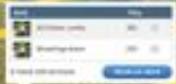


# SHEEP BREEDERS FORUM

JUNE 2017



Mob	Tally
2013 Ewe Lambs	300
Mixed Age Ewes	200



Mob	Tally
2013 Ewe Lambs	300
Mixed Age Ewes	200

2 mobs 500 animals

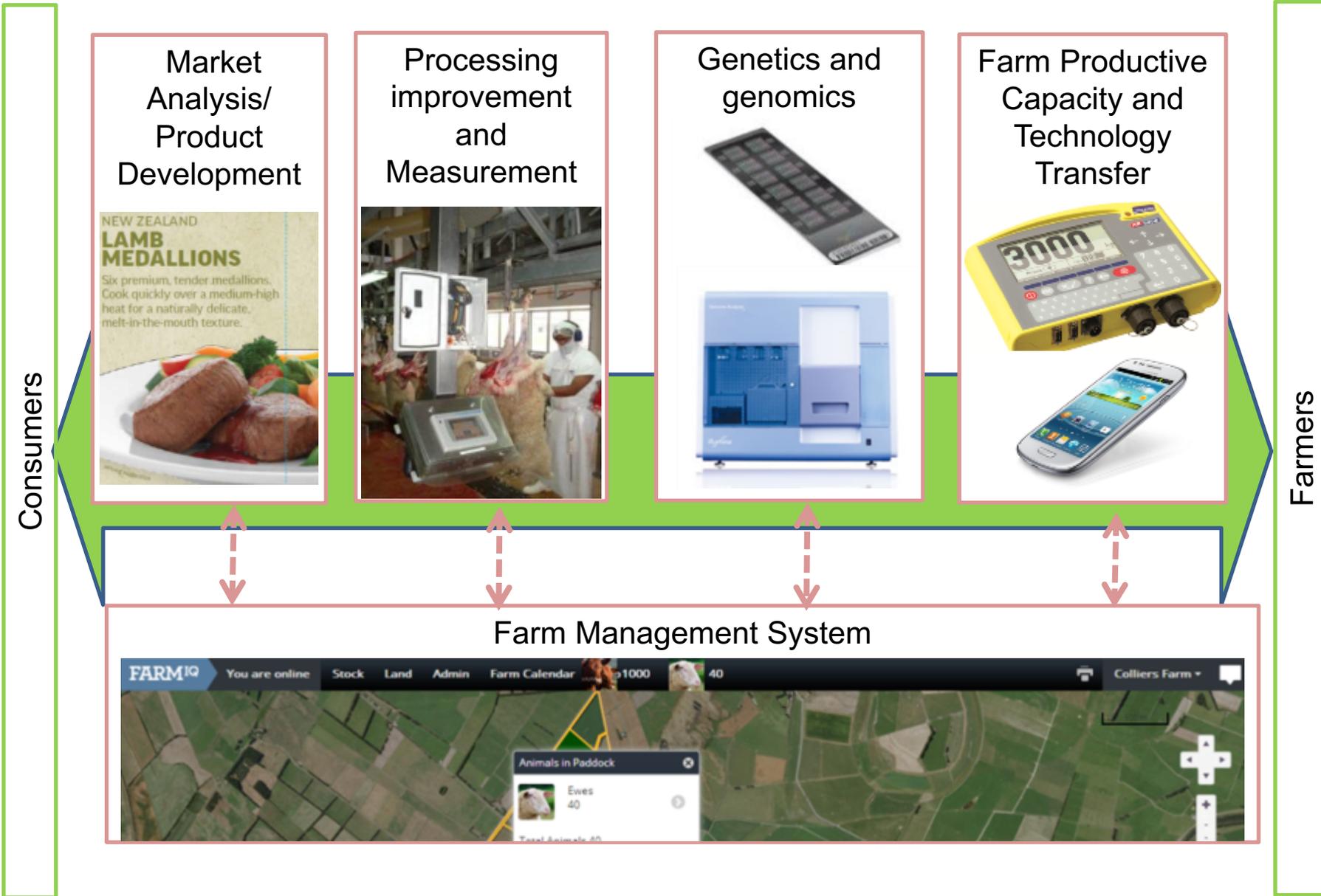
Move all stock

Ministry for Primary Industries  
Manatū Ahu Matua

FARM<sup>IQ</sup>

→ FARM<sup>IQ</sup> VISION

**A demand-driven, integrated  
value chain for red meat that delivers  
sustainable benefits to all participants**





Opportunity - Consumer research - 20% steak tough



Opportunity – Many 'tender' steaks wrecked in cooking



# BEEF PORTERHOUSE STEAKS

annabel langbein's STEAK WITH BISTRO BUTTER RECIPE

*Annabel Langbein*

CUT



RECIPES SEAVES

2

PREP TIME

15 MINS

COOK TIME

6-8 MINS

REST TIME

5 MINS



Silver Fern Farms Limited  
283 Princes Street, Dunedin,  
New Zealand. 0800 900 661

Best enjoyed up to the  
Best Before Date  
displayed here.

### BLOOMING



Remove from packaging, cover and bring to room temperature. This allows the meat to relax for even cooking.

### CUTTING ACROSS THE GRAIN



Look closely for small lines running in the same direction. This is the grain. Slice across the grain for maximum tenderness.

Nutritional information		
	Avg Qty per serve	Avg Qty per 100g
Servings per pack: 2		
Serving Size: 110g		
ENERGY	1195.3kJ 285.5(Cal)	683.0kJ 163.1(Cal)
PROTEIN	35.3g	21.5g
FAT - TOTAL	14.7g	8.4g
- SATURATED	7.2g	4.1g
CARBOHYDRATE	<1.5g	<1.5g
- SUGARS	<0.5g	<0.5g
SODIUM	84.0mg	51.0mg

### OUR MASTER GRADER'S RECOMMENDATION:

**PAN-FRY TO MEDIUM-RARE**

#### INGREDIENTS

- 1 pack Silver Fern Farms Beef Porterhouse Steaks
