



**SILVER  
FERN<sup>™</sup>  
FARMS**

BEST CUTS MENU

---

SERVING





OUR  
BEST  
CUTS...



...FOR  
YOUR  
BEST  
CREATIONS





FROM A PLACE LIKE NO OTHER

Our New Zealand Lamb, Beef and Venison are backed by the Silver Fern Farms promise of freshness, tenderness and great taste, naturally. Raised as nature intended, on the lush, green pastures of free-range farms in one of the purest lands in the world, we take the highest level of care to ensure our meat is the very best it can be.

100% MADE OF NEW ZEALAND

COMES A TASTE LIKE NO OTHER

The Silver Fern Farms foodservice range is crafted to inspire the creation of extraordinary taste experiences. Our range exemplifies the very best of New Zealand meat - grass-fed, free-range and naturally lean. Raised, grazed and delivered to meet the chef's expectations of excellence, each cut is skilfully selected to provide unmatched quality, consistently, to foodservice professionals around the world.







All Silver Fern Farms' Lamb, Beef and Venison are grass-fed and raised naturally by a cooperative of passionate New Zealand farmers. Our climate is perfect for free-range grazing, delivering meat with distinct health and nutritional benefits. These qualities, combined with our commitment to the highest levels of food safety, make our products sought-after worldwide. Silver Fern Farms is a promise of purity, taste and quality.





# A CUT / ABOVE.



All of our Lamb, Beef and Venison are grass-fed and free-range, which makes them naturally healthy, safe and lean. Silver Fern Farms is a promise of purity, taste and quality.

PG / 12

SILVER FERN FARMS

New Zealand  
**BEEF**

PG / 22



**ANGUS**  
NEW ZEALAND BEEF

PG / 32



**HEREFORD**  
NEW ZEALAND BEEF

PG / 42



**RESERVE**  
NEW ZEALAND BEEF

PG / 52

SILVER FERN FARMS

New Zealand  
**LAMB**

PG / 62

SILVER FERN FARMS

New Zealand  
**VENISON**

PG / 72



NATURAL TENDER  
**VENISON**



Section One

# BEEF

PG / 12

New Zealand  
**BEEF**



PG / 22

**ANGUS**  
NEW ZEALAND BEEF

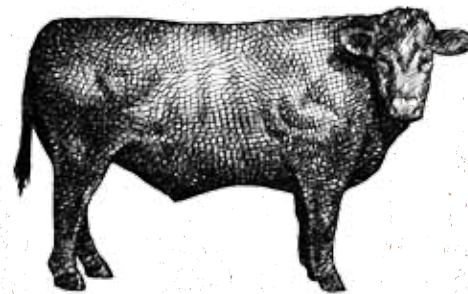
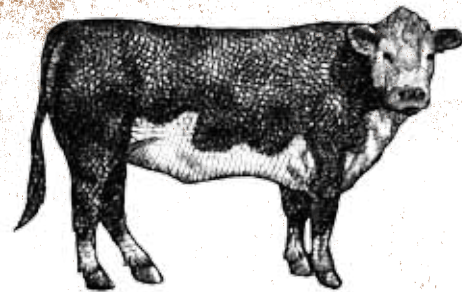
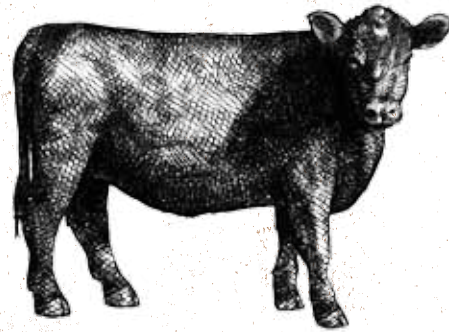
PG / 32

**HEREFORD**  
NEW ZEALAND BEEF

PG / 42

**RESERVE**  
NEW ZEALAND BEEF

Silver Fern Farms Premier Selection is our promise of excellence.







# New Zealand BEEF

GRASS-FED BEEF



New Zealand  
BEEF

100% MADE IN NEW ZEALAND

FROM A PLACE  
LIKE NO OTHER.

## TENDERLOIN - SIDE MUSCLE ON

The pinnacle of premium grass-fed New Zealand beef. With distinct marbling and unmatched leanness from grass-grazing, this supremely tender and succulent cut delivers spectacular, bold beef flavour with a clean finish. Side muscle still attached.



## RIBEYE ROLL - LIP OFF

A popular choice that is hard to beat. Full of flavour with a supremely tender texture and superior, pronounced marbling. Lip-muscle expertly trimmed for added convenience and optimal plate presentation. With the versatility to be cut into thick, juicy Scotch Fillet steaks or roasted whole, our Ribeye Roll from New Zealand is second to none.



