

Beef

Australia is one of the world's most efficient and largest producers of beef cattle. The majority of Australia's beef cattle herd are pasture or grass fed, with the remaining head being grain fed (fed grain for more than 60 days). During 2014-15, Australia exported 74% of its total beef and veal production to 86 countries, at a value of about \$9.04 billion.

The beef industry in Australia covers 48% of Australia's land mass and comprises more than 40 different cattle breeds. The national herd size is around 27 million head, with Australia producing 4% of the world's beef supply.

Australian farmers have a vested interest in improving sustainable farming practices. Over the last 30 years, greenhouse gas emissions intensity has reduced by 14%, while red meat production levels have increased by more than 70% over the same period. Through industry levies, they invest more than \$13 million in research and development each year to reduce the industry's environmental impact. But sustainability is not only about the environment, it is also concerned with animal welfare, contributions to local and regional communities and the economic viability of the industry.

Australian beef is enjoyed in households every day. The variety in meat cuts makes it a great choice for any meal, from BBQs through to dinner parties. Try these beef sundried tomato, pesto and spinach wraps for lunch!

Recipe

Beef sundried tomato, pesto and spinach wraps

Serves 4

Ingredients

600 g beef strips
½ tsp ground oregano leaves
1 tbsp lemon juice
4 sheet lavash bread
½ cup sundried tomato pesto
160 g baby spinach leaves
¼ red onion, cut into very thin wedges
2 tbsp pinenuts, toasted

Method

1. Coat the beef strips in a little oil. Preheat the pan to moderately hot. Keep the heat at moderately high.
2. Cook the beef in 3 batches. Cook the first side until the first sign of moisture appears on the uncooked side, turn and cook other side of beef strips.

3. As the last batch finishes cooking, sprinkle with oregano and add lemon juice. Allow the lemon juice to evaporate. Remove the beef from the pan and allow to cool slightly.
4. Place the lavash breads on a clean work surface and spread each with sundried tomato pesto. Top with beef strips, spinach leaves and red onion. Season to taste. Sprinkle over the pinenuts. Roll up the lavash breads and cut each wrap in two to serve.

Source: www.beefandlamb.com.au