



HEREFORD PRIME  
"PAIPARU"  
CASSILIS  
NSW 2329

30th April 2008

## **STANDING COMMITTEE ON RURAL AND REGIONAL AFFAIRS AND TRANSPORT**

Hereford Prime would like to thank the Standing Committee for their invitation to provide a written submission into the meat marketing enquiry.

Hereford Prime is a privately owned high quality beef company selling into a market that demands high quality beef and a great meat eating experience for its customers.

We would like to break our submission and comments into two parts:

1. Retailing
2. Education

### **Retailing**

We think it is very important that, when purchasing product, the consumer has a very clear understanding of precisely what meat they are purchasing, its origin and its grading. For example, MSA or YG STEER should be just that - not export quality; and a "Scotch Fillet" should be exactly that - not from some other cut of meat off the carcass.

We believe education of retail entities is paramount and will fix the yawning knowledge and satisfaction gap: an enlightened customer can make a better choice and gain a better eating experience.

At the same time, the Dining Out experience for consumers should also be monitored: if what's on the menu is not on the plate then the public will be misled and will turn away from choosing and eating quality red meat – or indeed may turn away from red meat altogether.

The penalties should be severe!

## **Education**

Hereford Prime believes that the meat industry has gone a long way in providing a paper trail from the paddock to the retail section, but we believe that standards from there to the consumer are very poor.

The education of cooks, chefs and raw product outlets really is the last link in the chain to be upgraded in order to put our industry into a competitive position in the open market - we need the rogues flushed out.

Cooks, chefs and raw product outlets need to have a better understanding of what they are selling and be responsible about selling it - or suffer the consequences of their misleading of the consumer.

## **In Summary**

We believe that a body such as Aus Meat should take a more active role in policing this part of our industry. Where there is any misleading labelling or substitution of products taking place at the consumer end, retribution should be swift and severe.

To do this we believe a common set of standards need to be set, with all involved in this part of the industry having some input.

Hereford Prime is very happy to help in this regard as we can foresee a far greater benefit to the consumer and therefore to the industry as a whole

## **Dan Morice Hereford Prime**

Email: [dan@herefordprime.com.au](mailto:dan@herefordprime.com.au)

Phone: (02) 6376 4222



***Hereford Prime - perfect beef every time***