



BROADLEAF CERVENA FROM PĀMU FARMS

CERVENA WITH PROVENANCE

THE FINEST NATURAL CERVENA VENISON FROM NEW ZEALAND.
GRASS FED, FREE RANGE, ANTIBIOTIC FREE, GMO FREE.



**BROADLEAF CERVENA FROM PĀMU FARMS
IS CERVENA WITH PROVENANCE.**

IT CAN BE TRACED BACK TO PĀMU FARMS
THROUGH OUR EXCLUSIVE DISTRIBUTOR
BROADLEAF GAME, AND OUR PROCESSING
AND MARKETING PARTNER DUNCAN
NEW ZEALAND. TOGETHER WE DELIVER
GRASS-FED CERVENA THAT IS
CONSISTENTLY EXCEPTIONAL.





PĀWU

FARMS OF
NEW ZEALAND

BROADLEAF CERVENA

TIME TO GET INSPIRED

MAKING THE CUT

PRODUCT SPECS & TIPS

CERVENA IS THE FINEST NATURAL
GRASS-FED VENISON FROM FREE-RANGE
FARMS IN NEW ZEALAND. NATURALLY
TENDER AND PRODUCED TO EXACTING
STANDARDS SO YOU CAN BE SURE OF A
CONSISTENTLY FLAVORSOME PRODUCT.

PAWU

FARMS OF
NEW ZEALAND

YOUNG AND TENDER – THREE YEARS
OLD AND UNDER. FREE TO ROAM AND
GRAZE ON NATURAL FARM PASTURES.
RAISED WITH ONLY THE BEST NATURAL
CARE FOR THE ANIMAL. NO GROWTH
HORMONES, ANTIBIOTICS OR STEROIDS.

PAMU

FARMS OF
NEW ZEALAND

cervena®
PURE FREEDOM



CREATE BEST-SELLING DISHES YEAR ROUND

Broadleaf Cervena from Pāmu Farms is always popular on a menu. It gives you the scope to create delicious food – from the stunningly simple to the gloriously complex. Broadleaf Cervena is easy to work with, is available fresh year round and comes with our guarantee of quality. Every cut is consistent in specification and flavor. And because it's the finest-quality lean meat, it delivers fantastic yield with little or no waste.



BROADLEAF CERVENA FROM PĀMU FARMS – A CUT ABOVE

Naturally raised and consistently delivered

Quality assured, always delicious and tender, and delivered to exact specifications every time.

Irresistible umami flavor with a soft, buttery texture

Umami perfectly describes the flavor of Broadleaf Cervena. Umami is the wonderful savory taste that makes Broadleaf Cervena hard to resist. It is buttery with a gentle richness. Careful craftsmanship means Broadleaf Cervena is never gamey and always lean, tender and juicy.

Cervena with a provenance story

Broadleaf Cervena from Pāmu Farms is unique because it comes with a complete story of origin and traceability. Be confident sharing the Pāmu story with your customers, they will appreciate the care taken to select the finest natural Cervena with provenance.

THE GRASS-FED DIFFERENCE

Broadleaf Cervena is more nutritious because the deer enjoy all the natural nutritional goodness of fresh pasture. Our deer roam in the most natural environment, the wide-open hill country of New Zealand.

When compared to beef, Broadleaf Cervena contains:

- Less total fat
- More heart-healthy omega-3 fatty acids
- More conjugated linoleic acid, a type of fat that's thought to reduce heart disease and cancer risks
- More antioxidant vitamins, such as vitamin E.



THE PĀMU FARMS DIFFERENCE

Growing the finest natural food since 1886

Pāmu Farms of New Zealand has more than 130 years' experience in producing the finest natural foods New Zealand has to offer. The idyllic climate, abundant rainfall, fresh air and sunshine create the perfect conditions for growing the best fresh, green grass for our animals.

Mark Mitchell of Broadleaf works closely with Pāmu Farms to make sure our products consistently meet exacting quality standards.

"Pāmu Farms' attention to every aspect of the animals' wellbeing is world leading. The care they take means Broadleaf Cervena is consistently tender, delicious and flavorsome."

Mark Mitchell, Owner,
Broadleaf Game

It's all about family

Pāmu's farming families are passionate about raising the best Cervena, naturally. Bryan Lorenz and his family live and work on one of Pāmu Farms' properties in the central North Island of New Zealand.

"This land is treasured, we are simply guardians, caring for it for future generations. It is one of the most beautiful places to farm in New Zealand and I couldn't think of a more perfect place to bring up our children."

Bryan Lorenz, Pāmu Farms

How we cook down on the farm


The wonderful thing about Broadleaf Cervena from Pāmu Farms is the consistently excellent quality of the meat. Bryan is the first to admit that he is no great chef, but his Cervena dishes are perfect every time.