- 1 tsp olive oil
- Salt and pepper to taste
- Bistro Butter
- 80g butter, at room temperature
- 1 Tbsp chopped capers, well drained
- 2 Tbsp finely chopped parsley
- 1 clove of garlic, crushed
- Juice of 1/2 lemon
- 2 Tbsp Dijon mustard
- 1 tsp flaky sea salt

#### COOKING DIRECTIONS

**Bistro Butter** Whip butter until light and fluffy. Beat in other ingredients until evenly combined. Mould into a log shape about 8cm long on a piece of baking paper and roll up in paper. Chill in the fridge for at least 30mins.

Cook steaks over medium-high heat for 3-4 mins each side (med-rare). Rest. Top each steak with a 1.5cm thick slice of the butter, cut on an angle. Place steaks and butter under the grill for 30 seconds to start the butter melting.

**Serving suggestion:** Accompany with oven-baked 'trivet' and a rocket salad.



For the full recipe and tips visit our website or scan the QR Code.

[www.silverfernfarms.com](http://www.silverfernfarms.com)

Solution - Easy

cooking instructions - Pack

# RECIPES



## Roast Beef with Wilted Spinach and Kumara Gratin

By Dish Magazine

[Comments](#)

[View Recipe >](#)



Or.....web



## How the EQ System came to be

*Not all meat is created equal.  
But today's consumers expect to buy and enjoy a consistent quality of red meat.*

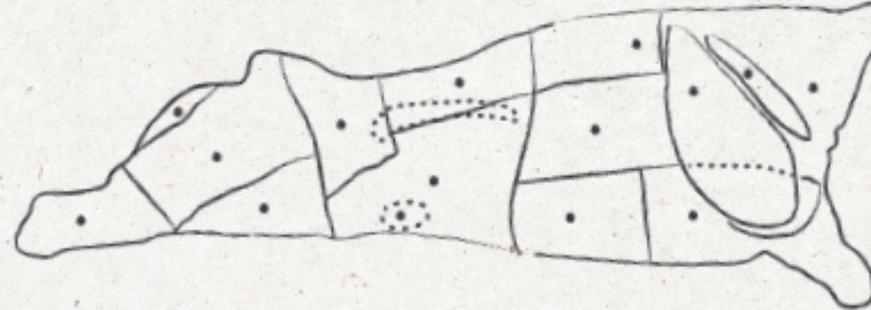
In line with Silver Fern Farms' Plate to Pasture strategy, we set about developing a system that delivered exactly that – a consistently high-quality red meat product. That was back in 2010. Three years and 97,000 tasting samples later, the EQ System was launched.

