

Understanding our beef



Typically, the nutritional value of meat from grass fed and grain fed cattle, or different breeds is similar. On average, lean beef and lamb cuts are all sources of 12 essential nutrients recommended for health and wellbeing.

There are some noted difference in taste, texture and appearance between grass fed and grain fed beef. Which is better is up to personal preference.



Grass Fed

Grass fed beef is produced from cattle across the country, coming from a diverse range of breeds that are fed varied grass types in wide open pastures for the entirety of their life.

Grass fed beef is typically described as leaner with a meatier flavour. The grass varieties fed to grass fed cattle impact the flavour profile and can vary greatly depending on the region and grass types.

Flavour & Texture:

- more complex flavour
- meatier
- firmer

Appearance:

- typically leaner
- more yellow hue to the fat



Grain Fed

Grain fed cattle spend the first 18 – 24 months grazing on pasture, before being transitioned to a feedlots where they are fed a scientifically formulated grain diet for a minimum of 100 days.

The most common components of the grain ration we use are barley, wheat and sorghum. Additional foodstuffs such as molasses for energy, hay for fibre, high protein cotton seed, and a vitamin & mineral supplement mix, are added to the grain to enhance the ration which provides the right balance for optimum growth.

Grain fed beef is generally appreciated for its higher level of marbling and buttery texture.

Flavour & Texture:

- buttery
- tender

Appearance:

- typically more marbled
- brighter
- whiter fat