that Beef products to which the claim applies are derived from products that have been assessed and comply with the standards set out in the AUS-MEAT Language.

5.6 Proprietary Labelling Information

Where Beef product is presented with an advertisement, promotion, quotation, statement or other representation that implies the product has been sourced from recognised brands or proprietary programs, a retail business must substantiate, where applicable, that Beef products to which the claim applies are not false or misleading.

Note: In addition to any requirement contained in this Register, all business must meet all relevant Trade Practices legal obligations.

6. GENERAL MATTERS RELATING TO RETAIL BEEF LABELLING

6.1 Conflict with the Register

The AUS-MEAT Language provides an ongoing process for inclusion of new and revised terms and descriptors to meet emerging commercial needs.

No matter how a business communicates with consumers—whether it is through packaging, advertising, logos, endorsements or sales pitch—consumers have the right to receive accurate and truthful messages about the goods and services that are purchased.

This Register uses a variety of descriptors / terminologies. Any Company Logo, Claim or Statement regardless of whether it is a:

- ◆ recognised grade / classification;
- ◆ stand alone statement;
- ◆ company grade, personalised claim, or trade puff

must not in any way conflict with existing terminologies used within the Register. The use of company logos, claims or statements is not deemed to conflict with descriptors used within this Register when used in accordance with this Register:

6.2 Restricted Terminology

The description used for all Beef sold within any retail business must be sufficiently precise to inform the purchaser of the true nature of the meat and to enable the meat to be distinguished from products with which it could be confused.

Terminology that is false, deceptive or misleading to the consumer will not be permitted to be used in retail display, sales catalogues, advertising, promotion, or any other type of marketing literature.

Terminologies which are specifically prohibited for the description of Beef products include:

- *A* Beef
- “A Grade”
- “A Class”
- “Export Quality”
- “Export Grade”
- “Export Standard”
- “Prime”
- “Grain Assisted”
- “Grain Finished”
- “Grain Supplemented”
- “Lot Fed”
- “Milk Fed”

6.3 Prominence of Labels

All labelling information provided in accordance with this Register must conform to the requirements for Minimum Readable Height in accordance with the Food Standards Code.

6.4. Private Terms

It is not the intention of this Register to place unnecessary restriction on innovation or legitimate competition in the promotion of beef products to Australian retail consumers. As such, there are a number of Terms outlined within this register which may be used unrestricted without substantiation. For other Terms, Individual retail businesses may apply in writing to AUS-MEAT for approval of "Private Terms" which do not provide misleading consumer information and do not conflict with existing terminologies contained within this Register. Details of the application process are provided on the AUS-MEAT Website and are summarised in Appendix 3 of this Register.

AUS-MEAT will maintain commercial confidentiality in relation to any such submission. The use of such terms MUST be in accordance with any condition of approval provided in writing by AUS-MEAT.

6.5 Stand Alone Statements

For claims and statements which are used to imply a "guaranteed" standard or selection based on the product's characteristics, relevant documentation must be available, or some other evidence such as a measurable type of substantiation of the claim must be available prior to use, e.g. premium, eating quality or other guaranteed claims.

If relevant documentation or substantiation cannot be provided then use of such claims is not permitted.

Note: Further information concerning claims relating to Eating Quality Characteristics can be found in Section 4.2 of this Register.

6.6 Personalised Claims

Personalised claims are acceptable provided the claim is associated with, or in close proximity to a brand name, company name or company logo e.g.

"Red Ribbon Cuisine Selection"

"Green Valley Super Beef"

"Jim Jones Finest Beef"

These claims do not require substantiation. Statements or claims that are not clearly associated with a brand name, company name or company logo are **not recognised as a personalised claim**.

When a personalised claim is used, the label must comply with all other requirements of this Register.

6.7 Trade Puffs

Trade Puffs or Puffery is a term used to describe wildly exaggerated, fanciful or vague claims for a product or service that nobody could possibly treat seriously, and that a reasonable person would not be misled by.

Use of Trade Puffs or Puffery **which are not claims** but obviously harmless statements may be acceptable and **not** subject to substantiation provided they do not constitute intentional or inadvertent false advertising or misleading consumer information. Examples of acceptable trade puffs include:

- best meat in town
- freshest taste ever

These claims do not require substantiation. However puffery in advertising is a practice that is regulated by Trade Practices legislation in all jurisdictions and businesses must ensure that any trade puffs used are permissible within their jurisdictions.

