

Supplying the Japanese and Korean beef markets

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Japanese Market

There are many different types of beef exported from Australia into Japan.

- Grass Fed Frozen
- Grass Fed Chilled
- Short Grain Fed Chilled (90 to 120 days)
- Medium Grain Fed Chilled (120 to 200 days)
- Long Grain Fed Chilled (200 to 400 plus days)

The Japanese market recognises quality.

Nebru has been exporting beef into Japan for eight years, supplying high quality long grain fed beef into restaurants, supermarkets and department stores.

Our Japanese Customers' requirements

- Meat Colour - cherry red - Ausmeat Classification 1B to 2
- Fat Colour - white- Ausmeat Chiller Assessment 0 to 1
- Marbling - well marbled -Ausmeat Assessment 3 to 6
- Texture of Fat and Meat- good
- Moisture of Meat - meat needs to be dry for easy cutting into thin pieces.
- Taste - very important.
- Cutting Lines and Packaging - very good
- Consistency of product
- Consistency of supply.

To produce beef of this quality, our cattle are fed a special grain diet for 350 days.

The finished live animal weighs approximately 900 kg, which produces a carcass of 540 kg with an average rib fat of 25mm.

All of our cattle are bought in from cattle producers from Esperance to Paraburdoo.

For us to produce beef of the above qualities we must have the right type of animal to feed.

Nebru Plains Requirements for Store Cattle for the Japanese Market

- Steers
- Temperament - quiet and placid
- Breed- Shorthorn, Angus and Murray Grey
- Frame - medium to large
- Condition- Store 2 to 3
- Weight - 450 to 500 kg
- Structure -sound

- Age - 0 to 2 teeth
- No horns
- Well muscled
- Traceability

Korean Market

Korea deregulated its beef imports in January 2001. Prior to that the Government imported all beef. The deregulation has enabled smaller Korean companies to import the type of beef they wanted in the volumes they wanted. Nebru started exporting high quality chilled beef into Korea in February 2001. This was a similar product to their domestic product ie grain fed Holsteins (Friesians). For this market we feed the Holsteins for 240 days to produce a carcass of 440 kg.

Nebru Plains Store Cattle Requirement

- Holstein
- Temperament- placid
- Steers
- Age - 0 to 2 teeth
- Weight - 400 to 500 kg
- Score 2 to 3
- Structure- sound
- No horns

