

CLOUDBREAK LOWLINES AND EUNGELLA BEEF

ALCA Journal 2016

By Mandy Tennent



Eungella Lowline Beef Pastrami

In February 2015 Cloudbreak Lowlines / Eungella Beef attended an Agritourism Field Day, show-casing our wonderful Eungella Certified Lowline Beef products, co-ordinated by the Department of State Development, in conjunction with the Mackay, Isaac and Whitsunday Regional Councils

Cloudbreak Lowlines were then lucky enough to be accepted for the Agritourism Business Development Program, an amazing opportunity to grow our business.

Cloudbreak Lowlines / Eungella Beef proudly launched our website, www.lowlinecattleqld.com.au and later Facebook page <https://www.facebook.com/lowlinecattleqld> as a direct result of the enhanced knowledge and confidence we gained from the Business Development course.

We launched our Eungella Beef label at our very first trade shows at Ag.Trade.Life, then Mackay Rural Supplies Field Day, and the Pioneer Valley Agricultural Show, where we took along a cow and calf unit for display. We were proud to share our Australian Lowline Cattle in our local area. The field days were a great success in showcasing our rural strengths, and re-uniting people with the importance of local food provenance.

In June we were thrilled to have our Eungella Certified Lowline Beef chosen to be part of the wonderful array of local produce offered during the Regional Produce Master Class and Farm Tour, hosted by Australian Celebrity Chef Matt Golinski, and part of a focused effort to develop the Farm to Plate movement in the Mackay Isaac Whitsunday Region.

The event was aimed at Restaurateurs, cafe owners, chefs, apprentices, cooks and hospitality business owners, who would like to use and feature more local produce in menu planning.

A big thanks to Thirsty Sound Chef Wayne Boyle for presenting our Eungella Beef in such a wonderful way, the carpaccio of eye fillet was utterly inspired, and the rib fillet 'steak sandwich' was like no other.

Thanks also to the Australian Lowline Cattle Association (ALCA) and the ALCA North Qld Promotional Group for providing a great range of promotional materials

Cloudbreak Lowlines presented paper show bags, which included a Journal, info sheets, flyers, sticker, business cards, and fridge magnet, to each of the Restaurateurs, cafe owners, chefs, apprentices, cooks and hospitality business owners at the Regional Produce Master Class and Farm Tour.



The following night, Cloudbreak Lowlines attended the inaugural Farm to Plate Dinner.

Guests experienced a true celebration of our region's most outstanding produce, grown, caught or raised by passionate producers and prepared by Celebrity Chef Matt Golinski, along with the best local chefs. Throughout the evening, special guests shared stories and insights into how our food had been nurtured from farm to the plate.

A highlight of the night was a live audio-visual link from the kitchen, with Matt Golinski taking us through the background and preparation of each wonderful course as it was about to be served.

Thanks again to the Australian Lowline Cattle Association (ALCA) and the ALCA North Qld Promotional Group for providing a great range of promotional materials which Cloudbreak Lowlines distributed to many of the 200 Farm to Plate Dinner participants.

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We had the opportunity to give Celebrity Chef Matt Golinski some of our Eungella Certified Lowline Beef to take home and try. Matt was kind enough to take the time to talk to us about our grass fed Certified Lowline beef.

Matt cooked our Eungella Lowline Beef that weekend, personally rang to let us know it was 'awesome', and provided a written testimonial. Here's what Matt said:

"During a recent trip to the Whitsunday Region for the Farm to Plate Celebration Dinners I had the opportunity to sample Eungella Beef's grassfed Lowline beef. I was extremely impressed by the flavour, texture and consistency of their product and their obvious passion for their animals, and their industry. I would encourage anyone who gets the chance to try this premium product and support the people who produce it." Matt Golinski
22/06/2015



Cloudbreak Lowlines were also invited to provide a profile story, photo and recipe for the Mackay Isaac Whitsunday Regional Showcase, held at Parliament House, Canberra, to showcase our region to parliamentarians. Our story was collated into a booklet showcasing the diverse range of produce our region has to offer.

Cloudbreak Lowlines were very proud to provide our Grass Fed Eungella Beef to our first commercial kitchen, with the much-anticipated opening of Third Ground Coffee House, supporting the local food movement, and all made possible by partnerships created during the Business Development project.

Cloudbreak Lowlines / Eungella Beef attended a brokered meeting with all levels of Government planning officers with regard to future planning development applications for our farm. With the support of our Business Development mentors, we worked through the process to develop practical, effective ideas and solutions.

We utilised our new-found media skills to do our first media presentations, with 4MK radio, and later ABC Tropical North rural news. 'Cloudbreak Lowlines and Eungella Beef' were thrilled to be one of 70 feature farmers in ABC Rural's 70 year celebrations.

We have had an amazing experience, and are proud to help increase the awareness of, and involvement in, our wonderful Australian Lowline breed. We would recommend that everyone take advantage of all the wonderful business opportunities out there, and utilise all the resources available to you through your business development officers of local, state and federal governments, community organisations, and social media.



Our steer 'Cloudbreak Goldie' was 100% Lowline, DNA tested to showcase provenance, and born and raised by us on-farm. Our steer was six-teeth (three year old), and grass-fed on kikuyu and clover pastures, with approx 6 mm fat. Goldie's hanging weight was 203 kgs, and dressed weight was 149 kg, giving a bone-out rate of 73%. The side which went to the Masterclass event yielded 5.9 kg of prime cuts (eye and rib fillet) from 76.25 kg total, therefore 7.7% prime cuts.