



European Union Beef Market

European Union Beef Market – accredited HEREFORD producers reap rewards.

HEREFORDS are ideally suited to both the pasture and grain-fed components of the European Union beef market and compete on an even footing with the other British breeds for price and access to this premium market.

Price grids for European Union (EU) accredited cattle are more often than not the best on offer on any given day. The grids are usually non-breed specific with British breeds and British breed crosses being preferred by producers, processors and exporters who service this relatively small but high value market.

Australia's Annual EU Quota

GRASSFED - currently 7,150 tonnes of high quality beef. The Australian Government (Department of Agriculture, Fisheries and Forestry) administers and distributes the quota to eligible exporters based on their export performance. Buyers who negotiate to purchase Australian beef are supplied with a Certificate of Authenticity which provides concessional 20% duty up to the 7,150 tonnes limit.

GRAINFED - currently 20,000 tonnes of high quality beef. The in-quota import duty is 0% (nil) and applies to high quality fresh, chilled or frozen beef, sourced from cattle less than 30 months of age that comply with a specific grainfed diet. Australia's application for access to this quota was approved by the European Union on 20 January 2010.

EU Product Requirements

GRASSFED – beef must meet the following specifications:

- Selected cuts from steer or heifer carcasses.
- Classified under one of the following official categories – Y, YS, YG, YGS, YP or YPS as defined by AUS-MEAT
- AUS-MEAT meat colour reference standard 1B- 4
- AUS-MEAT fat colour reference standard 0-4
- P8 fat depth to AUS-MEAT fat classes 2-5 (over 2mm & up to 32mm)

GRAINFED – high quality fresh, chilled or frozen beef that conforms to the following requirements:

- From heifers or steers less than 30 months of age, fed a diet for the last 100 days before slaughter containing not less than 62% of concentrates and/or feed grain co-products on a dietary dry matter basis that meets or exceeds metabolisable energy content greater than 12.26MJ/kg of dry matter.
- Feedlot entry weights – most grids specify weights in the range of 380-500kgs
- Heifers and steers are to be fed, on average, no less than 1.4% of live body weight per day on a dry matter basis.
- AUS-MEAT meat colour reference standard 1A-3
- AUS-MEAT fat colour standard 0-3
- Maximum MSA ossification score of 260

Processors must have in-house chiller assessors who ensure all carcasses comply with the requirements. Beef exported to the EU must come from cattle raised on properties where all cattle are individually identified and proven to have never been treated with HGP's (other than breeding bulls).

For details of how to receive accreditation go to the following websites:-

www.daff.gov.au for application form, producer undertakings and explanatory notes.

www.aqis.gov.au for European Union Cattle Accreditation Scheme (EUCAS) Rules. Specify European Union Cattle Accreditation Rules in the search facility on the AQIS website.

After reading the accreditation requirements and guidelines, if there are questions you would like answered, phone the EUCAS Helpline 1800 305 544 where the response will be prompt and courteous.

The Helpline will also be able to advise you on a strategy for carrying & trading both EU & non EU accredited cattle on your designated property.