6.8 Exempt Terms

Cooking Methods

Stated or implied cooking method recommendations are advisory to the consumer and do not need to be substantiated unless the stated method forms part of a claim and statement which is used to imply a standard or grade in combination with other characteristics eg MSA.

Cutting Methods / Retail Portions

Commonly used terms relating to the cutting method or presentation of retail portions for portions such as steak, cubes, diced, medallions, stir fry and the like are directly verifiable by the consumer at the point of sale and the use of such terms is acceptable and does not require any further substantiation.

A number of commonly used exempt terms are listed for information in Appendix 2 to this Register.

6.9 Exempt Beef Products

The following Bovine products **are exempt** from the requirements of this Register:

- Veal and Bull descriptors other than the basic category in accordance with Section 3.1;
- Beef offals; fancy meats and other co-products;
- All minced beef, further processed, or manufactured meats

unless a description associated with the product, other than the word “Beef”, uses a specific term which is defined in this Register. Any such use of these terms must then be in accordance with this Register eg “Topside” mince.

7. LIST OF RETAIL BEEF PRIMAL AND SUB-PRIMAL CUT DESCRIPTIONS

The List of Retail Beef Primal and Sub-primal Cut Descriptions set out in Appendix 1 to this Register details the Alternate Retail Cut descriptions and terminologies for the Product Description of cuts referenced to the Handbook of Australian Meat (HAM) cut number in the HAM Library Database maintained by AUS-MEAT as a component of the AUS-MEAT Language.

A retail business must substantiate, where applicable, that Beef products offered for retail sale described using either the Trade Term or an alternate retail cut descriptor in accordance with this List are derived from products with a corresponding AUS-MEAT Language Product Description, (Trade Terminology).

This list of approved Retail Cut Descriptors may be expanded over time to meet emerging commercial needs. The process for application for approval of new or revised terms is set out at Appendix 3 to this Register.

Note: For completeness, some Alternate Retail Cut Descriptors in the following list include references to Cooking and/or Cutting Methods which are advisory in accordance with Section 6 of this Register.

APPENDIX 1: LIST OF RETAIL BEEF PRIMAL AND SUB-PRIMAL CUT DESCRIPTIONS

TRADE TERM (AUS-MEAT Language Product Description)	CUT CIPHER	ALTERNATE RETAIL CUT DESCRIPTORS	HAM No.
BONE IN			
SHORT LOIN	SL	T Bone, Club Steak,	1550 - 1553
STRIPLOIN	STL	Striploin Steak, Club Steak,	1560 - 1563
RIB SET		Standing Rib Roast, OP Rib, Frenched Rib Cutlet, Tomahawk Steak, American Beef Ribs	1590-1595
RIBS PREPARED	OPR	OP Rib, Frenched Rib Cutlet	1600-1605
CHUCK SQUARE CUT	CHUS	Chuck Steak, Casserole Steak	1615-1617
CLOD	CLO	Y Bone Steak, Blade Steak	1620
CHUCK	CHUS	Chuck Steak, Chuck on the Bone	1621
BLADE CROSS CUT	CLOCC	Y Bone Steak, Blade Steak	1625
PLATE RIBS		Brisket	1671
BRISKET PLATE	BK	Brisket	1672
BRISKET RIB PLATE	BKTRPL	Brisket	1673
BRISKET POINT (STERNUM)	BKTST	Brisket	1674
SHANK	SHK	Shin, Osso Bucco	1680
FOREQUARTER SHIN / SHANK	SHK	Shin, Osso Bucco	1682
HINDQUARTER SHIN / SHANK	SHK	Shin, Osso Bucco	1683
SHORT RIBS	SRB	Short Ribs	1686-1694
SPARE RIBS		Spare Ribs, Assado	1695
CHUCK RIB MEAT	CHRM	Spare Ribs	1696
BACK RIBS	BKRB	Back Ribs, Assado	1697