## OVEN-PREPARED RIBS

With the Ribeye intact, these Oven-Prepared Ribs are the perfect choice for a hearty and memorable Silver Fern Farms New Zealand Beef experience. Also known as the Wing Rib, the intense flavours and natural juices are amplified by the pronounced marbling.



## BUTT TENDERLOIN

A robust classic Chateaubriand, full of flavour with great texture and tenderness. Versatility to be cut into minute steaks or cooked as a whole piece.



## TENDERLOIN - SIDE MUSCLE OFF

The pinnacle of premium grass-fed New Zealand beef. With distinct marbling and unmatched leanness from grass-grazing, this supremely tender and succulent cut delivers spectacular, bold beef flavour with a clean finish. Side muscle removed for maximum convenience, increased yield and optimal presentation.



## RIBEYE ROLL - LIP ON

A popular choice that is hard to beat. Full of flavour with a supremely tender texture and superior marbling. With the versatility to be cut into thick, juicy Scotch Fillet steaks or roasted whole, our Ribeye from New Zealand is second to none.







# New Zealand BEEF

100% MADE OF NEW ZEALAND

## STEAK-READY STRIPLOIN

A superb example of premium quality Silver Fern Farms New Zealand beef that has been trimmed to a steak-ready standard for maximum convenience and increased yield. Lean and healthy whilst still supremely juicy and tender, the pronounced and consistent marbling promises to deliver succulent and flavoursome Porterhouse steaks every time.



## HEART OF RUMP

This Heart of Rump exemplifies grass-fed leanness and is suited to flash-cooking and searing. With great flavour and consistent tenderness, this offers a healthy and delicious beef experience.



## RUMP CAP

A versatile cut of quality New Zealand beef. Always lean and tender, delivering the grass-fed Silver Fern Farms difference. With natural fat cover intact, the succulent juices are retained during cooking, amplifying the deliciously rich, classic beef flavours.



## D-RUMP

This highly presentable, plate-ready example of healthy, lean and tender New Zealand beef is the perfect choice for a rich, satisfying roast or succulent, juicy steaks. With natural fat cover intact, the distinctively bold beef flavours are intensified and succulent juices preserved for a delicious and memorable beef experience.



## TOP SIRLOIN

Naturally lean and tender, our Top Sirloin is a highly versatile cut suited to grilling or roasting whole. By leaving the natural fat cover intact, the distinctively bold beef flavours are intensified and succulent juices preserved for a delicious and memorable beef experience.



## STRIPLOIN

A superb example of premium quality Silver Fern Farms New Zealand beef. Leaner and healthier while still supremely juicy and tender. The pronounced marbling of this standard cut Striploin promises to deliver succulent and flavoursome Porterhouse steaks every time.



## SHORTLOIN

This popular beef cut adds a hearty, filling option to any menu, offering rich, superior flavour, combined with the consistent leanness and tenderness of naturally raised Silver Fern Farms New Zealand beef.







New Zealand  
**BEEF**

100% MADE OF NEW ZEALAND

#### ----- **KNUCKLE**

The dense yet tender texture and strong, bold beef flavour of the Knuckle are perfectly suited to braising and roasting. The smaller size and round, uniform shape offers excellent portion control.

#### ----- **SHOULDER BLADE**

A highly versatile and consistent cut offering excellent flavours that are perfectly suited to deliciously rich and indulgent slow-cooking.

A fantastic yielding cut with zero wastage makes this a reliable and economical choice.

#### ----- **TOPSIDE**

A classic beef cut made leaner, healthier and more tender by a purely natural grass-grazed diet. Full of rich, classic beef flavours that are best intensified through slow, moist cooking techniques.

#### ----- **SILVERSIDE**

With a milder beef flavour that allows your own seasonings and marinades to infuse, Silver Fern Farms Silverside has a superb texture that holds together well when sliced thinly. Perfect for long, slow-cooking but also great for hot-smoking and curing.

#### ----- **OYSTER BLADE**

This smaller sized slow-cooking cut of naturally lean grass-fed beef offers a more refined presentation option, but is still bursting with all of the deliciously rich and indulgent flavours.

#### ----- **CHUCK TENDER**

A superb cut for creating classic beef dishes with the grass-fed difference. Leaner, healthier and smaller in size, the Chuck Tender still delivers in full the rich mouth-feel, bold taste and satisfyingly rich, sticky juices of premium slow-cooked beef.

