



## **Do you know where your food comes from?**

*Select South African Angus Beef gives consumers piece of mind when it comes to buying beef.*

This year the meat industry has had its fair share of media spotlight. [Scandals](#) resulted in an uproar from consumers and newspapers across the country thoroughly dined out on the stories (excuse the pun). All this attention served to create a distinct awareness in the minds of South African consumers. “*Where does our meat really come from?*” was a question in the minds of many. And although meat suppliers were probably tearing their hair out trying to spin good PR, in a more circuitous way – it was a good thing for Select South African Angus Beef.

## **Food trends**

Each year new fads and trends emerge on the food and restaurant scene. At the moment we see the popularity of all things vintage or retro. Food trucks have come to the fore, offering a new take on gourmet “fast-food” and top chefs are pushing the boundaries in terms of creativity - not only in the food itself but the packaging too. One of the biggest trends this year though, is that of eating ethically and sustainably. Restaurateurs have developed more personal relationships with their suppliers. They want to know where their raw material comes from and how it is produced. There is definitely a thirst for knowledge, a quest to uncover the true origin of the food that we eat.

Here’s where Select Angus Beef steps in.

## **Traceability**

You’ve heard the word thrown around but what really is traceability? According to the European Commission [website](#), it’s the ability to track food, feed, food-producing animal substance that will be used for consumption, through all stages of production, processing and distribution.

How many times have you gone into a restaurant and seen “grass-fed” beef on the menu. There’s no doubt it has the power to impress and possibly influence your order. But what the average customer doesn’t know, is that there is no way of actually proving that the beef (as the menu advertises), is grass-

fed. And it's this issue of traceability that requires the public to demonstrate a more curious and assertive mindset because Select South African Angus Beef *can* be traced, right back to the very farm where the animal is raised.

### **Select South African Angus Beef**

In 1978 the American Angus Association established Select Angus Beef as a brand. It was formed to provide assurance of beef flavour and tenderness. Today Select Angus Beef

can be found in over 45 countries, with South Africa being one of them. For beef to be labelled "Select South African Angus Beef", a number of strict quality requirements have to be met. For a list of the specifications, [click here](#).

### **Where to buy Select South African Angus Beef in South Africa**

At present, [Pick n Pay](#) is the only retailer stocking Select Angus Beef

. It can be identified by the label on the packaging –

[Here](#) is a listing of stores that have it in stock. A number of small independent butcheries also keep Select Angus Beef and it's always a good idea to speak to your local butcher about where he gets his meat from. There's often a chance that Select Angus Beef is to some extent off his radar. So be aware. Ask questions and educate yourself. Life's too short to eat bad beef!