BONELESS			
TOPSIDE	TOP	Topside, Inside - Steak, Roast, BBQ Steak, Diced, Stir fry, Minute Steak	2000
TOPSIDE CAP OFF	TOPCO	Topside, Inside - Steak	2001
TOPSIDE CAP	TOPC	Diced Beef,	2002
INSIDE	INS	Topside, Inside - Steak, Roast, BBQ Steak, Diced, Stir fry, Minute Steak	2010
INSIDE CAP OFF	INSCO	Topside, Inside - Steak	2011
INSIDE CAP	INSC	Diced Beef	2012
SILVERSIDE	SDE	Minute Steak, BBQ Steak, Diced, Corned, Roast	2020
OUTSIDE	OUT	Minute Steak, BBQ Steak, Diced, Corned, Roast	2030
OUTSIDE MEAT	OUTM	Minute Steak, BBQ Steak, Diced, Corned	2033
RED MEAT	RMT	Silverside, Outside	2035
EYE ROUND	EY	Eye Round, Girello, Medallion, Steak, Roast, Sandwich Steak	2040
OUTSIDE FLAT	ATS	Corned, Roast	2050
OUTSIDE FLAT MEAT	ATSM	Corned, Roast	2053
THICK FLANK	TKF	Knuckle, Round Steak, BBQ Steak	2060
EYE OF KNUCKLE		Knuckle, Round Steak, Strips, Roast, BBQ	2067
KNUCKLE COVER		Knuckle, Strips, Roast, BBQ	2068
KNUCKLE UNDERCUT	KNK-UND	Knuckle, BBQ, Strips, Diced	2069
KNUCKLE	KNK-UND	Knuckle, Round Steak, Strips, Roast, BBQ	2070
KNUCKLE CAP	KNKC	Knuckle, Round Steak, BBQ Steak, Diced, Strips	2071
FULL RUMP	RMP	Rump, Roast, Steak, Diced, Strips,	2080
SIRLOIN BUTT	SIB	Rump, Roast, Steak, Diced, Strips,	2081
RUMP	RMP	Rump, Roast, Steak, Diced, Strips,	2090
RUMP CAP	RMPC	Steak, Roast	2091
EYE OF RUMP	RMPE	Steak, Roast, Strips, Diced, Medallions	2093
EYE RUMP SIDE	RMPEs	Steak, Roast, Strips, Diced, Medallions	2094
EYE RUMP CENTRE	RMPEC	Steak, Roast, Strips, Diced, Medallions	2095
RUMP D TRIM	D/RMP	Rump, Roast, Steak, Diced, Strips, Medallions	2100
ROSTBIFF	ERMP	Rump, Roast, Steak, Diced, Strips, Medallions	2110
D RUMP CAP OFF	D/RMP	Rump, Roast, Steak, Diced, Strips, Medallions	2111
TOP SIRLOIN	TRI	Rump, Roast, Steak, Diced, Strips, Medallions	2120
STRIPLOIN	STL	Striploin, Sirloin, Porterhouse, New York, Entrecote	2140-2143
TENDERLOIN	TDR	Eye Fillet, Centre cut	2150
TENDERLOIN SIDE STRAP OFF	TDRSO	Eye Fillet, Centre cut	2160
TENDERLOIN SIDE STRAP	TSS	Eye Fillet, Fillet pieces	2165
TENDERLOIN BUTT OFF	TDRBO	Eye Fillet,	2168
TENDERLOIN CREST	TDRCRS	Eye Fillet, Fillet pieces	2169

BUTT TENDERLOIN	TDRB	Eye Fillet, Fillet	2170
THICK SKIRT	HGT	Diced	2180
THIN SKIRT	TNS	Diced	2190
THIN FLANK	TFL	Flank	2200
INTERNAL FLANK PLATE	IFP	Diced, Strips	2203
EXTERNAL FLANK PLATE	EFP	Diced, Strips	2204
INSIDE SKIRT	ISK	Diced, Strips	2205
FLAP MEAT	FLM	Diced, Strips	2206
FLANK PLATE STEAK TIP	FLPST	Diced, Strips	2207
RIB BLADE MEAT	RBM	Stir fry	2208
RIB EYE MEAT	RBEM	Rib Eye, Scotch Fillet	2209
FLANK STEAK	FLS	Diced	2210
RIB SET		Rib Roast Rolled	2220-2225
CUBE ROLL PLATE	CURP	Grill, Roast, Stir fry, Thin slice	2229
SPENCER ROLL	SPR	Cap on Rib Fillet, Cap On Rib Eye, Cap on Scotch Fillet,	2230-2234
CUBE ROLL	CUR	Rib Fillet, Rib Eye, Scotch Fillet	2240-2244
CUBE ROLL (LIP ON)	CUR	Rib Fillet, Rib Eye, Scotch Fillet	2244W
RIB EYE MUSCLE	RBE	Rib Eye, Scotch Fillet	2245-2249
CHUCK	CHU	Chuck Steak, Casserole Steak, Diced	2260-2262
CHUCK SQUARE CUT	CHUS	Chuck steak, Diced	2270-2272
CHUCK ROLL	CHUR	Chuck Steak, Diced	2275-2277
CHUCK CREST	CHUCRS	Diced, Corned	2278
BLADE	CLO	Blade Minute, Steak, BBQ, Diced, Roast, Strips	2300
BOLAR BLADE	BOL	Blade , Minute, Steak, BBQ, Diced, Roast, Strips	2302
OYSTER BLADE	SHOY	Blade - Minute, Steak, BBQ, Diced, Roast, Strips	2303
BLADE UNDERCUT	CLO- UND	Diced, Strips	2304
SHOULDER TENDER	SHDT	Blade - Minute, Steak, BBQ, Diced, Roast, Strips	2306
CHUCK TENDER	CT	Blade - Minute, Steak, BBQ, Diced, Roast, Strips	2310
BRISKET	BKT	Brisket Rolled - Flat, Corned, Pot Roast	2320-2323
BRISKET POINT END	PEB	Brisket Rolled - Flat, Corned, Pot Roast	2330-2333
BRISKET NAVEL END	NEB	Brisket Rolled, Corned,	2340-2345
BRISKET POINT END DECKLE OFF	PEBO	Brisket Rolled - Flat, Corned, Pot Roast	2350-2353
BRISKET DECKLE OFF	BKTO	Brisket Rolled - Flat, Corned, Pot Roast	2355-2358
SHIN	SHK	Shin, Gravy Beef	2360
SHIN MEAT	SHK	Shin, Gravy Beef	2361
HEEL MUSCLE MEAT	SHK	Shin, Gravy Beef, Diced, Stir Fry	2363
HEEL MUSCLE	SHK	Shin, Gravy Beef, Diced, Stir Fry	2364
DICED BEEF	DCE	Diced Beef	2570
CUBED BEEF	CUBP	Cubed Beef, Diced	2572
BEEF STRIPS		Strips, Stir Fry	2575

