



# THE BUTCHERS' PAPER

MAY 16

Welcome to the second issue of the Butchers' Paper. This publication is designed to provide you with practical information that can help increase your sales of beef, lamb, veal and goat.

A lot has happened since our last issue. The Australian Butchers' Choice recipe brochure and 'Win a BBQ' promotion launched and we held our first Beef and Lamb Innovation and Market Insights workshop for NSW butchers where our butcher Doug Piper demonstrated how to muscle seam a beef chuck. With a little extra effort you can produce two full flavoured steaks called the Denver and Delmonico plus a great family roast creating an opportunity to improve your returns for a primal that has been traditionally been used for diced, mince and sausages.

He also value added large lamb legs, demonstrating their potential when boned and seasoned as a smaller roast for winter that are easy to cook and an economical meal option for your customers.

NSW Butcher Adam Stratton from Tender Gourmet Butchery shared some of his popular value adding recipes using the trim off these beef and lamb cuts, proving that with a little extra time and imagination you can easily turn \$20 into \$200. Feedback on the night was positive and we look forward to rolling these workshops out across the country. Videos from the night can be found at [www.australianbutchersguild.com.au](http://www.australianbutchersguild.com.au)

Other activities include the launch of our Autumn Lamb Campaign in April featuring a 30 second TVC, outdoor advertising, social media content and a butcher exclusive recipe pad featuring 6 lamb recipes to display on your counter tops. A series of short cooking videos will launch in May and will form part of the social media campaign.

In this edition of the Butchers' Paper our masterclass looks at the lamb shoulder while product innovation focuses on beef mid-week meal options. We encourage you to give these ideas a try and expand your range to create a point of difference.

## CAMPAIGN UPDATES FOR ABG MEMBERS

- **WINTER ENTICE AND MARCO PIERRE WHITE RECIPE CARDS**  
In-store June 2016 – Marco Pierre White has developed a range of Butcher exclusive beef and lamb recipes perfect for winter weekend meals
- **WINTER BEEF**  
In-Store July 2016 – POS materials will link to our brand campaign communicate range

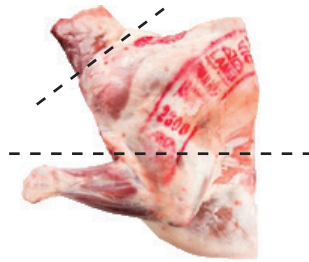
For more information on our Marketing Campaigns visit:  
[HTTP://WWW.MLA.COM.AU/MARKETING-BEEF-AND-LAMB/ DOMESTIC-MARKETING](http://www.mla.com.au/marketing-beef-and-lamb/domestic-marketing)

# MASTERCLASS - LAMB SHOULDER

Instead of cutting all your lamb shoulders into forequarter chops this winter we've come up with a range of options your customers will crave over the cooler months. The lamb shoulder is ideal for slow cooking dishes which have become extremely popular over the past couple of years. Follow these steps for a range of full flavoured, tender and gelatinous cuts that are perfect for slow cooking.

## STEP 1

Remove the whole neck, shank and breast. Slice the neck into rosettes suitable for a lamb 'Osso Buco' and just tip the shank. Cut the soft cartilage of the breast leaving a 3 or 4 bone riblet plate ideal for marinating and retailing whole or sliced. Leftover trim includes the meat on the cartilage bone and the tip off the shank and neck.



^ LAMB FOREQUARTER



^ LAMB ROSETTE



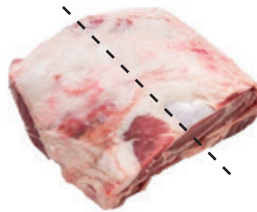
^ LAMB SHANK



^ LAMB RIBLETS

## STEP 2

Next, remove the neck and rib bones from the square cut shoulder in one piece. Take the arm bone/ round bone chop off in one thick slice, this thick chop can also be cut and sold as a lamb 'Osso Buco'. You will be left with a square cut shoulder, a cut that is extremely versatile and suitable for braising or roasting. It can also be smoked, slow cooked and pulled.



