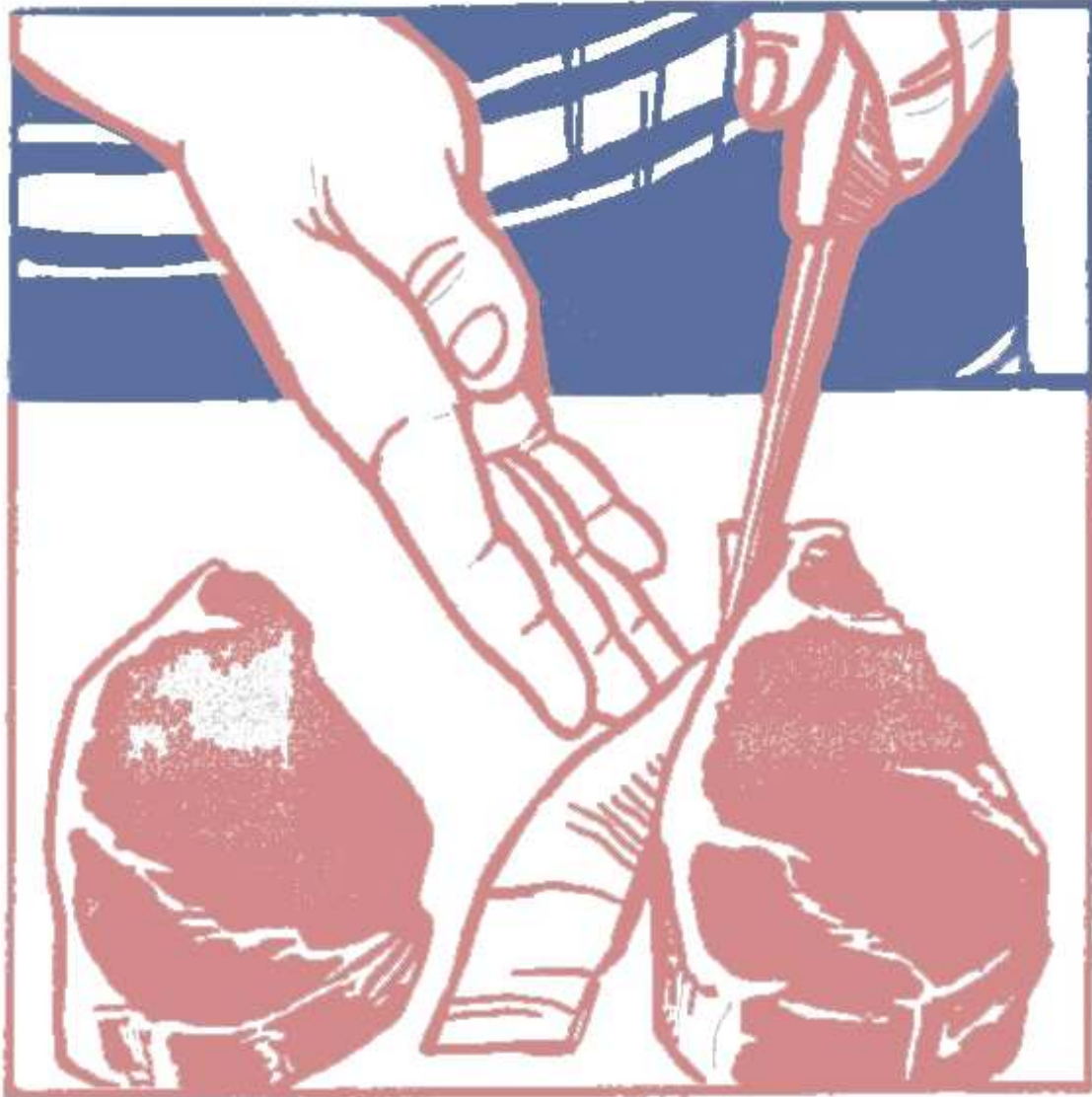


# **AUS-MEAT**

## **DOMESTIC RETAIL BEEF REGISTER**



### **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 Bovine Carcass Assessment 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](http://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 Meat Industry Council (AMIC)  
Australian Lot Feeders' Association (ALFA)  
Cattle Council of Australia (CCA)  
Meat and Livestock Australia (MLA)  
Red Meat Advisory Council (RMAC)

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## 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 (2009 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.