The consumer testing work was led by Texas Tech University in the States, and also involved the University of Otago's department of food science. About 13,900 taste testers across 17 cities were involved.

**97,000**  
Samples of beef worldwide

**2,500**  
DNA samples from cattle breeds taken

**Largest ever**  
Red meat consumer testing programme in New Zealand



**Reserve brand**  
Launched on the back of EQ

**First & Only**  
Eating Quality System for New Zealand red meat

**13,900**  
Taste testers across 17 cities throughout NZ and USA

### EQ grading criteria

1 pH

2 Marbling

3 Ossification

4 Rib fat

5 Meat colour

6 Fat colour

Solution – Finding the tough steak



Solution  
.....Track the  
steak ..



Solution .....measure what matters



Solution ....record and link it



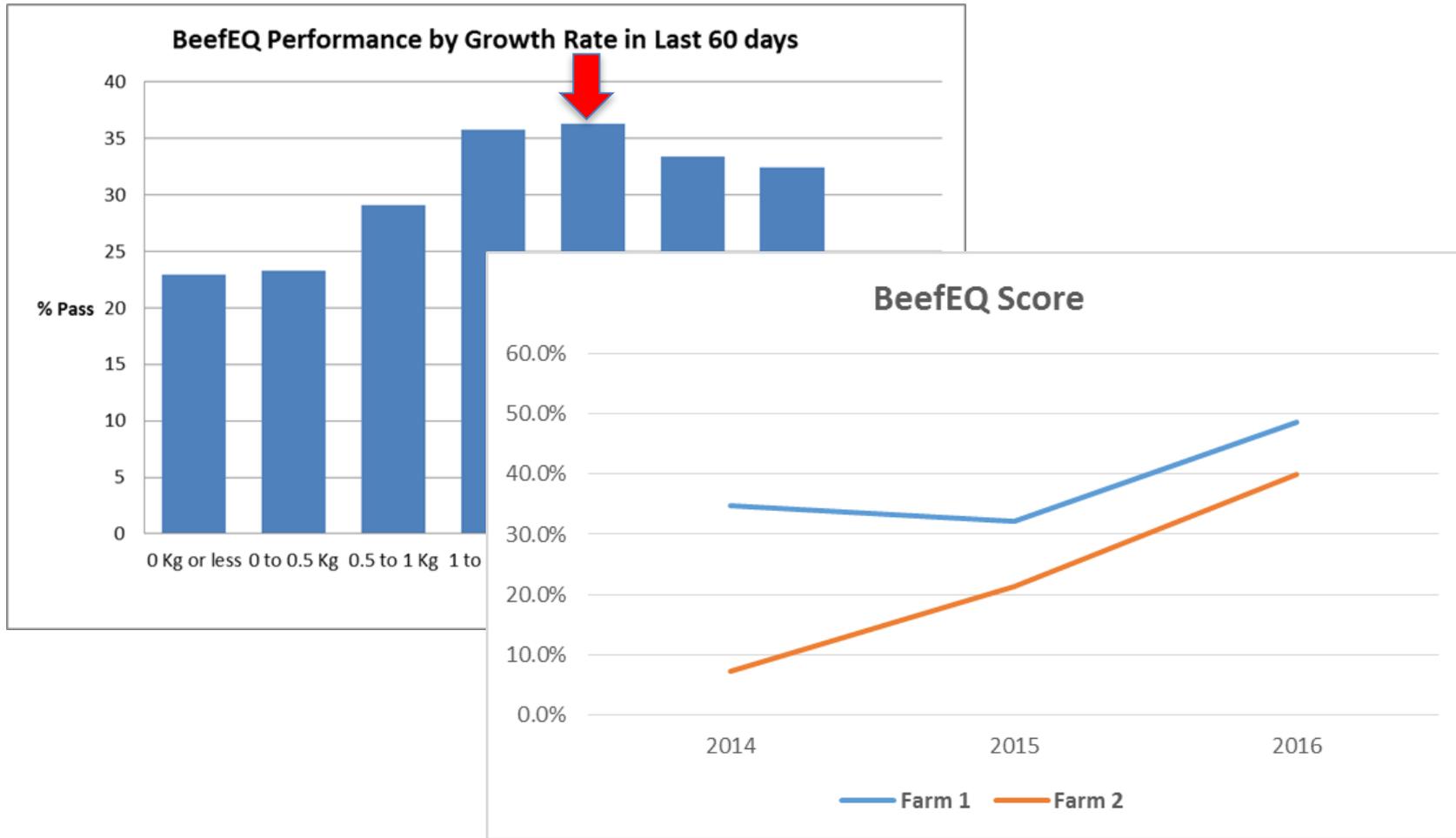
Breed

Supplier

Solution - Help the farmer work out what works



By providing the information..

