

Meat Quality

Who should take Responsibility?



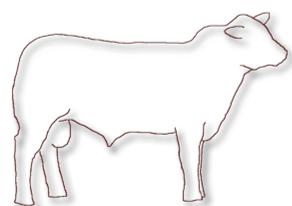
JBS "Thousand Guineas" Shorthorn Beef

In 2017 we were fortunate enough to take the kids on a holiday to the Great Barrier Reef, just north Cairns. During our week away, we purchased beef 4 times.

The first was a grass fed branded product from NSW. These Porterhouse were a little light in colour, but once cooked had acceptable flavour. Out of 10 I would score this steak at about 7. The next time was at a restaurant at Kuranda. It was a Scotch Fillet, a score of 2 out of 10 would probably be an overstatement. I enquired where they got their beef and got the typical, 'I've got no

idea' answer. The third occasion was a Porterhouse again but this time from a butcher's shop. It was a breed specific brand from a NSW processor. It looked OK but had very little flavour at all. Score 5 out of 10. The final steak was a steak sandwich from a service station restaurant. It was a Scotch Fillet, score 6.5 out of 10, considering that this was a quick meal from a mid-range quality service station. That's a satisfaction strike rate of 50%. Would you buy another pair of Ariat Boots or a Land Cruiser ute if they only meet your legitimate expectations 50% of the time? **Will consumers and tourists keep coming back to beef if they are satisfied 50% of the time or less?**

Within the world-wide animal protein commodity market, I believe the Australian Beef Industry must be on the good end of the quality spectrum, as we are never going to be able to compete on cost. As an industry, there is becoming a much greater focus on meat quality and customer satisfaction. Meat quality opens up markets, market opportunities and allows us to retain and grow our customer base. Sometimes the price premium is minor and sometimes it is significant, but either way **who's going to take responsibility for meat quality if we (the Beef Industry) don't!**



marellan
shorthorns

Any Age. Any Market. Every Tastebud!