"I dust the Cervena with a little flour, salt and pepper and cook it quickly in a pan with some butter. It has its own flavor. The flour seems to bring this flavor out and the texture is delicious; nice and tender."



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NEW ZEALAND



CREATIVE FREEDOM. THE SEARCH,
THE DISCOVERY, THE HORS D'OEUVRES,
THE ENTREE, IN SUMMER OR FALL,
BROADLEAF CERVENA FROM
PĀMU FARMS IS CREATIVE FREEDOM
AT ITS PUREST. CREATE SIGNATURE
DISHES, GRILLS, SALADS AND BRAISED
WINTER DELIGHTS.

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SEASONAL INSPIRATION

"Broadleaf Cervena from Pāmu Farms works beautifully in the Asian kitchen with its clean flavors. It also works really well in the heat and spice of the Southwestern and Caribbean kitchen. It's well known in the European kitchen in the traditional season, but it's equally versatile for light, quick and nutritious summer dining."

Graham Brown, Executive Chef,
Cervena of New Zealand

PREPARING BROADLEAF CERVENA - TOP TIPS FROM CHEF GRAHAM BROWN

Grilling or Frying

Like a fine wine, Broadleaf Cervena requires a little time to breathe. Season well with salt, pepper and olive oil. Pre-heat the pan or grill and cook over a high heat. Remember to rest for 5-10 minutes before you serve. Serve medium rare to medium for the most delicious flavor and tender texture.

Slow Cooking

Broadleaf Cervena makes for an excellent traditional goulash or curry. The Cervena pieces need to be about 1-inch (25mm) dice or larger for slow cooking. For slow cooking we recommend shoulders, necks, brisket and shanks, which contain small amounts of connective tissue. This breaks down during cooking but holds the meat together and delivers a soft and succulent texture.

The most important step is to season and caramelize well to get a good initial flavor. A wet marinade isn't recommended because it makes it difficult to caramelize the meat, as it 'sweats'. Add the liquid flavorings later when you deglaze the pan after browning. When all the ingredients are added, cook, covered, at around 350°F (160°C) for about 3 hours.



SUMMER SIMPLICITY - SALT-CURED NEW YORK STRIP



RUSTIC FALL - BBQ BRAISED BONE-IN SHORT RIB



WINTER WARMER - SHOULDER GOULASH



SPRING FLAVOURS - ASIAN-STYLE BRISKET

Stir-fry

Broadleaf Cervena likes quick, hot cooking, not too thinly sliced to ensure it stays succulent and juicy – about 1/2 inch (6mm) thick is perfect. Heat the wok or pan so it's really hot, add the meat very briefly, remove and rest. Then add vegetables, flavorings and liquids, thicken and, for the most delicious results, add the meat to the finished dish just a few moments before serving. Many stir-fry dishes require the use of marinades. Just make sure you drain the meat really well before cooking to get that lovely caramelization, and reserve the juices to add to the sauce later.

Defrosting

Frozen pre-aged Broadleaf Cervena is perfect to use when defrosted correctly.

The best way is to make sure it is slacked out really slowly in the refrigerator to minimize the purge and enhance the tenderness and flavor.



Broadleaf Cervena is from prime young animals so is very tender. This means it can be used straight from the bag once it is defrosted.

Remember, don't rush thawing and always thaw in the bag, not in the sink.

Safe Handling Instructions

Cook to the right temperature. Color and texture are unreliable indicators of safety. Using a food thermometer is the only way to ensure the safety of meat for all cooking methods. Like other meats, Broadleaf Cervena must be cooked to a safe minimum internal temperature (145 degrees) to destroy any harmful bacteria. Refrigerate leftovers immediately or discard.

GET YOUR CREATIVE JUICES FLOWING

As an appetizer

Broadleaf Cervena loves Asian flavors, so try a Cervena and shiitake gyoza, a Cervena yakitori or satay Cervena with banana yoghurt cream. Some of the more classic appetizers include Cervena tartare on an oatmeal cracker with piccalilli cream, and smoked Cervena bruschetta.

Light entrees

Broadleaf Cervena is a fantastic option for light entree dishes, whether hot or cold, summer or winter.

Delicious ways to enjoy smoked Cervena include raspberry tea smoked Cervena salad with goat cheese mousse, roasted beets and maple-glazed walnuts, and a smoked Cervena Reuben sandwich.

Why not try adding some Asian flavors with Mongolian fried Cervena on miso-glazed eggplant and bok choy, Vietnamese summer Cervena roll with nam prik or, for a little comfort food, pulled BBQ Cervena in a steamed bun bap with Asian slaw?

Get inspired at www.cervena.com/recipes



GEMS FROM CHEF GRAHAM BROWN

Chef and Cervena expert Graham Brown's recommendations for preparing Broadleaf Cervena.