*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 applicable descriptors within this Register are classified as follows:

Section 2 Basic Beef Categories

Section 3 Alternate Beef Categories

Section 4 Recognised Industry Grading Schemes

(i) MSA

(ii) Budget Grade Beef

Section 5 Supplementary Descriptors

Section 6 List of Retail Primal and Sub-primal Cut Descriptions

Section 7 Restricted Terminologies

The Register provides a minimum requirement for the description of Beef in accordance with Basic Category. Further description using Alternate Categories and/or Supplementary Descriptors is optional however, the use of such terms must be consistent with this Register. Where applicable, the Register 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.**

### **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.

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 or personalised claim; or
- ◆ trade puff

must not in any way conflict with existing terminologies used within the Register.

**All terminologies listed in Section 7 “Restricted Terminology” are prohibited in all circumstances.**

The use of company logos, claims or statements is not deemed to conflict with descriptors used within this Register when used in accordance with the following Guidelines:

### **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 below 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. 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.

### **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.

### **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.

“Acme Meats Premium Quality”

“Red Ribbon Cuisine Selection”

“Green Valley Premier Grade”

“Jim Jones Finest Grade”

These claims require no substantiation.

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

### **Trade Puffs**

The AUS-MEAT Language defines a “Trade Puff” or “Puffery” as ‘*embellished advertising upon which no reasonable buyer would rely*’. In such cases it is generally not regarded as false advertising. Puffery can also include representations of product superiority that are vague or highly subjective.

Use of Trade Puffs or Puffery which are not claims but obviously harmless statements may be acceptable and **may not** be subject to substantiation but in all cases must not constitute intentional or reckless false advertising or misleading consumer information: e.g.

“Good Country Tasty Beef”

“Nature's Best”

“Sun Valley Supreme”

### **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 Method/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.

### **Exempt Beef Products**

The following Beef products **are exempt** from this Register:

- Veal descriptors other than the basic category;
- Beef offals; fancy meats and other co-products;
- All Tenderloins and minced beef; and
- Smallgoods, further processed, or manufactured meats unless a description associated with the product includes terminology to which this Register applies other than the basic category “Beef” eg “Topside” mince.

### **Prominence of Labels**

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

## 2. 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). There are 3 Basic Categories.

BASIC CATEGORIES			RETAIL DESCRIPTOR
AGE	CARCASE DESCRIPTION CATEGORIES	DESCRIPTIONS	
	<b>VEAL 'V'</b>	<p>Female or castrate or entire male bovine that:</p> <ul style="list-style-type: none"> <li>• Has no evidence of eruption of permanent incisor teeth</li> <li>• Shows youthfulness and veal colour</li> <li>• Weighs no more than 150kg (HSCW)</li> <li>• In male shows no evidence of SSC</li> </ul>	<b>VEAL</b>
	<b>BEEF</b>	Female or castrate or entire male bovine (In male shows no evidence of SSC)	<b>BEEF</b>
	<b>BULL 'B'</b>	Entire or castrate male bovine showing SSC	<b>BULL</b>

SSC = Secondary Sexual Characteristics    HSCW = Hot Standard Carcase Weight

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.

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

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

### 3. ALTERNATIVE BEEF CATEGORIES

Alternative Beef Carcase Categories which may be used are assessed at the time of slaughter by determination of the animal's age (dentition), sex and secondary sexual characteristics. The Alternative Carcase Categories Include:

CARCASE DESCRIPTION			RETAIL DESCRIPTOR
AGE	ALTERNATIVE CATEGORIES	DESCRIPTIONS	
 <p>0</p>	<b>YEARLING STEER</b> *YS* <b>YEARLING BEEF</b> *Y*	<b>Castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has (0) permanent incisor teeth</li> </ul> <b>Female or castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has (0) permanent incisor teeth</li> </ul>	<b>YEARLING</b>
 <p>0 - 2</p> <p>Up to 30 months</p>	<b>YOUNG STEER</b> *YGS* <b>YOUNG BEEF</b> *YG*	<b>Castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 2 permanent incisor teeth</li> </ul> <b>Female or castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 2 permanent incisor teeth</li> </ul>	<b>YOUNG</b>
 <p>0 - 4</p> <p>Up to 36 months</p>	<b>YOUNG PRIME STEER</b> *YPS* <b>YOUNG PRIME BEEF</b> *YP*	<b>Castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 4 permanent incisor teeth</li> </ul> <b>Female or castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 4 permanent incisor teeth</li> </ul>	<b>MODERATE</b>
 <p>0 - 7</p> <p>Up to 42 months</p>	<b>PRIME STEER</b> *PRS* <b>PRIME BEEF</b> *PR*	<b>Castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 7 permanent incisor teeth</li> </ul> <b>Female or castrate or entire male bovine that:</b> <ul style="list-style-type: none"> <li>shows no SSC</li> <li>has no more than 7 permanent incisor teeth</li> </ul>	<b>MATURE OR</b>
	<b>STEER</b> *SS*	<b>Castrate or entire male - shows no SSC</b>	<b>STEER</b>
	<b>OX</b> *S* or <b>BEEF</b>	<b>Female or castrate or entire male that:</b> <ul style="list-style-type: none"> <li>in females show no more than 7 permanent incisor teeth</li> <li>in males show no SSC</li> </ul>	<b>OX</b>
<b>STEER *SS* - OX *S* - BEEF</b> Only carcasses with (0 to 7) permanent incisor teeth represents product labelled for the export market and diverted to the domestic trade Carcasses with 8 permanent incisor teeth must be described using either the term Budget Grade or Manufacturing as applicable			

Beef products offered for retail sale **may be** described either by using the Basic category "Beef" or **may be** described in accordance with any applicable Alternate Category for which the product is eligible by using any corresponding Retail Descriptor.

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

Note: The use of the Alternate Carcase Category "Prime" is prohibited for use as a Retail Descriptor for Beef products in all circumstances in accordance with Section 7 of this Register.

## 4. RECOGNISED INDUSTRY GRADING SCHEMES

### 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.

Meat Standards Australia (MSA™) Beef Grading Program predicts Eating Quality by grade, cooking method and ageing requirement to guarantee the tenderness of beef for consumers.

The MSA grade/s are determined by calculating the direct and interactive effects of factors which affect beef eating quality. Such factors include breed, sex, marbling, age, growth history, carcass quality attributes, processing methods and treatments.



#### Integrity

All participants in the program are required to be licensed. Licensees of the MSA Trade Marks and technology are required to have auditable procedures in place to prove proficiency to the MSA Standards. The MSA program is operated under an AS/NZS ISO 9001:2000 Certified System.

#### Trade Description Specifications

MSA Licensed grading Enterprises include within the carton label or carton panel trade description information the MSA grade and cooking method. Licensed Enterprises ensure that procedures for use of the MSA descriptions as part of the product description are integrated into their approved Quality System before label approval is given.

#### Trade Marks

Meat & Livestock Australia (MLA) is the owner of the Trade Marks which are used to certify the eating quality of beef to which they are applied. MLA grants a license to use the MSA Trade Marks on the terms of the Licence and Standards Manuals.

#### MSA Certification

MSA certified beef provides a consumer guarantee of eating quality at three quality levels in conjunction with cooking method. The quality grades are defined as follows:

##### (MSA Trade Marks)



**MSA 3**  
Guaranteed  
Tenderness



**MSA 4**  
Premium  
Tenderness



**MSA 5**  
Supreme  
Tenderness

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.

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 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.

## 4.2 Budget Grade Beef

Budget Grade 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 Budget Cow or Budget Ox 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.