^ SQUARE CUT SHOULDER



^ LAMB OSSO BUCO/  
ROUND BONE



^ SEMI BONELESS LAMB  
SHOULDER

### NOTE

Leftover lamb bones can be soaked and smoked ready to be sold as bacon bones for soup maximising your return on this cut!

# INNOVATION - VALUE ADDED BEEF RECIPES

After going to all the effort to create value added meal solutions for your customers it is important that all team members are familiar with the product ingredients and cooking instructions and use the correct packaging to protect the product on the trip home. Having the cooking instructions printed on the window ticket is one way to help customers, particularly if they have limited cooking skills, better still make your own cooking instruction tickets with your business name and details on them and hand them to the customers when they buy these products. Below are three cracking ideas for beef midweek meals over the cooler months.

## LEMONGRASS BEEF

**WITH THE DELICIOUS TANG OF FRESH GARLIC, CHILLI AND GINGER, COMBINED WITH FRAGRANT LEMONGRASS, THIS STIR-FRY IS IRRESISTABLE**

### PREPARATION

Combine all ingredients. Mix well.

### RETAIL PRESENTATION

Display on tray with banana leaf or in large bowl.

### CONSUMER INSTRUCTIONS

Heat 20ml oil in large non-stick wok or frying pan. Add beef mixture and cook, in 2 batches, stirring for 3 minutes over high heat until beef has browned.

### PROMOTIONAL OPPORTUNITIES

Display with satchets of quick cook rice for add-on sale.

### RECIPE NOTES

- Sliced lemongrass, crushed garlic, and grated ginger are available in jars for convenience.
- Kecap manis is an Indonesian soy sauce. It is thicker and sweeter than Chinese soy, and is readily available in supermarkets and Asian grocers.
- For extra zing add chopped red chilli to the mixture.
- In some states, spring onions are also known as green onions.

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Knuckle cover	Stir-fry strips	600g	1.2kg	2.4kg	6kg	12kg
Lemongrass	Sliced	40g	80g	160g	400g	800g
Ginger	Grated fresh	20g	40g	80g	200g	400g
Garlic	Crushed	20g	40g	80g	200g	400g
Fish Sauce		40ml	80ml	160ml	400ml	800ml
Kecap manis		40ml	80ml	160ml	400ml	800ml
Chilli sauce	Thai sweet	65ml	125ml	250ml	750ml	1.5l
Spring onions	5cm lengths	6	12	24	60	120
Red capsicum	Thick strips	1	2	4	10	20
Serves		4	8	16	40	80

### SERVING SUGGESTION

SERVE WITH STEAMED RICE



## BEEF ROTOLO

**TENDER ROLLS OF BEEF FILLED WITH SPINACH AND RICOTTA, FLAVOURED WITH A HINT OF BASIL AND COOKED GENTLY IN A TOMATO SAUCE.**

### PREPARATION

Combine ricotta, parmesan, basil and pepper. Top beef with spinach leaves, then ricotta mixture. Roll to enclose filling. Place 3 rolls in each container. Pour over 200ml tomato sugo.

### RETAIL PRESENTATION

Display with extra basil leaves. Vacuum pack trays for ease of transport.

### CONSUMER INSTRUCTIONS

- Preheat oven to 180°C. Cover foil tray tightly with foil. Place on oven tray and bake for 20 minutes.
- Remove foil. Baste rolls with sauce and return to oven for further 10 minutes

### PROMOTIONAL OPPORTUNITIES

Ideal for a quick but hearty winter dish.