Versatile, first-class cuts

"Broadleaf Cervena from Pāmu Farms offers a huge amount of versatility. Cuts that would be considered secondary in other animals, such as the legs, can be used to make wonderful steaks and medallions."

Caramelization is key

"Wood-fired grills and pizza ovens give great caramelization and smoky flavor to Broadleaf Cervena."

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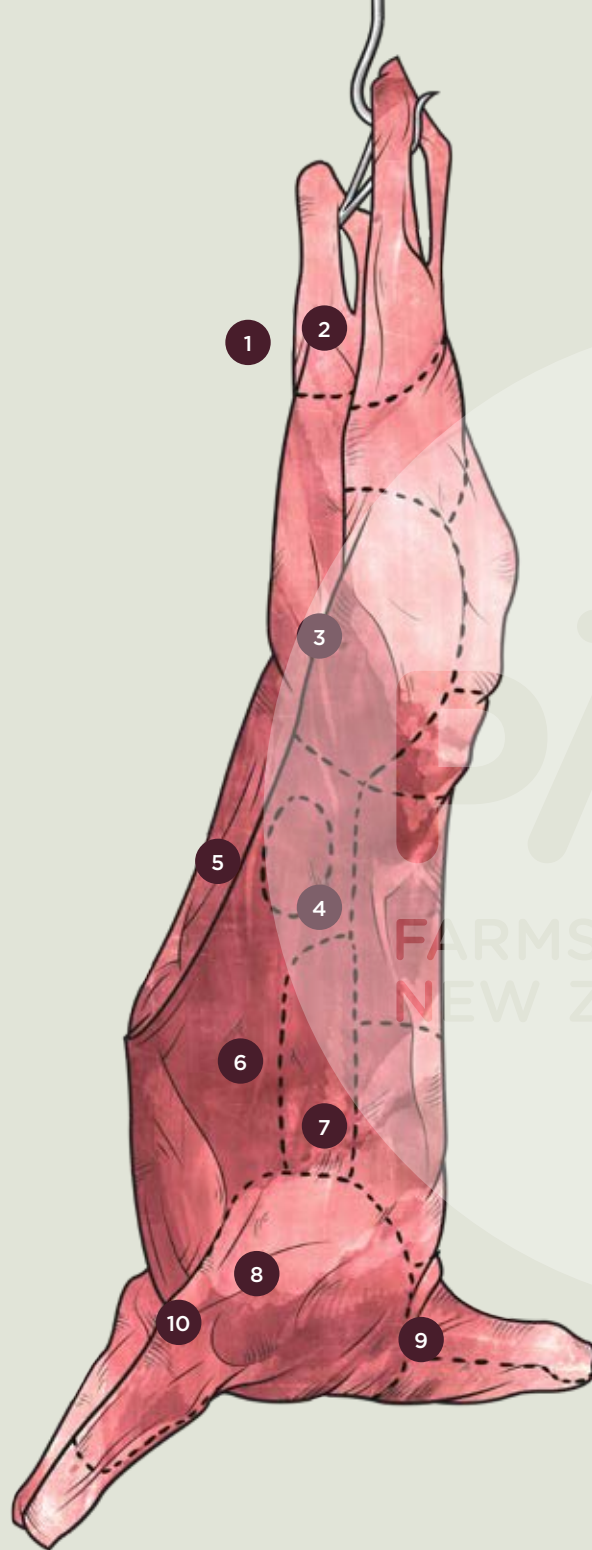


MAKING THE CUT.
THE STARTING POINT
FOR YOUR CREATIVITY.

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THE CUT MAP



1 DICED SHANK
SLOW COOKING, BRAISING



2 OSSO BUCCO
SLOW COOKING, BRAISING



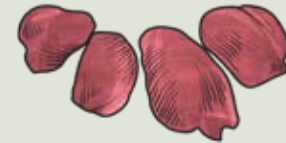
3 BONE-IN HIND LEG



FOUR CUT LEG - CAP ON



FOUR CUT LEG - CAP OFF

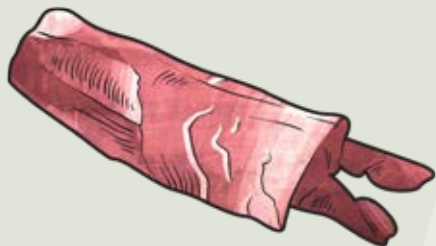


DENVER LEG
ROASTS, STEAKS,
MEDALLIONS, STIR FRY



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- 4 BONE-IN SADDLE**
STRIPLOIN, TENDERLOIN, RACK



TENDERLOIN
MEDALLIONS, NOISETTES



WHOLE STRIPLOIN
STEAKS, MEDALLIONS



SHORTLOIN (SKIN OFF)
STEAKS, MEDALLIONS, NOISETTES



- 5 FLANK STEAKS**
QUICK GRILL, STIR FRY



- 6 RIBS**
BRAISING, SLOW BBQ



- 7 FRENCHED RACK**
PRIME RIB, CHOPS, CUTLETS



- 8 DICED SHOULDER/GOULASH**
CASSEROLES, STEWS, BRAISING



- 9 NECK FILLETS**
SLOW COOKING, BRAISING



- 10 SHOULDER**



ROLLED SHOULDER
ROASTS



SHOULDER BOLAR, CHUCK, TENDER, BLADE
ROASTS, STEAKS



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PRODUCT SPEC SHEETS.