### Budget Grade Beef

CARCASS DESCRIPTION		GRADE	RETAIL DESCRIPTOR
AGE			
8 	<b>BUDGET OX</b>	Female or castrate or entire male that: ♦ In males shows no SSC ♦ 8 permanent incisor teeth ♦ AUS-MEAT: Meat Colour 1B – 4 & Fat Colour 0 – 4	<b>Budget Grade</b>
8 	<b>BUDGET COW</b>	Female with 8 permanent incisor teeth ♦ AUS-MEAT: Meat Colour 1B – 5 & Fat Colour 0 – 5	<b>Budget Grade</b>

### Manufacturing Beef

AGE	GRADE		
8 	<b>MANUFACTURING</b>	Female or castrate or entire male that: ♦ In males show no SSC ♦ 8 permanent incisor teeth	<b>Manufacturing</b> Suitable for mince only

All beef derived from Steers and Cows with 8 permanent incisor teeth offered for retail sale must be described using either the term “Budget Grade” or “Manufacturing” as applicable as follows:

1. Beef that is advertised, packaged or labelled with the word “budget” must also include the word “grade”, or
2. Beef that is advertised, packaged or labelled with the word “manufacturing” must also include the words “suitable for mince only”.
3. Exclusions include all tenderloins, mince, product graded MSA \*3\* or above, or further processed beef otherwise treated or cooked to improve eating quality and consistency.
4. The use of the terms OX or Cow is optional following the mandatory terms “Budget Grade” or “Manufacturing”.

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

## **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. Descriptions such as Grain Fed, Organic, Free Range, Grass Fed, Breed Content, Geographical Origin, Nutrient or animal husbandry claims must be accurate and be able to be substantiated. 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.

### **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 husbandry conditions, feeding, handling, drug treatments and/or geographical references. 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. Such claims may include but are not limited to:

- Livestock Feeding Systems
- Husbandry/ Raising Systems (eg Free Range)
- Livestock Production System (eg) Organic
- Treatment Claims
- Geographical Sourcing Claims
- Breed Claims

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 a recognised statutory requirements, Industry Standards or Codes of Practice.

### **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 Post Slaughter Treatments**

Where Beef product is advertised, packaged or labelled as being processed under a post slaughter system of accelerated conditioning including, but not limited to:

- a) Aged
- b) Tender stretched
- c) Tenderised

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 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) Gas Flushed (MAP)
- c) Jet Netted

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.

## **5.6 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:

- a) Marbling
- b) Meat and Fat Colour attributes

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.

## **5.7 Proprietary Labelling Information**

Where Beef product is advertised, packaged or labelled as being sourced from proprietary programs or recognised health / wellbeing type programs;

- a) Private company brands
- b) Registered Trade Marks
- c) Health / wellbeing programs (Heart smart, Heart foundation tick)

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 those proprietary requirements.

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

## 6. LIST OF RETAIL BEEF PRIMAL AND SUB-PRIMAL CUT DESCRIPTIONS

The following List of Retail Beef Primal and Sub-primal Cut Descriptions 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 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.

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 1 of this Register.

TRADE TERM (AUS-MEAT Language Product Description)	CUT CIPHER	RETAIL CUT DESCRIPTORS	HAM No.
<b>BONE IN</b>			
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, Stirfry, 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, Stirfry, 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, Girella, 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, Casserol 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

## **7. 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 include:

- \*A\* Beef
- A Grade Beef
- A Class Beef
- Export Quality Beef
- Export Grade Beef
- Export Standard Beef
- Prime

Any terminology, description or product claim that is false, misleading or deceptive.

Any product claim that is unable to be verified by an Industry standard or code of practice or other verifiable means.

Note: Claims and statements which are used to imply a “guaranteed” standard or selection based on the product’s characteristics, must only be used in accordance with the requirements of Section 1 - Stand Alone Statements

## APPENDIX 1: OTHER COMMONLY USED RETAIL TERMS

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

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
Club Steak	Steak from the rib end portion of the Shortloin
Comminute	Reducing meat particle size by grinding or mincing
Diced	Manual or mechanically sizing of meat into dice sized pieces
Fillet(s)	A solid piece of meat most commonly used for retail ready meat applications e.g. Fillet of steak
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.

### Meat Web Sites

[www.australianmeatsafety.com](http://www.australianmeatsafety.com) / [www.safemeat.org](http://www.safemeat.org) / [www.foodstandards.gov.au](http://www.foodstandards.gov.au)

### Additional Web Sites

[www.mla.com.au](http://www.mla.com.au) / [www.ampc.com.au](http://www.ampc.com.au) / [www.ausmeat.com.au](http://www.ausmeat.com.au) / [www.amic.org.au](http://www.amic.org.au)



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