#### ----- **CHUCK ROLL**

The perfect choice for a truly indulgent and richly flavoured beef experience. Selected only from New Zealand grass-fed animals, our Chuck Roll exemplifies the deliciously rich mouth-feel, bold flavour and melt-in-the-mouth texture of slow-cooked beef. Also perfect for slicing thinly for traditional Asian cuisine.





# New Zealand BEEF

100% MADE OF NEW ZEALAND



## THIN SKIRT

A full-flavoured beef cut with stunningly bold taste best brought out by chargrilling or flash cooking.



## PETITE TENDER

With a leanness and quality similar to Filet Mignon, the Petite Tender is a superb choice for the menu. A supremely tender texture which accompanies the naturally delicious flavour. A highly flexible cut suited to many cooking options with easy portion control. Each piece weighs approximately 230-280 grams.



## FLANKSTEAK

The typically milder flavour of the Flanksteak makes it an excellent choice for introducing complementary flavours and seasonings. A supremely lean cut suited to pot-roasting or quick cooking.



## THICK SKIRT

A superb cut for braising and long, slow-cooking techniques. The high level of connective tissue that occurs naturally in the Thick Skirt guarantees to deliver indulgently sticky and delicious braising juices, and the loose texture falls to bits in the mouth.



## SHORT RIB

Coming from the belly of premium New Zealand grass-fed beef, these Short Ribs are deliciously meaty and indulgent. Long, slow-cooking further intensifies the rich, robust flavours and melt-in-the-mouth texture.









# AN UNCOMPROMISING CHARACTER. FULL-BODIED FLAVOUR.

Angus pairs a buttery, rich beef flavour with a meltingly tender texture. The marbling the breed is renowned for is tempered by the unmatched leanness of grass grazing.

This results in the uncompromisingly full beef flavour, fine texture and unique mouth-feel of Silver Fern Farms Premier Selection Angus Beef.

## RICH BEEF FLAVOUR AND NATURALLY MARBLED

With bold flavour and natural marbling, enjoy the natural, healthy quality that comes from Angus raised on a grass-fed diet.

## GRASS-GRAZED

The result is premium beef that is leaner and lower in cholesterol with higher levels of essential vitamins and minerals.

## AN UNCOMPROMISING BOLD BREED







# ANGUS CUTS.

AN UNCOMPROMISING CHARACTER

FULL-BODIED FLAVOUR



PREMIER SELECTION



## RIBEYE ROLL

Our Premier Selection Angus Ribeye Roll from New Zealand is second to none in taste, leanness and tenderness. The prominent natural marbling delivers unbeatable flavour and succulence whether cut into thick, juicy Scotch Fillet steaks or roasted whole.



## OVEN-PREPARED RIBS

The pronounced and consistent marbling pattern of these Oven-Prepared Ribs amplifies the intense flavours and distinctively rich mouth-feel for which the Angus breed is renowned. Also known as a Wing Rib, this is a hearty and bold cut suited to thick, juicy Flintstone steaks or luxurious bone-in prime rib roasts.



## STEAK-READY STRIPOIN

A premium cut delivering the distinct, creamy marbling and spectacular, bold flavours of Angus beef. Lean, healthy and supremely tender, this deliciously juicy, steak-ready Angus Striploin is hard to beat for full-flavoured Porterhouse steaks or a prime roast. Hand-trimmed by our experts to a steak-ready standard for optimal yield and more refined plate presentation.



## EYE FILLET - SIDE MUSCLE ON

A supreme cut saturated with bold flavour and fantastic melt-in-the-mouth tenderness. Epitomises the natural, distinct marbling for which Angus is renowned with a consistently fine, silky texture and rich, buttery mouth-feel. Side muscle still attached.



## EYE FILLET - SIDE MUSCLE OFF

A supreme cut saturated with bold flavour and fantastic melt-in-the-mouth tenderness. Epitomises the natural, distinct marbling for which Angus is renowned with a consistently fine, silky texture and rich, buttery mouth-feel. Side muscle removed for maximum yield and more refined presentation.



## STRIPOIN

A premium cut delivering the distinct, creamy marbling and spectacular, bold flavours of Angus beef. Lean, healthy and supremely tender, this deliciously juicy Angus Striploin is hard to beat for full-flavoured Porterhouse steaks or a prime roast.







# ANGUS

NEW ZEALAND BEEF

PREMIER SELECTION

## RUMP CAP

Consistently lean, always tender and saturated with the strong, bold flavours of Premier Selection Angus. The natural, creamy fat cover retains natural juices and flavours during cooking, amplifying the exquisite mouth-feel of premium Angus beef. A highly versatile cut, suited to roasting whole, steaks or slicing thinly into stir-fry strips.