**EXPERIENCE CULINARY FREEDOM AT
ITS PUREST WITH BROADLEAF CERVENA
FROM PĀMU FARMS.**

PĀMU

**FARMS OF
NEW ZEALAND**

MIDDLE

BONE-IN SADDLE 11 RIB 45 MM



The 11-rib bone-in saddle is a generous and versatile premium cut allowing multiple options from banquets to a full range of rich-flavored tender bone-in or boneless loin and tenderloin portions. It is removed from the forequarter between the 2nd and 3rd ribs and extends to the rump of the hind leg. Flaps are removed 45 mm from the eye and all internal fat is removed. The tenderloin remains intact inside the saddle.

Pieces per carton	3 IVP
Average weight of piece	17 lb
Weight of carton	approx. 50 lb
Carton type	large
Chilled expiry	85 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.8 g
Energy - kilojoules	385 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	50 mg
Carbohydrates	<1.5 g



BONE-IN HALF SADDLE 11 RIB 45 MM



The 11-rib bone-in half saddle is a versatile premium cut, allowing multiple options from banquets to a full range of rich-flavored, tender, bone-in or boneless loin and tenderloin portions. It is removed from the forequarter between the 2nd and 3rd ribs and extends to the rump of the hind leg. Flaps are removed 45 mm from the eye and all internal fat is removed. The tenderloin remains intact inside the saddle. The saddle is then cut in half at the 9th rib, leaving a separate nine-rib rack end and two rib-loin-end half saddles, individually packaged but packed together in the same box.

Pieces per carton	4 IVP
Average weight of piece	10 lb
Weight of carton	approx. 40 lb
Carton type	large
Chilled expiry	85 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.8 g
Energy - kilojoules	385 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	50 mg
Carbohydrates	<1.5 g



BONE-IN SPLIT SADDLE 11 RIB 120 MM



The 11-rib bone-in split saddle is a premium Cerverna cut that has multiple options and can be chopped to individual long-bone cutlets or cooked whole for traditional rib bone steaks. It is extremely tender with a rich, buttery flavor. It is removed from the forequarter between the 2nd and 3rd ribs and extends to the rump of the hind leg. Split lengthways, the flaps are removed 120 mm from the eye, allowing for spectacular long-bone Cerverna cutlets. The tenderloin remains intact inside the split saddle.

Pieces per carton	5-6 IVP
Average weight of piece	10 lb
Weight of carton	approx. 50 lb
Carton type	large
Chilled expiry	85 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.8 g
Energy - kilojoules	385 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	50 mg
Carbohydrates	<1.5 g



BONELESS LOIN SILVERSKIN ON



The boneless whole loin (also known as the 'backstrap') is a perfect high-yielding cut suitable for the most tender steaks and medallions, with a delicate, buttery flavor and superb tenderness suitable for any center plate. The boneless whole loin is produced from a full 11-rib saddle. It is removed in one piece extending from the 2nd rib at the shoulder end to the rump of the hind leg, and is trimmed to the silverskin.

Pieces per carton	3-4 per inner carton
Average weight of piece	4.5 lb
Weight of carton	approx. 50 lb
Carton type	outer carton
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.8 g
Energy - kilojoules	385 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.6 g
Sodium	50 mg
Carbohydrates	<1.5 g



TENDERLOIN BUTT ON



The tenderloin is a premium cut that offers an unforgettable eating experience, with buttery flavors and an unbelievably soft texture from such a lean, healthy cut - no marbling required! The whole tenderloin is removed from the carcass in one piece, with the smaller butt muscle still intact. It is trimmed to the silverskin, with the side muscle and any fat or loose pieces removed.

Pieces per carton	18 pieces - 2 per VP
Average weight of piece	1.5 lb
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.9 g
Energy - kilojoules	396 kj
Energy - calories	102 cal
Fat - total	1.1 g
Fat - saturated	0.4 g
Sodium	52 mg
Carbohydrates	<1.5 g



NY STRIPLOIN TTS (SHORTLOIN 1-3 RIB SILVERSKIN ON)



The New York striploin (also called the shortloin) is rich in flavor, with a delicate tenderness for an unforgettable eating experience. It is normally produced in conjunction with an eight-rib French rack. Cut from a two-rib loin and trimmed to the silverskin, the New York striploin is a consistently sized, high-yielding single muscle perfect for tender steaks and medallions.