APPENDIX 2: OTHER COMMONLY USED EXEMPT RETAIL TERMS

The commonly used terms in this table are provided for information purposes only and do not form part of this register.

This terms may be used without restriction and do not need to be substantiated.

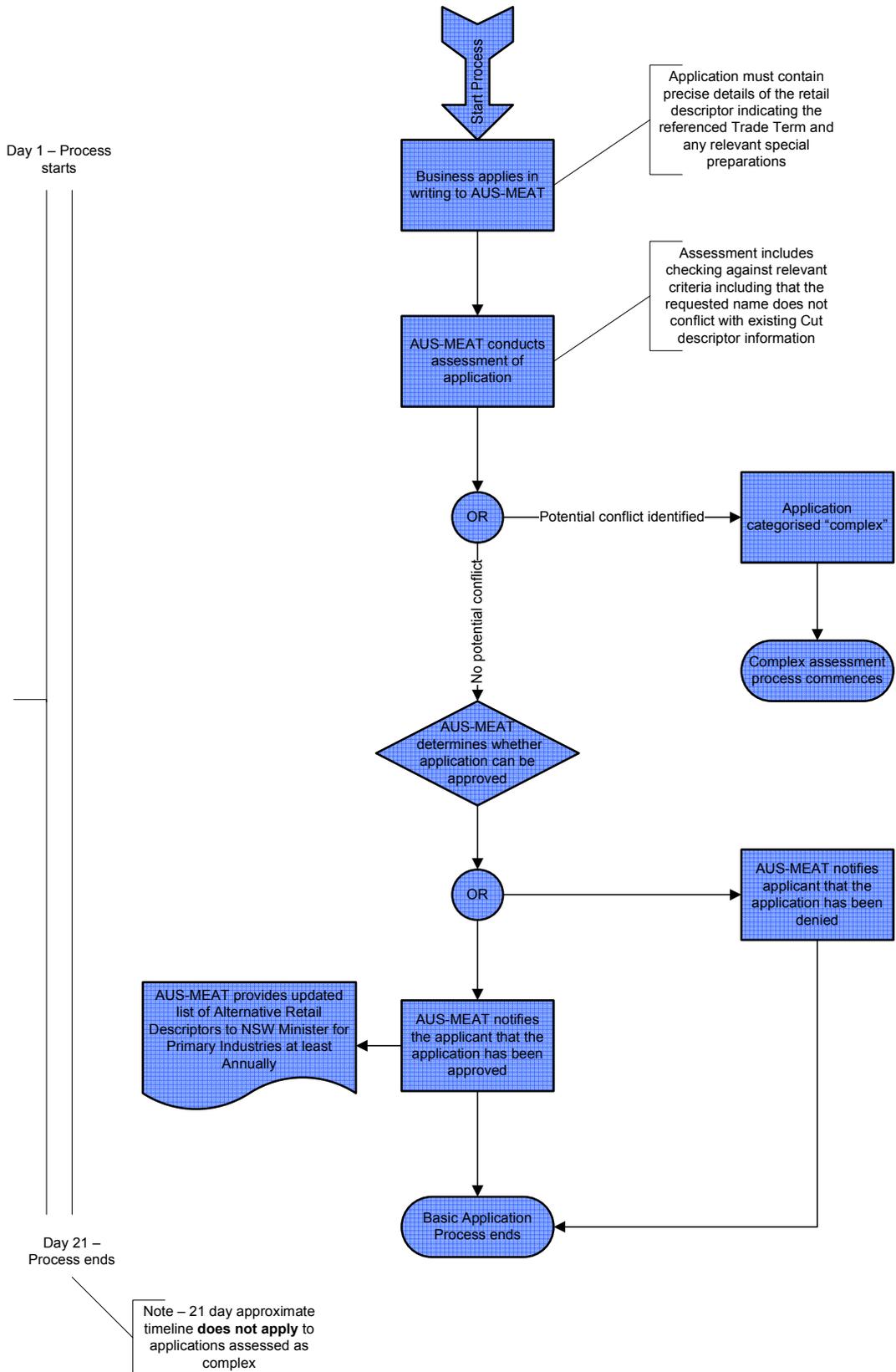
Butterfly	To slice a steak in half leaving attached on one side
Chop	Non portioned part of a primal cut usually containing a bone
Corn	A curing process used to enhance flavour, colour and shelf life. The corning process involves pumping or injecting meat with corning ingredients
Comminute	Reducing meat particle size by grinding or mincing
Diced	Manual or mechanically sizing of meat into dice sized pieces
Ground	Fine textured meat passed through a mincer
Jerky	Style of dried strips of meat for chewing
Marinate	A culinary term for a tenderizing mixture used on a product under various processes such as soaking, tumbling, massaging, injecting in order to enhance taste, tenderness, or other sensory attributes. May also act as a flavour enhancer, colour enhancer or to prevent drying out. Static marinades are low pH based solutions or dispersions in which meat is submerged for a period of time. Vacuum marinades are typically used in injection and/or vacuum tumbler marinators.
Medallion	Small portions or thin slices of meat
Noisettes	Non portioned part of a primal (common in lamb)
Portion	Primal or item prepared to a uniform weight or size
Schnitzel	Thin sliced steaks usually crumbed
Season	A culinary term to add salt, pepper or other seasonings to enhance the flavor of the food
Steak	Non portioned part of a primal cut
Tournedos	Same as medallion
Value Added Beef	Means a process such as marinating, flavouring, salting or inclusion of additives / ingredients by means such as massaging, tumbling or injection in order to enhance taste, tenderness or other sensory attributes such as colour or juiciness. The process generally does not change the form, appearance or texture of the product.