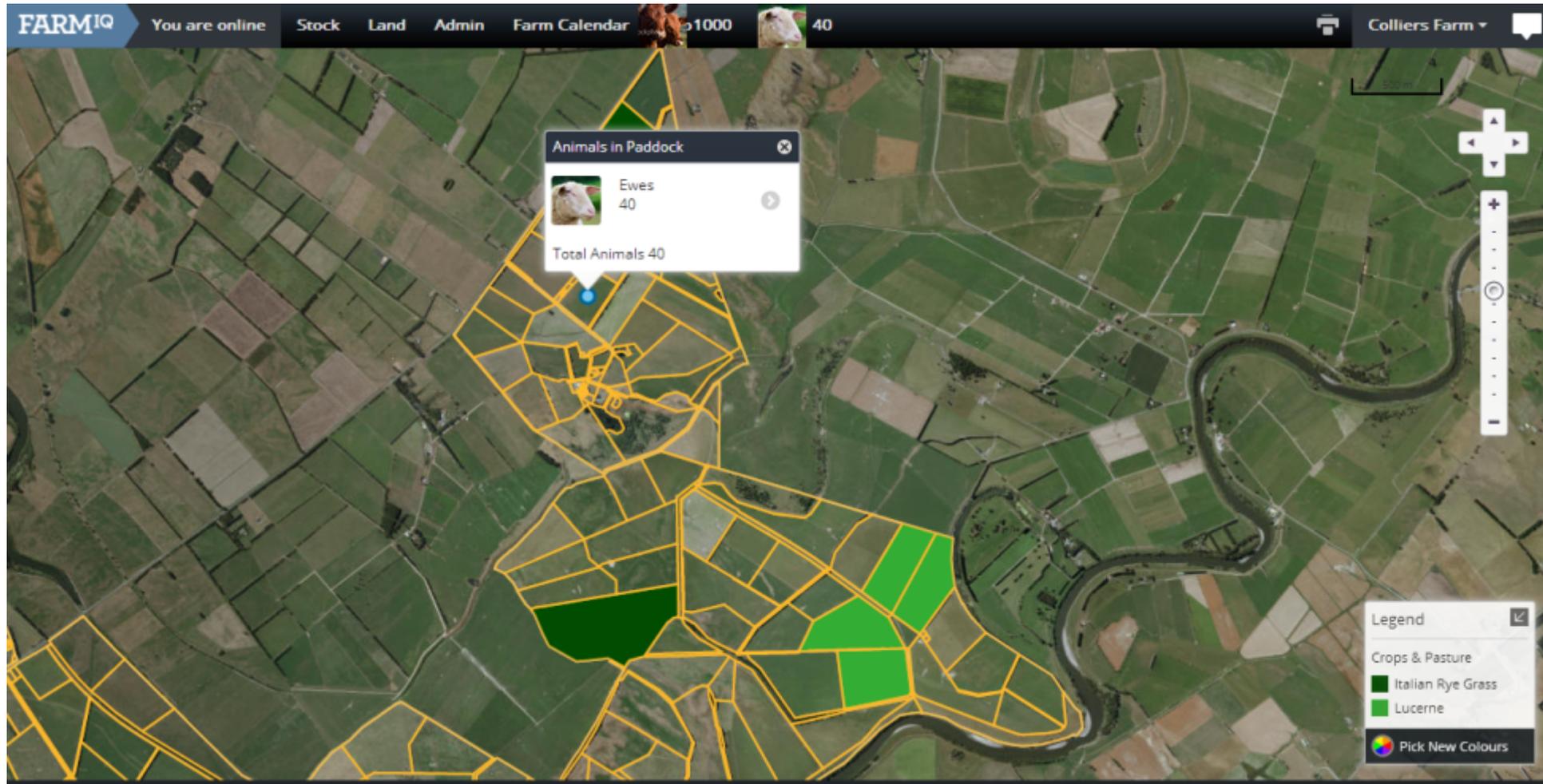




*All the way to the farm.....*



# The paddock.....



and pocket + \$0.25c/kg (+5%)



So...consumers are guaranteed a great steak

→ Lamb?



Opportunity? – Consumer research – Lamb good experience



Opportunity – Lamb wrecked in cooking



# LAMB RUMPS

• RECIPE •

## LAMB RUMPS WITH SPINACH AND FETA STUFFING

Prep Time	Cook Time	Rest Time	Serves	Cut
20 MINS	30 MINS	10 MINS	4	

### Ingredients

- 1 pack Silver Fern Farms Lamb Rumps
- 2 Tbsp olive oil
- 1 clove of garlic, crushed
- 1/2 medium onion, finely diced
- 50g feta, crumbled
- 60g frozen spinach leaves, thawed and chopped
- 2 Tbsp plain pinenuts, toasted
- 1 sprig of rosemary, chopped

### Cooking Styles

- Pan-fry
- Roast
- BBQ

### Cooking Directions

Pre-heat the oven to 200°C. Cut a pocket in the middle of each lamb rump; cover and set aside.

Heat a frying pan and sauté the garlic and onion in the olive oil until soft. Remove from heat and add the feta, spinach and pinenuts. Allow this mixture to cool and then stuff into the lamb pockets.

Place the lamb in a roasting pan, sprinkle with rosemary and roast for 20 minutes (medium-rare). Remove the lamb from the oven and rest for 10 minutes.

Slice the lamb across the grain and serve with honey roasted pumpkin and seasonal greens.



SILVER FERN FARMS

