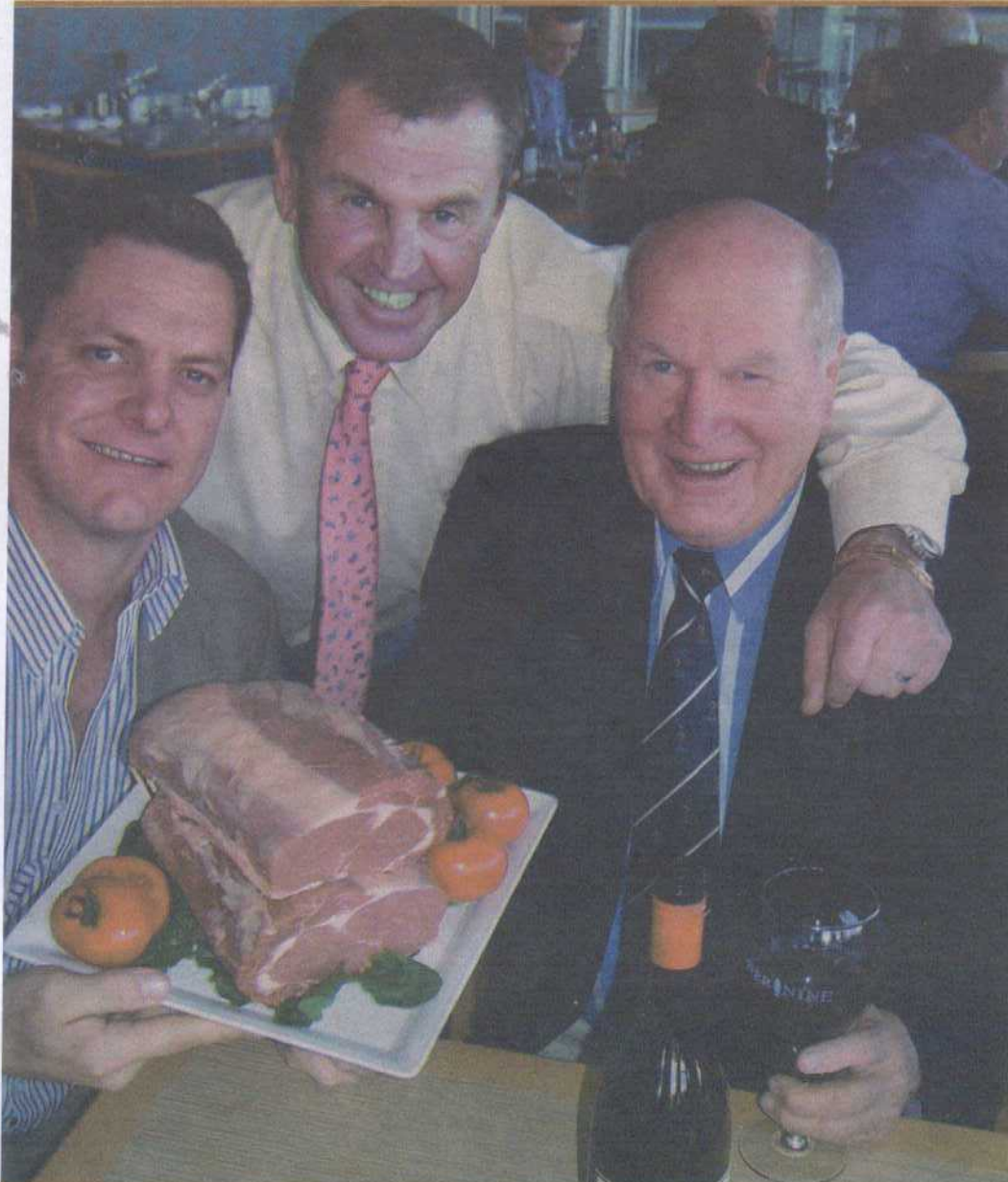


Processing

with Jon Condon

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First-class organic

THERE was a time when the term certified organic on a piece of beef often meant a slab of over-priced, dark, unappetising product of inconsistent eating quality – but times are changing.

In recognition of high levels of consistent performance being delivered under some of today's organic management systems, Certified Organic beef is now starting to penetrate even the highest levels of the Australian food service sector.

Evidence of this is seen at top Brisbane waterfront restaurant, Pier Nine, where host Matthew Hill Smith has featured grassfed Certified Organic product on his menu for the past six months, to strong customer approval.

Supplier is the Organic Meat Company, which processes about 600 Certified Organic export-type cattle each month through a service kill arrangement with Stanbroke's Valley Beef plant at Grantham.

Pier Nine will feature full-flavoured, yet incredibly tender Certified Organic Santa beef from Russell Pearson and family's Blackall property, Terrick, during the duration of this year's Ekka.

The menu range will extend from an OP rib to eye fillet, beef cheeks, and even an organic beef burger served in the bar.

● Full story in coming weeks.

■ Pictured with a sample of the product this week were Russell Pearson, Terrick, right, with the Organic Meat Company's David McDonald, left and Pier Nine's Matthew Hill-Smith.

ning the time it takes to finish
n Brazil, and to encourage cat-
bers to grow

expects to lend \$67m in the first year.
JBS will target its biggest cattle

year, US consumers had eaten more
breakfasts and snacks

Total customer traffic was up only 0.7