Pieces per carton	10 IVP
Average weight of piece	1.3 lb
Weight of carton	13 lb
Carton type	quarter
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.5 g
Energy - kilojoules	426 kj
Energy - calories	108 cal
Fat - total	1.5 g
Fat - saturated	0.6 g
Sodium	36 mg
Carbohydrates	<1.5 g



NY STRIPLOIN DENUDED (SHORTLOIN 1-3 RIB DESKINNED)

The New York striploin (also called the shortloin) is rich in flavor, with a delicate tenderness for an unforgettable eating experience. It is normally produced in conjunction with an eight-rib French rack. Cut from a two rib loin, with the silverskin and all fat and loose pieces completely removed, the deskinned New York striploin is 100 VL and provides 100% yield from this amazing single muscle, perfect for the most tender steaks and medallions.

Pieces per carton	8-10 IVP
Average weight of piece	1.3 lb
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.8 g
Energy - kilojoules	413 kj
Energy - calories	98 cal
Fat - total	1.1 g
Fat - saturated	0.5 g
Sodium	36 mg
Carbohydrates	<1.5 g

**8-RIB FRENCH RACK 90-MM (SILVERSKIN & SIDE MUSCLE ON)**

The eight-rib French rack is extremely lean with a rich, buttery flavor, cooked on the bone to deliver superb tenderness and presentation. It is produced from the premium 'rib eye' end of the rack to provide a consistent eye muscle and portion size throughout the rack. The chine and feather bones are completely removed to allow knife cutting between each rib. The ribs are cut at 90 mm and French trimmed to the eye - an absolute classic!

Pieces per carton	10 IVP
Average weight of piece	2.5 lb
Weight of carton	approx. 25 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.8 g
Energy - kilojoules	413 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	36 mg
Carbohydrates	<1.5 g

**2-RIB FRENCH RACK 90 MM**

The 2-rib French rack is extremely lean and full flavored, offering great versatility for a wide range of cooking styles. Produced from the shoulder end of the rack, the two-rib French rack offers brilliant presentation and a wonderful eating experience at a more economical portion cost. The chine and feather bones are completely removed to allow knife cutting between the ribs, which are French trimmed and cut 90 mm from the eye.

Pieces per carton	40 pieces - 2 per VP
Average weight of piece	0.6 lb
Weight of carton	approx. 25 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.8 g
Energy - kilojoules	413 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	36 mg
Carbohydrates	<1.5 g



LEG

BONE-IN HIND LEG, SHANK ON



The bone-in hind leg or haunch is ideal for roasts and carveries to deliver the rich flavors of Cervena in a traditional setting. The bone-in hind leg or haunch includes the aitch bone, femur bone and shank bone and is the traditional 'hunters' whole leg specification for those wishing to use it for a banquet or debone it themselves into smaller muscle sets. The silverskin and outer fell remain intact.

Pieces per carton	2-3 IVP
Average weight of piece	20 lb
Weight of carton	approx. 50 lb
Carton type	large
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.5 g
Energy - kilojoules	416 kj
Energy - calories	102 cal
Fat - total	1.7 g
Fat - saturated	0.7 g
Sodium	39 mg
Carbohydrates	<1.5 g



FEMUR BONE-IN HIND LEG, SHANK ON



This part-boned leg has the aitch bone and shank bones removed, leaving only the femur bone intact. It is ideal for roasts and carveries with the femur bone specification designed for easy carving. It can also be easily deboned and cut into smaller roast portions or leg steaks and medallions. It is convenient and versatile, with the consistent tenderness and flavor you can expect from Cervena.

Pieces per carton	2 IVP
Average weight of piece	20 lb
Weight of carton	approx. 40 lb
Carton type	large
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.5 g
Energy - kilojoules	416 kj
Energy - calories	102 cal
Fat - total	1.7 g
Fat - saturated	0.7 g
Sodium	39 mg
Carbohydrates	<1.5 g



BONELESS HAUNCH, SHANK ON



The fully deboned whole leg with boneless shank meat attached can be used whole for roasts and carveries, or easily cut down to the four individual leg muscles to produce smaller leg roasts, steaks and medallions. It is high yielding and versatile, with the natural tenderness and delicate but distinctive Cervena flavors. The leg is carefully open boned through the natural seams, with care taken not to cut into the individual muscles. Any heavy internal fat sinew and loose pieces are removed.

Pieces per carton	2-3 legs IVP
Average weight of piece	15 lb
Weight of carton	approx. 45 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.5 g
Energy - kilojoules	416 kj
Energy - calories	102 cal
Fat - total	1.17 g
Fat - saturated	0.7 g
Sodium	39 mg
Carbohydrates	<1.5 g



DENVER LEG



The Denver leg is designed to maximize yield and simplify preparation. The deskinless leg muscle sets are split again into seven smaller muscles with all silverskin and sinew completely removed. Fully steak, medallion and fillet ready, these small lean leg muscles provide a range of portion sizes to suit any occasion, with the natural tenderness and buttery flavor that only Cervena can deliver from a leg muscle.

