

## CAAB rump bumps up sale

**A** DECISION to provide Certified Australian Angus Beef (CAAB) steak at their 2007 bull sale paid dividends for Central West breeder, John Reen, and his daughter, Annie Scott.

Producers often discuss the merits of their breed's beef, describing the effects of the marbling while highlighting the tenderness and the flavour.

But Mrs Scott decided a more effective way of explaining the quality of premium Angus beef was to provide it.

The CAAB-accredited producer bought 300 CAAB rump steaks and made steak sandwiches free of charge for those who attended the open day last year on August 4 and on-property sale on August 16 of her family's Bathurst Angus stud, Karoo.

"As Angus breeders we thought it was a good chance to promote the product," Mrs Scott said.

"Let's face it, it is an easy product to promote, it's failsafe, and everybody commented favourably on the taste."

The idea has gathered steam, with several stud breeders contacting Mrs Scott's CAAB-accredited supplier to order steak for their own on-property sales and field days.

The inquiries have been welcomed by Mary and Warren Messner, who own the award-winning GT Angus Bar and Grill in Bathurst, where Mrs Scott bought the rump steaks.

"People who had the steak sandwiches said it was such a fabulous taste that they wanted another steak that night," Mrs Messner said.

The Messners are strong supporters of the CAAB product, using it extensively in their restaurant and selling a range of quality cuts sealed in cryovac packaging.

The former Angus breeders said it made sense to provide quality CAAB product at Angus bull sales.

"A lot of people with sales or field days or involved in events like Beef Week have an opportunity to promote CAAB," she said.



Warren Messner, Annie Scott and Mary Messner with CAAB at GT Angus Bar and Grill in Bathurst where Annie sourced CAAB rump to serve at the 2007 Karoo Angus bull sale.

"They provide genetics and bulls and cows and can now provide the end product."

Mrs Messner said using CAAB at sales and field days also provided the perfect opportunity to explain concepts like marbling and ageing.

Anybody who has eaten at the GT Angus Bar and Grill would have seen that promotion of CAAB beef is Mrs Messner's forte.

The CAAB logo is featured prominently both inside and outside the restaurant and all retail sales are packaged in carry bags with the same logo.

**LEFT:** Bite-sized CAAB morsels at the GT Angus Bar and Grill at Bathurst.

**RIGHT:** CAAB steak presented at the GT Bar and Grill, where consumers can eat in or take away to cook at home.

