

Obama to savour Aussie beef

US President **Barack Obama's** impending visit to Australia is likely to be memorable for a number of reasons – just one of which will be the quality of Aussie beef he eats during his time dining with the Prime Minister.

Following approaches from Tasmanian MP **Sid Sidebottom**, it looks like two of the Island State's premium beef brands will grace the table at The Lodge during the Obama visit.

After accepting a trail sample of premium Tasmanian beef from Mr Sidebottom recently, PM Kevin Rudd said subject to availability, the government would use Tasmania's famed Cape Grim grassfed branded beef as well as Wagyu beef from Hammond Farms on Robbins Island during the presidential stay. Cape Grim is arguably Australia's highest quality grassfed beef product, consistently achieving MSA boning groups 1-4 off grass in heavy-weight carcasses averaging close to 380kg, and displaying abundant marbling. The cattle are deliberately allowed to grow out to heavier carcass weights to fully express their flavour and marbling potential.

Cape Grim is produced by family-owned processor, Greenham Tasmania, which recently received a \$1.1m Federal Innovation and Investment Fund grant to expand its meat processing facilities and create new jobs.



Prime Minister Kevin Rudd accepts a Cape Grim cube roll from local MP, Sid Sidebottom to trial before the upcoming US presidential visit.