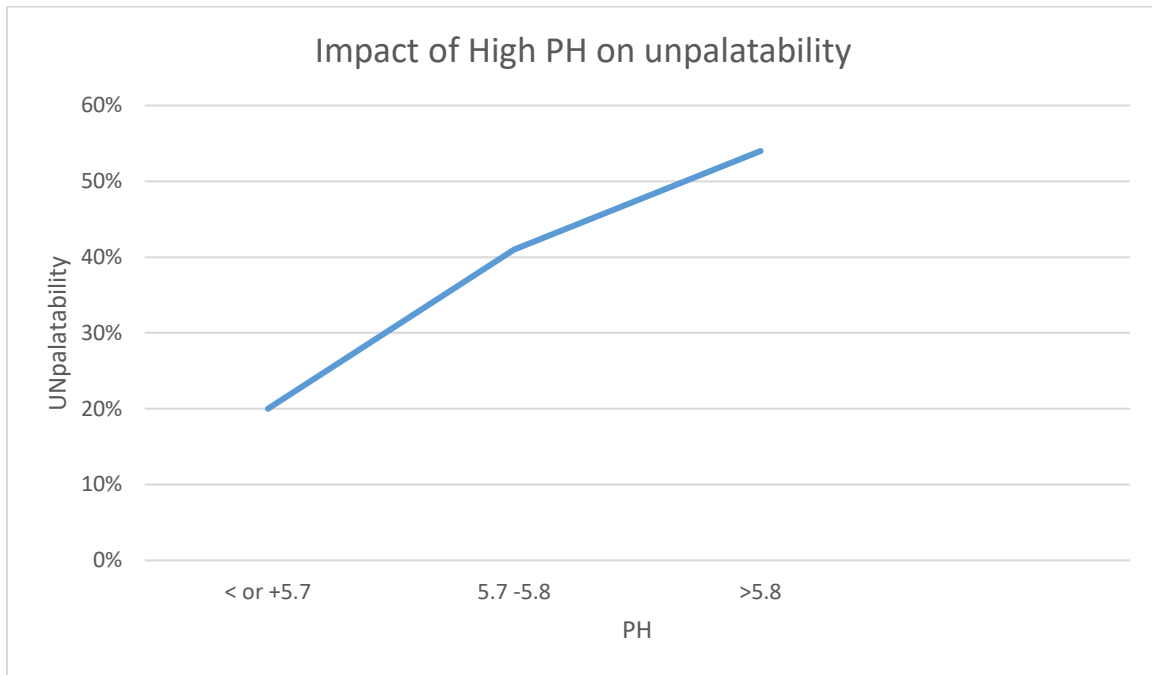


DOCILE DEVONS = MORE TENDER MEAT

A Meat Standards Australia (MSA) consumer test conducted in Brisbane over 20,000 people demonstrated that up to 50% of retail beef failed to meet consumer palatability.

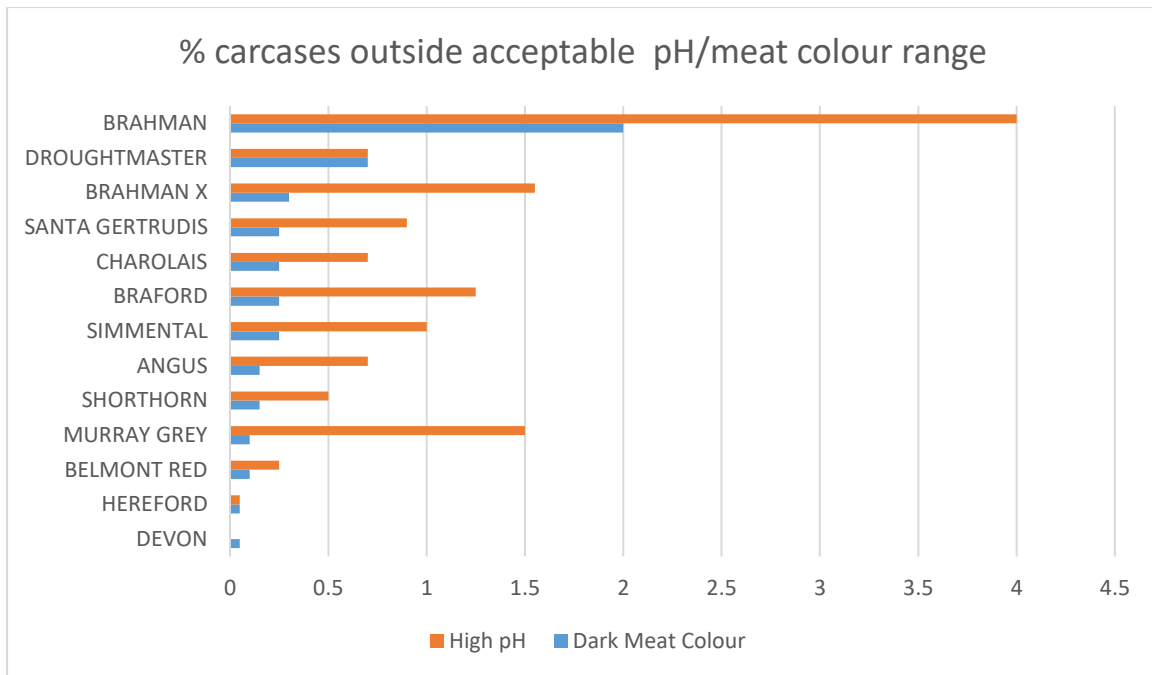
MSA graded beef has lifted consumer satisfaction to above 90%.

Research on consumer palatability has shown that tenderness falls rapidly when meat pH rises above 5.7.



Tenderness of meat is very much affected by the ability of cattle to handle pre slaughter stresses like mustering, yarding, trucking, mixing of mobs, weather conditions. Stress causes a rapid depletion of muscle glycogen associated with rising Ph level in the carcass post slaughter.

A survey of 50,000 carcasses from a Queensland abattoir showed that Devon, Hereford & Poll Herefords had less than 1% outside the acceptable range for both pH and dark colour and ranked above all other popular beef breeds for these important meat quality traits. (Source: Cabassi Consulting).



A number of Australian Devon breeders have been selling steers within the MSA grading schemes with an even higher specifications for ph. The Devons have had almost total compliance to the more exacting MSA standards due in large part to the docility of the purebred Devon.