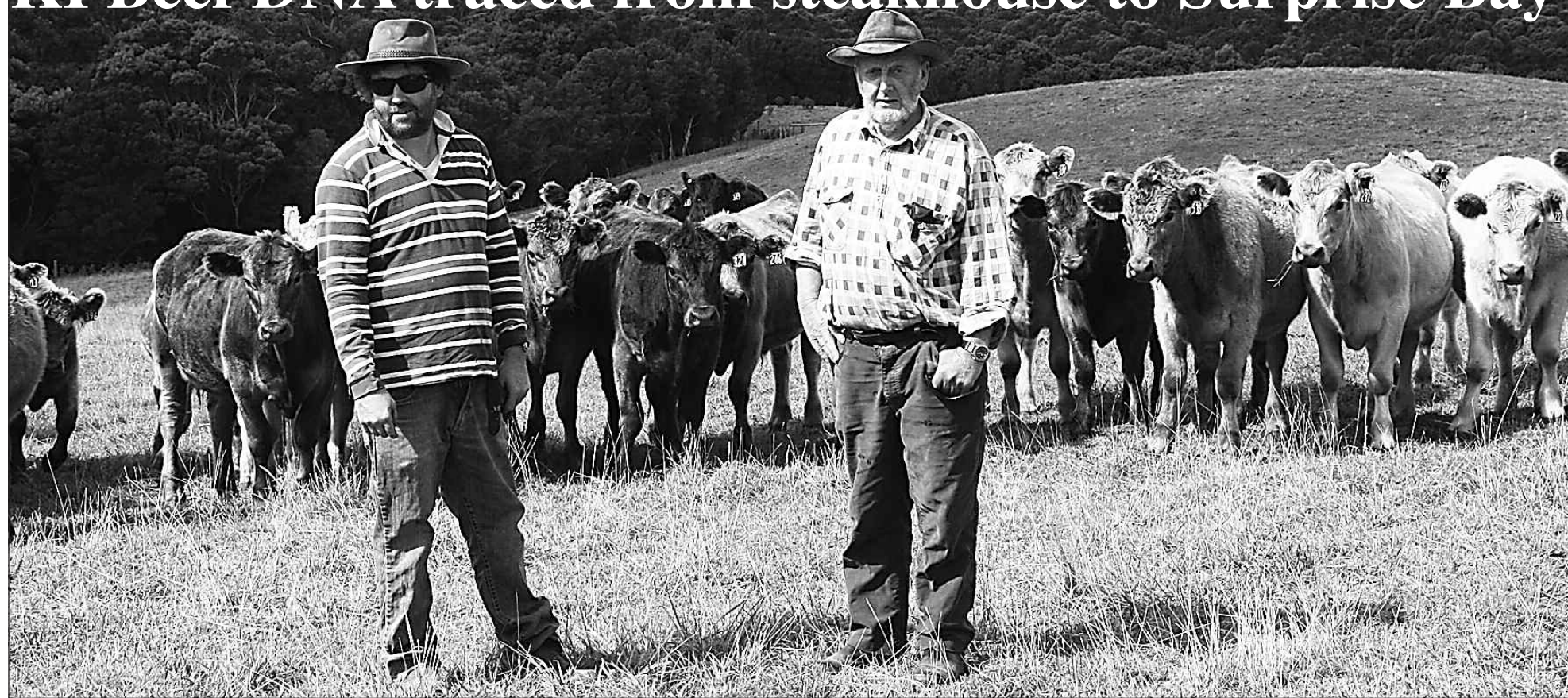


# Trace back to KI

## KI Beef DNA traced from steakhouse to Surprise Bay



**Plate to paddock DNA traceback led to Peter and Rod Bowling with their herd of Murray Greys. The Bowlings maintain King Island beef is so good because it's grass fed and like all Tasmanian beef it is growth hormone free.**

**Swift have completed their first DNA traceback from a plate in a Brisbane steakhouse to a paddock in King Island's Surprise Bay.**

Swift Australia uses Pfizer Animal Genetics SureTRAK DNA meat traceability system to ensure the integrity of its King Island Beef brand.

The first DNA traceback from a scotch fillet served at the riverside restaurant, Cha Cha Char Steakhouse in Brisbane CBD, revealed the source was indeed from King Island, specifically a Murray Grey from the Bowling family farm, Surprise Bay Pastoral Company.