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Knuckle cover	Cut 15cm length x 10cm width x 4mm depth	300g	600g	1.2kg	3kg	6kg
Ricotta	Fresh	100g	200g	400g	1kg	2kg
Parmesan	Shredded	50g	100g	200g	500g	1kg
Baby spinach		40g	75g	150g	375g	750g
Fresh basil leaves	Chopped	10g	20g	40g	100g	200g
Black pepper	Cracked	1g	2g	4g	10g	20g
Sugo or passata	Tomato	200ml	400ml	800ml	2l	4l
Foil containers	16 x 11 x 5 cm	1	2	4	10	20
Serves		4	8	16	40	80

### SERVING SUGGESTION

SERVE WITH STEAMED RICE



# BEEF, MINT AND FETA OPEN PIES

**YOU'LL FIND A HINT OF THE MIDDLE EAST IN THESE PIES. EAT THEM AS A DELICIOUS LIGHT LUNCH OR ADD THEM COLD TO YOUR PICNIC BASKET OR LUNCHBOX.**

## PREPARATION

- 1 Combine mince, feta, cumin and mint. Divide into 50g portions.
- 2 Cut pastry sheets into 4 squares.(120mm x120mm)
- 3 Brush edges with beaten egg. Place portion of beef mix in centre of pastry.
- 4 Fold each corner of the pastry in toward the centre, pressing down gently and leaving filling visible.
- 5 Brush lightly with egg and sprinkle with pine nuts

## RETAIL PRESENTATION

Line tray with baking paper and place 4 pies on each tray. Consumer can bake directly on paper.

## CONSUMER INSTRUCTIONS

- 1 Preheat fan forced\* oven to 200°C.
- 2 Place pies glazed side up on baking tray. Cook for 15 - 20 minutes or until golden brown and pastry is crisp.

## PROMOTIONAL OPPORTUNITIES

Ideal for picnic season as these are also delicious cold, served with tomato chutney.

## RECIPE NOTES

- 1 sheet puff pastry (240mm x 240mm) weighs approx 175g.
- If using a conventional oven, you may need to increase temperature or allow additional cooking time

INGREDIENT	DESCRIPTION	1 UNIT	2 UNITS	4 UNITS	10 UNITS	20 UNITS
Beef mince	85Cl	500g	1kg	2kg	5kg	10kg
Feta	Crumbled	100g	200g	400g	1kg	2kg
Cumin	Ground	2g	4g	8g	20g	40g
Fresh mint leaves	Chopped	20g	40g	80g	200g	400g
Puff pastry sheets	240mm x 240mm	3	6	12	30	60
Egg glaze		20ml	40ml	80ml	200ml	400ml
Pine nuts		40g	80g	160g	400g	800g
Makes		12	24	48	120	240
Serves		4	8	16	40	80

## SERVING SUGGESTION

SERVE WITH PIPING HOT MASHED POTATOES AND STEAMED VEGETABLES



## BEEF AND LAMB PROJECTIONS SUMMARY

### BEEF

Over the past 18 months Australian cattle and beef prices have reach record highs. Over the next 12 months we are likely to see greater price variability between younger and older/ heavier cattle.

Demand for heavy/manufacturing type cattle in 2016 will be challenged by the softening US market, growing global beef exports and a stronger A\$. The younger end of the market on the other hand will more than likely be stronger, supported by competition between lot feeders and restockers for the significantly tighter supply of cattle. This is expected to intensify if there is widespread relief from ongoing dry conditions.

Nevertheless, MLA expects cattle prices for the remainder of 2016 will average higher than 2015, but lower than the peaks recorded at the beginning of the year. 2017 will probably see a reduction in average prices – influenced by growing global supply pressures.

### LAMB

The recently released Sheep Industry Projections update includes some significant revisions to the December projections. Most notably, there is a larger sheep flock and a 750,000 head increase in the number of lambs expected to be processed in 2016 (to 22 million head), just 3% below the 2015 record.

Lamb production is now forecast to decline 3% year-on-year in 2016 to 488,400 tonnes cwt. Despite anticipated tighter sheep and lamb availability through the winter months, prices may be tested by the strengthening A\$ and if there are prolonged hot and dry conditions.

Australian lamb exports in 2016 are forecast to be fairly steady with the past two years, at 235,000 tonnes swt before gradually increasing with production to 280,000 tonnes swt by 2020.

The full report and video summary can be found here: [HTTP://WWW.MLA.COM.AU/PRICES-MARKETS/TRENDS-ANALYSIS/SHEEP-PROJECTIONS](http://www.mla.com.au/prices-markets/trends-analysis/sheep-projections)

The Butcher's Paper brought to you by the Australian Butcher's Guild