## KNUCKLE

A versatile option that embodies a dense yet still tender texture. The naturally rich and buttery flavours of Angus beef are perfectly suited and further intensified through braising and roasting, delivering a fantastic taste experience.

## SHORTLOIN

This popular and hearty T-bone promises to deliver unmatched flavour and tenderness. Generous portion sizes add a rustic quality to a menu while still retaining premium quality.

## HEART OF RUMP

This healthy Heart of Rump showcases the intense flavour and melt-in-the-mouth texture of premium Angus, combined with the unbeatable leanness of grass-grazing. Can be roasted whole or flash-seared as steaks.

## FLANKSTEAK

With a typically milder Angus flavour, the Flanksteak is a perfect canvas for food artists to introduce their own flavour sensations. A supremely lean cut with the versatility to be pot-roasted or flash-cooked.

## TOP SIRLOIN

A highly versatile cut, with bold flavour which is further amplified by leaving the natural fat cover intact. A hearty Angus option suitable for roasting whole or cutting into succulent, full-flavoured Angus steaks.

## D-RUMP

A fantastically lean and flavoursome Angus Rump option with exquisite marbling. Expertly trimmed to reduce preparation time and maximise presentation. The natural creamy fat cover retains natural juices and flavours during cooking.

## PETITE TENDER

One of the more tender cuts on offer, our premium quality Angus Petite Tender exemplifies grass-fed beef. Showcasing a classically bold Angus flavour, the characteristically loose fibre provides a supremely tender texture. A highly versatile option with fantastic portion control due to its smaller size and highly presentable shape.





**ANGUS**  
NEW ZEALAND BEEF

PREMIER  SELECTION

### TOPSIDE

Bursting with the characteristically bold and buttery flavours of Angus that are best amplified through slow-cooking, our Topside is a superb example of a classic beef cut made leaner, healthier and supremely tender from a purely natural grass-grazed diet.

### SHOULDER BLADE

A classic beef cut made leaner, healthier and more tender by a purely natural grass-grazed diet. Full of rich, classic beef flavours that are best intensified through slow, moist cooking methods, this larger sized cut is perfect for buffets or banquets.

### SILVERSIDE

Our Angus Silverside has a superb texture that holds together well for sophisticated plate presentation. With a milder beef flavour that allows other seasonings and marinades to infuse, this is the perfect canvas to showcase your creative taste sensations.

### THICK SKIRT

Our Angus Thick Skirt braises superbly into a distinctively rich and delicious slow-cooked experience. All of the naturally rich and buttery flavours are intensified into a spectacular taste experience.

### SHORT RIB

Coming from the belly of premium New Zealand grass-fed Angus beef, these Short Ribs are deliciously meaty and indulgent. Long, slow-cooking further intensifies the rich, robust flavours and melt-in-the-mouth texture.

### OYSTER BLADE

This smaller sized, slow-cooking cut of naturally lean, grass-fed Angus beef offers a more refined presentation option, but is still bursting with all of the deliciously rich and indulgent flavours of premium Angus beef.

### CHUCK ROLL

The perfect choice for a truly indulgent and richly flavoured Angus experience. Selected only from New Zealand grass-fed animals, our Premier Selection Angus Chuck Roll exemplifies the deliciously rich, buttery flavours and melt-in-the-mouth texture of slow-cooked beef. Also perfect for slicing thinly for traditional Asian cuisine.