VACUUM PACKED - FRESHNESS | AGED - TENDER + FLAVOUR

### BLOOMING



Remove from packaging, cover and rest at room temperature for 10 mins to 'bloom'. This allows the colour to return and the meat to relax for even cooking.

### CUTTING ACROSS THE GRAIN



Look closely for small lines running in the same direction. This is the grain. Slicing across the grain helps ensure a more tender eating experience.



Nutritional Information	Avg Qty per serve	Avg Qty per 100g
Servings per pack: 3.3 Serving Size: 120g		
ENERGY	580kJ 138 (Cal)	483kJ 115 (Cal)
PROTEIN	25g	21g
FAT	4.2g	3.5g
TOTAL SATURATED	2.0g	1.7g
CARBOHYDRATE	<1g	<1g
SUGARS	<1g	<1g
SODIUM	70mg	58mg

LAMB BONELESS RUMPS  
Prepared By: ME58  
BY151  
BEST BEFORE: 11 JUL 2017  
BEST CONSUMED OR FREEZE BY THE BEST BEFORE DATE  
ONCE OPENED, USE DATE WITHIN THREE DAYS

www.silverfernfarms.com

For the full recipe and tips visit our website or scan the QR code



Silver Fern Farms Limited,  
283 Princes Street, Dunedin,  
New Zealand. 0800 500 661  
KEEP REFRIGERATED AT  
OR BELOW 4°C



Trade Mark used under licence

Solution – easy cooking instructions on pack



# Sizzling Chinese-style Lamb Stir-fry

By Silver Fern Farms



PREPARATION TIME



10min

COOKING TIME



10min

SERVES



3-4

DIFFICULTY

Easy



RATING ★ ★ ★ ★ ☆ Click stars to rate



Or.....Web

➔ But – we didn't believe them!