Pieces per carton	7 pieces – 3-4 per VP
Average weight of piece	approx. 2 lb
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	84 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



MEDALLIONS



Cut from the Denver leg into perfect portion size, all the work is done for you with these medallions which can go straight into the pan for consistently tender center-of-plate Cervena. They are naturally tender, full flavored and extremely convenient.

Pieces per carton	20 trays
Average weight of piece	4 oz
Weight of carton	set 10 lb
Carton type	quarter
Chilled expiry	84 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.5 g
Energy – kilojoules	451 kj
Energy – calories	108 cal
Fat – total	1.5 g
Fat – saturated	0.7 g
Sodium	40 mg
Carbohydrates	<1.5 g



DESKINNED MUSCLE SET



Each of these four leg muscles – topside cap off, knuckle cap off, silverside with eye round attached, and rump cap off – has all silverskin removed to 100 VL. Fully steak ready, these lean leg muscle sets are perfect for steaks and medallions, allowing a fast, tender and versatile cooking experience. They are high yielding with the natural tenderness and rich, distinctive flavor of Cervena.

Pieces per carton	4 pieces – 2 per VP
Average weight of piece	3.25 lb
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	84 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



DESKINNED HIND JERKY



Cut from the deskinced leg portions using some or all of the four leg muscles, completely devoid of fat and silverskin, each 100 VL portion is ready for high-yield jerky production. The meat excludes shank meat and does not include small pieces or offcuts.

Pieces per carton	16 pieces – 4 per VP
Average weight of piece	3 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	84 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



STANDARD PRIMALS (HIND 4 CUTS CAP ON)



The four leg muscles, separated through the natural seams – topside, silverside, knuckle and rump – are trimmed to a consistent standard with the outer cap muscles still intact. They are perfect for roasts, steaks and medallions, with the natural Cervena tenderness and rich, distinctive flavor.

Pieces per carton	8 IVP
Average weight of piece	3.4 lb
Weight of carton	26 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.5 g
Energy – kilojoules	426 kj
Energy – calories	104 cal
Fat – total	1.5 g
Fat – saturated	0.9 g
Sodium	36 mg
Carbohydrates	<1.5 g



TRI TIP CAP ON



Also called the bottom sirloin, the tri tip is one of the best-kept Cervena secrets, with extra fat and marbling to enhance flavor. The tri tip is cut from the end of the silverside, leaving the outer fat intact. It is ideal grilled medium rare with just a little oil to enhance the naturally delicious Cervena flavors.

Pieces per carton	4-5 VP
Average weight of piece	2.2 lb
Weight of carton	9 lb
Carton type	quarter
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.5 g
Fat – saturated	0.8 g
Sodium	39 mg
Carbohydrates	<1.5 g



SHOULDER

SHOULDER FLANKS



An alternative to the flank steak, the shoulder flank is removed from the shoulder and has a similar shape and characteristics to the flank steak, with a pronounced grain. It is ideal for broiling and braising and able to absorb marinades to enhance the natural Cervena flavor. The shoulder flank can be quickly seared in a hot pan and eaten rare to maintain tenderness. It is also popular cut across the grain into strips for both Mexican and Asian cuisine. It is extremely lean, healthy, versatile, and economical, with a high yield.

Pieces per carton	12 – 3 per VP
Average weight of piece	1 lb
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	70 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



FLANK STEAKS



The flank steak is a flat, oval muscle removed from the leg end of the flank. Long and flat with a pronounced grain, it is 100 VL with all fat and membrane removed. It is popular for broiling and braising and able to absorb marinades to enhance the natural Cervena flavor. Also known as the bavette, the flank steak can be quickly seared in a hot pan and eaten rare to maintain tenderness. Also popular cut across the grain into strips for both Mexican and Asian cuisine. It is extremely lean, healthy, versatile, and economical, with a high yield.

Pieces per carton	approx. 72 – 6 per VP
Average weight of piece	approx. 3 oz
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	70 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



DESKINNED JERKY STEAK



Produced from a group of shoulder muscles and fully deskinned with no internal fat or sinew, this cut is perfect for natural lean jerky production. It excludes shank meat and does not include small pieces or offcuts.

Pieces per carton	approx. 50 – 4 VP per carton
Average weight of piece	1 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.1 g
Energy – kilojoules	430 kj
Energy – calories	110 cal
Fat – total	1.1 g
Fat – saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



BONELESS SHOULDER, SHANK ON



Naturally lean, the boneless shoulder is ideal for roasting and braising, and is also perfect for stews, with a unique texture and flavor that set it apart from other proteins. Naturally lean, Cervena boneless shoulders are the perfect choice for slow-cook dishes, providing economical, high-yielding portions that stand out from the crowd. This is a fully deboned oyster-cut shoulder with the shank meat attached. The neck is removed, along with heavy sinew and any excess fat.

