

An Investigation into the Performance and Eating Quality of Holstein Beef



Current Industry Issues - Dairy

Male calves = Low value by-product

EACH YEAR:

- **> 500, 000** male calves are **slaughtered**
- Male calves account for **6.8%** of the beef industry on a **per head** basis OR
- **1.3%** of Australia's total meat production **per kg**



Current Industry Issues

- Holstein influenced steers receive price deductions
 - Up to 60c/kg



Trial design

- 10 Holstein Steers + 10 British Bred Steers
 - Finished on a common diet
- 115 Consumer will partake in a Sensory Trial



Holstein Beef VS Industry Standard



AUS-MEAT & MSA marbling reference standards

AUS-MEAT
MSA score



AUS-MEAT & MSA
Marbling Reference Standards

These Reference Standards can be used to compare AUS-MEAT (or other Australian Marbling Scores) or for marketing AUS Grading Marbling Scores. The correct Program Code must be applied when marketing AUS Grading Marbling Scores.

These Reference Standards may be viewed with a QR scanner.



Intramuscular fat

A-M 5
MSA 700



IMF 11%



1%



3%



5%



8%



14%



17%



19%



21%

Solutions

Establish a viable dairy-beef supply chain

HOW:

- Understand Holstein beef production
- Establish standards that support Holstein beef production