- 4,300 Lambs
  - 27 Breeds
  - Gender (rams, crypts etc)
  - Grades
  - On farm info e.g. growth rate, feed
- 23,000 samples
- 3,240 Consumers - NZ and US
- What did they say?
- GREAT PRODUCT

## → Solution? – What matters??

- Best cuts
- Ageing the meat (chilled or before freezing)
- Matching cut to cooking method
- pH decline management – Electrical stimulation
- Compelling Brand Story

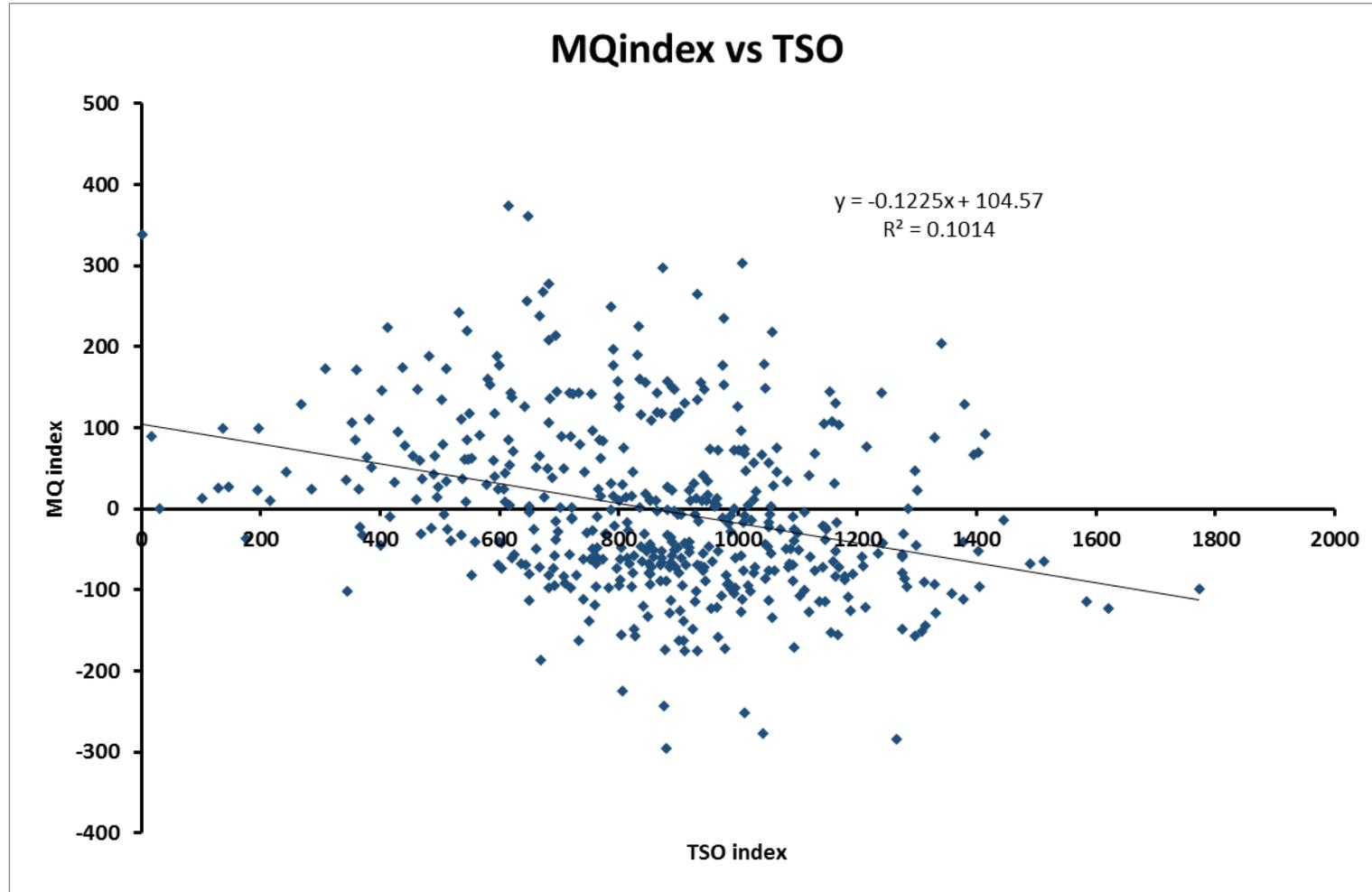
→ Solution? – What doesn't matter?