Pieces per carton	6
Average weight of piece	8 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.0 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	2.1 g
Fat – saturated	1.0 g
Sodium	39 mg
Carbohydrates	<1.5 g



BONELESS SHOULDER, SHANK OFF



This fully deboned oyster cut shoulder has the shank meat and neck removed, along with heavy sinew and any excess fat. Naturally lean, the boneless shoulder is ideal for roasting and braising, and is also perfect for stews, with a unique texture and flavor that set it apart from other proteins. Naturally lean, Cervena boneless shoulders are perfect choice for slow-cook dishes providing economical high-yielding portions that stand out from the crowd.

Pieces per carton	7
Average weight of piece	7 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.0 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	2.1 g
Fat – saturated	1.0 g
Sodium	39 mg
Carbohydrates	<1.5 g



BONELESS ROLLED NETTED SHOULDER



This fully deboned oyster cut shoulder has the shank meat and neck removed, along with heavy sinew and any excess fat. Naturally lean, the boneless shoulder is ideal for roasting and braising, and is also perfect for stews, with a unique texture and flavour that set it apart from other proteins. Naturally lean, Cervena boneless shoulders are the perfect choice for slow-cook dishes, providing economical, high-yielding portions with the convenience of netting to hold consistent shape when roasting.

Pieces per carton	7
Average weight of piece	7 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.0 g
Energy – kilojoules	416 kj
Energy – calories	102 cal
Fat – total	2.1 g
Fat – saturated	1.0 g
Sodium	39 mg
Carbohydrates	<1.5 g



STEW GOULASH



Our stew goulash includes boneless shoulder and neck meat selected from consistent muscle pieces and cut into approximately one-inch cubes, perfect for braising and stews. Any internal sinew melts away during cooking to provide a delicious texture and flavor, elevating any stew to the next level. Rich in flavor, naturally lean and healthy, stew goulash provides an economical and distinctive option for the growing 'slow food' market.

Pieces per carton	2 x 5 lb VP bags
Average weight of piece	1 oz
Weight of carton	approx. 10 lb
Carton type	quarter
Chilled expiry	70 days
Frozen expiry	24 months

Nutritional per 100 g

Protein	21.7 g
Energy - kilojoules	398 kj
Energy - calories	98 cal
Fat - total	1.1 g
Fat - saturated	0.5 g
Sodium	56 mg
Carbohydrates	<1.5 g



BRISKET BONELESS



Cut from the bottom of the shoulder and almost devoid of fat, the brisket is the perfect option for braising and slow cooking with your favorite red wine sauce or marinade to maintain moisture and tenderness. Full of natural flavor, the conveniently sized portion has pronounced grain running lengthwise, so make sure you cut across the grain when serving.

Pieces per carton	30 pieces - 2 per VP
Average weight of piece	1.5 lb
Weight of carton	44 lb
Carton type	medium
Chilled expiry	100 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.7 g
Energy - kilojoules	398 kj
Energy - calories	98 cal
Fat - total	2.1 g
Fat - saturated	1.0 g
Sodium	56 mg
Carbohydrates	<1.5 g



BONE-IN SHORT RIB



Consisting of eight ribs, the bone-in short rib has been cut lengthways to remove any connecting bone, leaving maximum intermuscular and surface meat intact for a 'meaty' Cervena rib experience. Able to absorb marinades and sauces to complement the natural distinctive Cervena flavor and texture, it is ideal for broiling, braising and slow roasting.

Pieces per carton	3 per VP - 2 VP per carton
Average weight of piece	6.5 lb per 3VP
Weight of carton	approx. 13 lb
Carton type	quarter
Chilled expiry	85 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.6 g
Energy - kilojoules	398 kj
Energy - calories	98 cal
Fat - total	2.9 g
Fat - saturated	1.4 g
Sodium	56 mg
Carbohydrates	<1.5 g



BONELESS NECK



Removed as part of the shoulder, the neck muscle is then leanly fleeced from the neck bones. Trimmed to a visual lean of 90%, the Cervena boneless neck is ideal for distinctive stews and can be braised and broiled whole. Like the shoulder stew, any internal sinew melts away on slow cooking to provide a delicious texture and flavor. Rich in flavor, it provides an economical and distinctive option for the growing 'slow food' market.

Pieces per carton	4 x 13 lb VP bags
Average weight of piece	13 lb
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	21.7 g
Energy - kilojoules	398 kj
Energy - calories	98 cal
Fat - total	1.5 g
Fat - saturated	0.7 g
Sodium	56 mg
Carbohydrates	<1.5 g



BONE-IN HINDSHANK



The hindshank is removed from the bone-in leg with a straight cut at right angles through the stifle joint. The knuckle tip is removed. The hindshanks are perfect for broil, braising and slow roasting, delivering outstanding value, flavor, texture and portion size.