APPENDIX 3: APPLICATION FOR APPROVAL OF NEW OR REVISED TERMS

The approved list of Alternate Retail Descriptors is set out in Appendix 1 and the list may be expanded only in accordance with the following process:

- Business applies to AUS-MEAT – Written application must contain precise details of the Retail Descriptor clearly indicating the referenced Trade Term (column 1) and any special preparations that may be relevant. Product photos can also be included.
- AUS-MEAT will check the application against relevant criteria, including that the requested name does not conflict with existing Cut Descriptor information, the name or product complies with industry standards and AUS-MEAT does not foresee any problems with inclusion of the new descriptor in the approved list.
- AUS-MEAT will then determine whether the application can be approved.
- Where the application is approved, AUS-MEAT will prepare approval notification and advise the applicant (a new cuts and items reference sheet and HAM No. may be required)
- Where the application is denied, AUS-MEAT will advise the applicant (including any reasons)
- AUS-MEAT will update the list of Alternate Retail Descriptors and will provide a new version of the list to the Minister at least annually.

BASIC APPLICATION PROCESS



Meat Web Sites

www.australianmeatsafety.com / www.safemeat.org / www.foodstandards.gov.au

Additional Web Sites

www.mla.com.au / www.ampc.com.au / www.ausmeat.com.au / www.amic.org.au



AUS-MEAT Limited

Unit 1 / 333 Queensport Rd North, Murarrie QLD 4172

PO Box 3403, Tingalpa DC QLD 4173

Ph (07) 3361 9200 Fax: (07) 3361 9222

ausmeat@ausmeat.com.au

www.ausmeat.com.au