Generally – everything else

But!

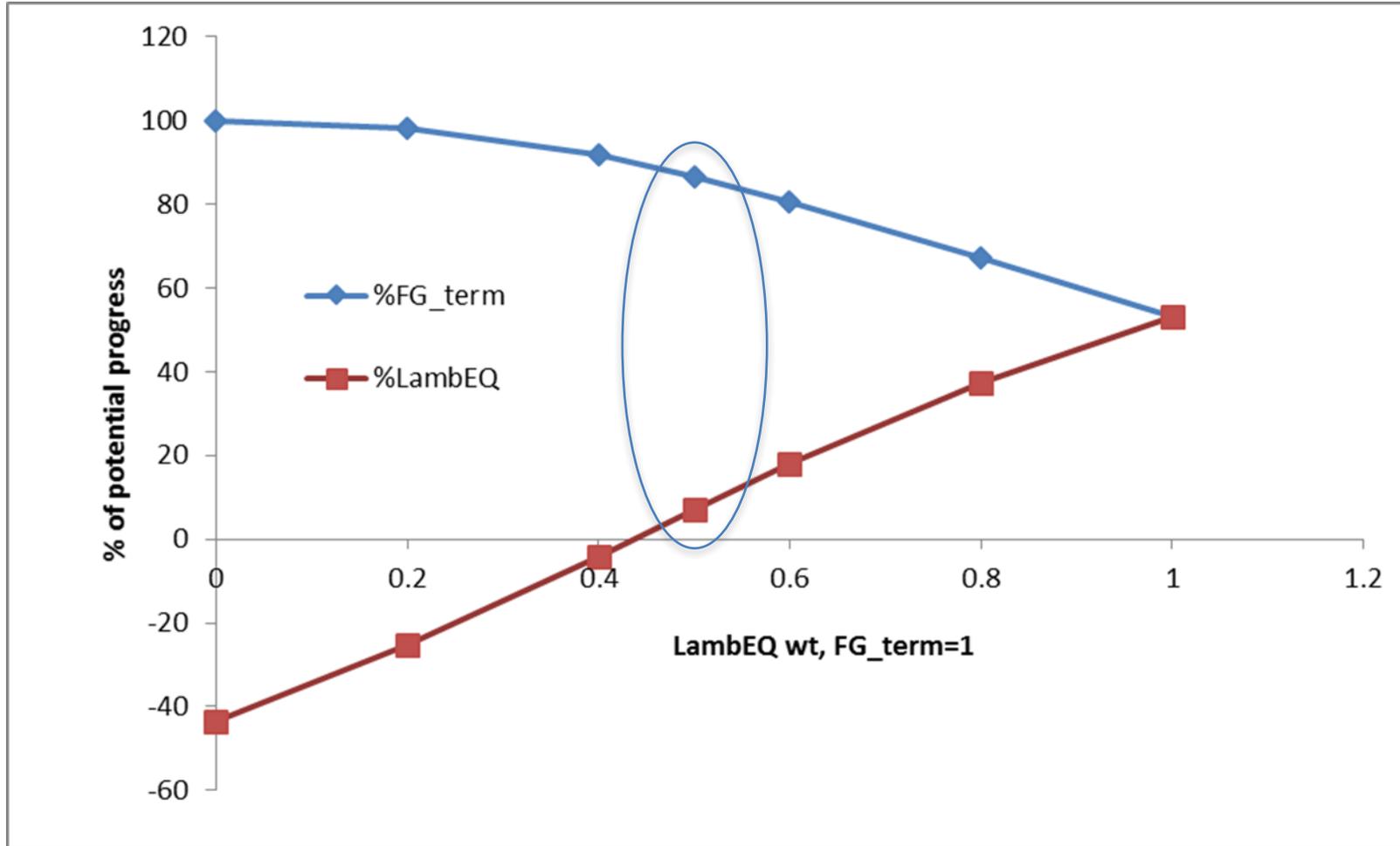


Gain in TSO is loss in eating quality





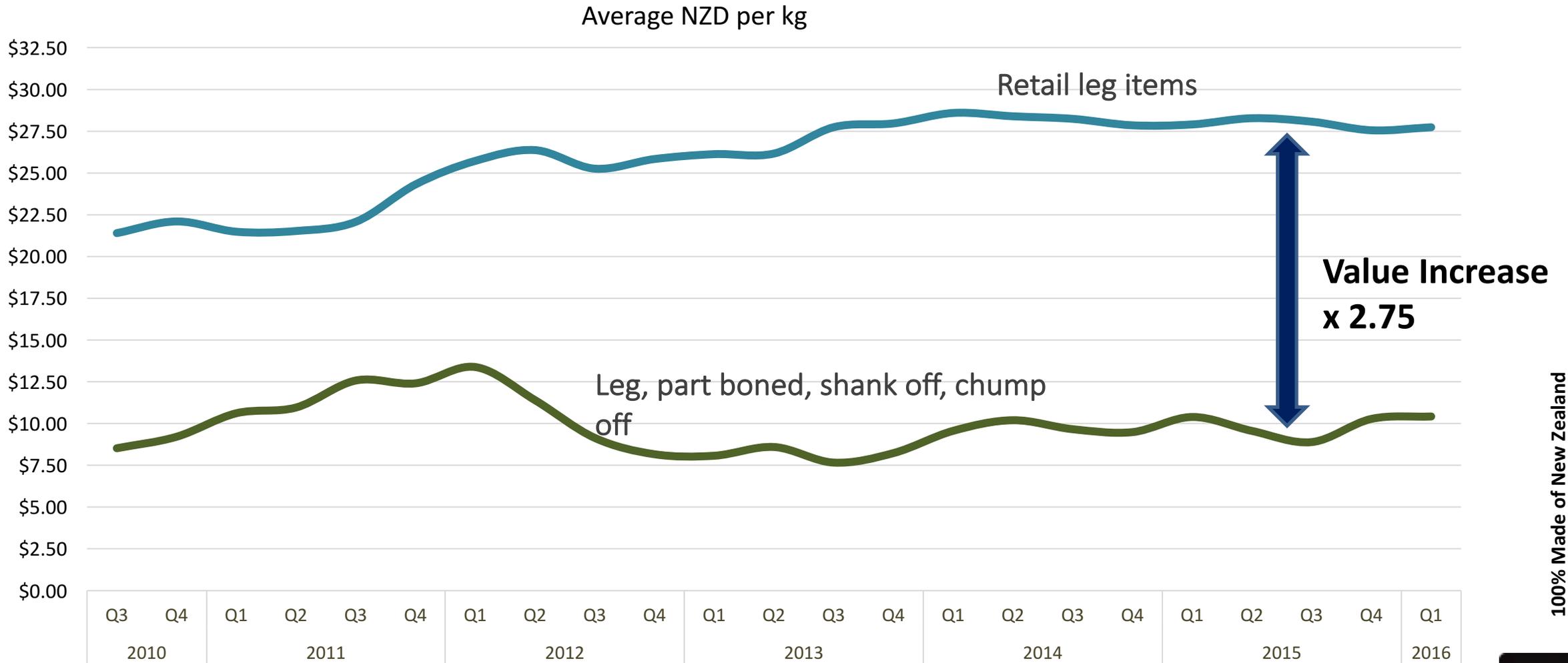
Good compromise possible.....





*So...we can still guarantee great lamb!*

# → Retail leg items vs Commodity lamb leg



Source: RetailValuevsCommodity

100% Made of New Zealand





**THANKS**  
**QUESTIONS?**

**[WWW.FARMIQ.CO.NZ](http://WWW.FARMIQ.CO.NZ)**