Pieces per carton	approx. 20
Average weight of piece	2 lb
Weight of carton	approx. 40 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.5 g
Energy - kilojoules	408 kj
Energy - calories	102 cal
Fat - total	1.1 g
Fat - saturated	0.5 g
Sodium	63 mg
Carbohydrates	<1.5 g



BONE-IN FORESHANK (TRIMMED)



The foreshank is cut from the shank on shoulder and removed with a straight cut at right angles to the bone through the knuckle joint. The knuckle tip is removed. The foreshank is ideally suited to broiling, braising and slow cooking, delivering a full and bold flavor experience with great value and plate appeal.

Pieces per carton	approx. 26
Average weight of piece	1.5 lb
Weight of carton	approx. 40 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy - kilojoules	416 kj
Energy - calories	104 cal
Fat - total	1.1 g
Fat - saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



BONE-IN FORESHANK (UNTRIMMED)



The foreshank is cut from the shank on the shoulder and removed with a straight cut at right angles to the bone through the knuckle joint. The knuckle tip remains intact. The foreshank is ideally suited to broiling, braising and slow cooking, delivering a full and bold flavor experience with great value and plate appeal.

Pieces per carton	approx. 26
Average weight of piece	1.5 lb
Weight of carton	approx. 40 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.1 g
Energy - kilojoules	416 kj
Energy - calories	104 cal
Fat - total	1.1 g
Fat - saturated	0.5 g
Sodium	39 mg
Carbohydrates	<1.5 g



OSSO BUCCO (2" 3 PCS EX HINDSHANK)



Cut from the hindshank, Cervena osso bucco provides a unique variation to traditional recipes, with a high meat-to-bone ratio imparting fantastic, rich flavors and a great dining experience. It is a perfect fit for all slow-cooked and braised options.

Pieces per carton	approx. 26
Average weight of piece	8 oz
Weight of carton	13 lb
Carton type	quarter
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	22.5 g
Energy - kilojoules	408 kj
Energy - calories	102 cal
Fat - total	0.5 g
Fat - saturated	0.2 g
Sodium	63 mg
Carbohydrates	<1.5 g



A TRIM



Cervena meat pieces are assembled from the leg, shoulder, neck and striploin cap, and glands and associated fat pockets are removed. Cervena A trim offers larger portions over 3.5 oz, providing a very lean option for stews or 100 VL grind.

Pieces per carton	N/A
Average weight of piece	N/A
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.1 g
Energy - kilojoules	408 kj
Energy - calories	102 cal
Fat - total	4.2 g
Fat - saturated	1.9 g
Sodium	63 mg
Carbohydrates	<1.5 g



B TRIM



Cervena meat and trim pieces are cut from the shoulder, shank, neck and breast, and glands and associated fat pockets are removed. Cervena B trim is the perfect choice for 95 VL grind delivering a healthy and natural, grass-fed alternative for the growing health-conscious burger market.

Pieces per carton	N/A
Average weight of piece	N/A
Weight of carton	55 lb
Carton type	medium
Chilled expiry	80 days
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.9 g
Energy – kilojoules	713 kj
Energy – calories	153 cal
Fat – total	8.3 g
Fat – saturated	4.0 g
Sodium	39 mg
Carbohydrates	<1.5 g



C TRIM



Cervena meat and trim pieces are cut from all parts of the carcass. Cervena boneless C trim, offers a higher fat content with a minimum 70 VL suitable for blending with leaner A or B trim while retaining a completely natural, grass-fed Cervena grind.

Pieces per carton	N/A
Average weight of piece	N/A
Weight of carton	approx. 50 lb
Carton type	medium
Chilled expiry	N/A
Frozen expiry	36 months

Nutritional per 100 g

Protein	24.5 g
Energy – kilojoules	813 kj
Energy – calories	170 cal
Fat – total	28.0 g
Fat – saturated	13.0 g
Sodium	42 mg
Carbohydrates	<1.5 g



MANUFACTURING TRIM



Manufacturing trim consists of the silverskin removed from the leg, loin and shoulder muscles. High in protein and with lean exceeding 90 VL, an economical alternative or additive to A or B trim.

Pieces per carton	N/A
Average weight of piece	N/A
Weight of carton	55 lb
Carton type	medium
Chilled expiry	N/A
Frozen expiry	36 months

Nutritional per 100 g

Protein	23.0 g
Energy – kilojoules	416 kj
Energy – calories	104 cal
Fat – total	6.3 g
Fat – saturated	3.0 g
Sodium	39 mg
Carbohydrates	<1.5 g





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