



# Wallumba PREMIUM BEEF



## *Food for thought and sport*

Enjoy the nutritional benefits of MDH's deliciously lean and wholesome red meat, perfect for growing minds and bodies. Grown on the natural pastures of outback Queensland and finished on premium Australian grains, the McDonald family are proud to grow a truly delicious selection of quality beef for Queensland families.





# Wallumba PREMIUM BEEF



## Food for thought and sport

### **Nutritionally beneficial for the whole family**

Proven to be a healthy and nutritious food source for the whole family, Wallumba Premium Beef is high in essential nutrients including iron, zinc and omega 3. As a recommended part of a healthy balanced diet Wallumba Premium Beef is the best meal option for the whole family.

### **Guaranteed cooking and eating quality**

To ensure the superior eating quality of Wallumba Premium Beef, MDH ages all meat for a minimum of 21 days. This process allows the meat to develop flavour and texture whilst guaranteeing each piece of meat will be tender, juicy and flavoursome.

### **Lifetime traceability**

All MDH cattle are issued with an electronic tag at birth to allow monitoring of each animal throughout their entire lifetime. These details are recorded and stored in a nationwide database for safety and quality assurance purposes.

### **Grain Fed 100 Days**

Grain Fed 100 Days Certification indicates cattle have been fed at our AUS-MEAT and AQIS accredited feedlot "Wallumba" for at least 100 days. Whilst at "Wallumba", cattle are fed a carefully crafted and nutritionally balanced grain ration that is prepared by our expert nutritionist. Finishing our cattle on grain at "Wallumba" ensures the beef has the much sort after meat characteristics of marbling, tenderness and favourable meat and fat colour.

### **Humanely Treated Animal Ethics tick of approval**

MDH is an Animal Ethics Welfare Plus accredited cattle producer and one of the first company's in Australia to research the commercial use of analgesia for husbandry procedures in cattle. MDH is committed to best practice animal welfare and husbandry procedures and actively supports research and development in this area.

### **Value for money**

We are proud to offer customers a wholesome, recognisable product that has been raised by a Queensland family who values quality, consistency and value for money.