KI brand development manager Jamie Ferguson said that since Swift Australia purchased the King Island abattoir it has tightened controls on the well known King Island Beef brand and reinvented its image to lift credibility and ensure its longevity.

All beef sold under the brand is now Meat Standards Australia

graded and every carcass is DNA sampled to guarantee authenticity, he said.

"DNA sampling with Pfizer ensures full traceability in both our domestic and export markets, so we know and our customers know, the product in the Swift King Island Beef packaging is definitely King Island beef," Mr Ferguson said.

"We've had issues with misrepresentation in the past, so reinventing the brand is important in preventing that in the future."

All product destined to be sold under the brand will be processed

on the island and those who continue to misrepresent the brand will be pursued, he said.

Using the SureTRAK system, a DNA sample is taken from each King Island animal at the processing plant and sent to Pfizer Animal Genetics laboratory in Brisbane, where they are stored until a traceback is required.

Terry Farrell, Pfizer Animal Genetics sales rep says his company's DNA traceback system uses multiple markers.

"To ensure the integrity of the traceback - Pfizer Animal Genetics matches over 40 differ-

ent DNA markers between the meat sample taken from the restaurant and the carcass sample taken after slaughter," he said.

Surprise Bay Pastoral Company is located in the south of King Island, where the Southern Ocean or State Reserves are its neighbours. The solitude and silence is gently sprinkled by bird song, the echoing of cows calling their calves and the wind.

The Bowlings are one of King Island's pioneering families and have owned their 2,300ha farm on and off, since 1888.

Today Peter and Yvonne with their son Rod and his wife Jenny run the beef farming business where they prefer Murray Grey.

"King Island beef is so good because it's grass fed and like all Tasmanian beef it is growth hormone free," says Peter Bowling.

"But it's not just our grass that makes the great taste, it is the salt."

King Island lies in the path of the 'Roaring 40's'

trade winds, which tear westwards along the 40° parallel.

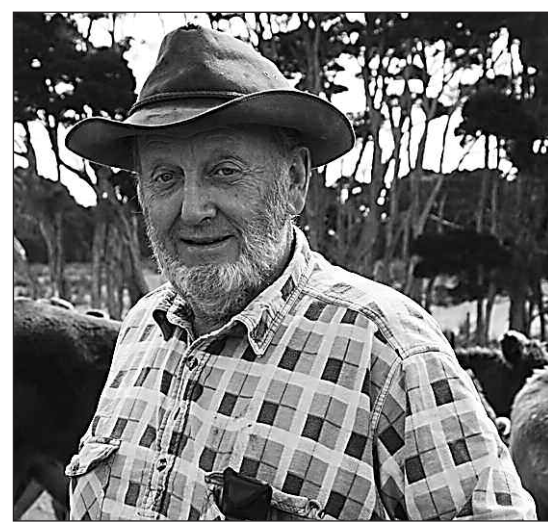
"The winds bring salt laden air to the island and I think this makes our beef taste so good. Along with a constant supply of good water, this is what I reckon makes our beef so uniquely tasty and memorable compared to other beef," said Peter.

Surprise Bay cattle are docile and being close to the Swift abattoir, also contributes to meat quality, he said.

"We have 80 troughs on the property with an electric delivery system of nutrients and trace elements, which means less handling. Our cattle used to panic in the cattle race, but now they don't mind, because we don't have to treat them in the yards at all.

"I think Murray Grey are calmer cattle, they are good foragers too which suits our poor coastal sand country. They always get a feed of bull kelp while they're on the coast and that's good for them too.

Peter is impressed



**Peter Bowling**

with the Pfizer DNA trace back from a plate in Queensland to his paddock in Surprise Bay.

"The traceback system is excellent and the best method to stop any unscrupulous people selling beef that isn't from King Island," he said.

Peter Bowling sent a message to Cha Cha Char Steakhouse in Brisbane, "Eat more King Island beef, it's the best."

Chris Higgins, general manager of Cha Cha Chars said it's the clean crisp flavour of King Island beef that makes it different to other beef.

"I think the really clean air and being grass fed means King Island Beef has no metallic notes in the taste.

"We have a broad range on our menu, so it's hard to say if King Island Beef is more popular than any other. Our King Island scotch fillet sells for \$35."

Sending a message to King Island farmers, Mr Higgins said "Well done."

—KI COURIER



**Cha Cha Char has been voted Australia's best steakhouse for five consecutive years and is owned by John Kilroy, a contributor to the reformation which has swept through the Australian red meat industry**