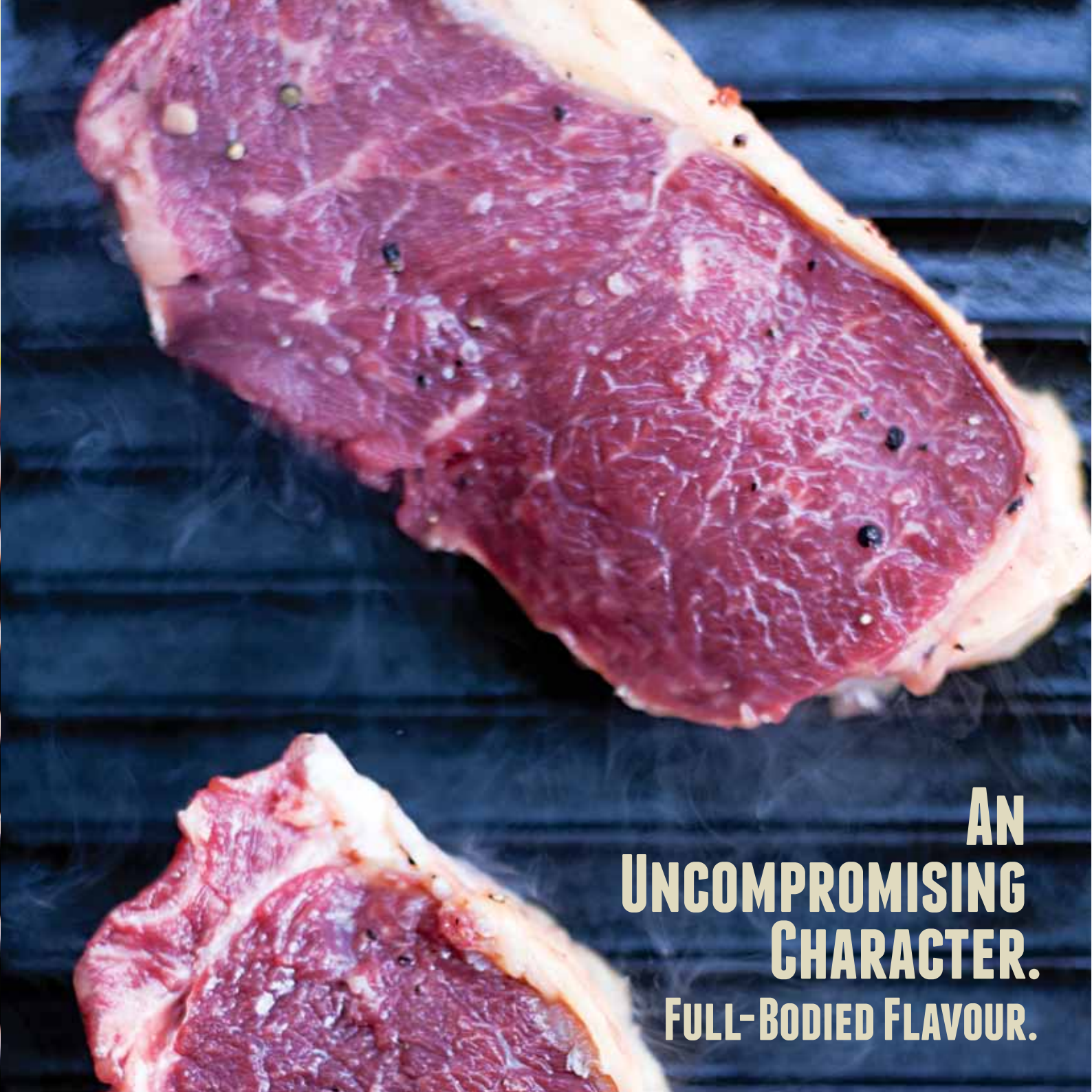
### CHUCK TENDER

A superb cut for creating classic beef dishes with the Premier Selection Angus difference. Leaner, healthier and smaller in size, the Chuck Tender still delivers in full the rich mouth-feel, bold taste and satisfyingly rich, sticky juices of premium slow-cooked beef.

## SLOW COOK RANGE

Our range of Silver Fern Farms Premier Selection Slow Cook Beef is the perfect choice for a truly indulgent, richly flavoured beef experience. Selected only from the finest New Zealand grass-fed animals, our Slow Cook range exemplifies the deliciously rich mouth-feel, bold flavour and melt-in-the-mouth texture of premium, slow-cooked beef.





**AN  
UNCOMPROMISING  
CHARACTER.  
FULL-BODIED FLAVOUR.**





# AGING GRACEFULLY.

## A REFINED FLAVOUR AND TEXTURE.



PREMIER  SELECTION  
**HEREFORD**  
NEW ZEALAND BEEF

Hereford is an uncommonly fine breed of beef with a hardy constitution that comes from its English roots. Reared in New Zealand's lush pastures, Silver Fern Farms Premier Selection Hereford's broad-shouldered muscularity and calm temperament, allow it to reach a consistently premium condition. The supremely tender meat that results is full of subtle and complex flavours that are concentrated as it ages.

### TRADITIONALLY SUBTLE AND COMPLEX FLAVOURS

A breed that exemplifies the traditional beef flavour, with the complexity and subtlety of a grass-fed diet.

### CALM TEMPERAMENT FOR CONSISTENTLY PREMIUM BEEF

### A NATURALLY TENDER BREED





# HEREFORD CUTS.

AGING GRACEFULLY

A REFINED FLAVOUR AND TEXTURE



PREMIER SELECTION



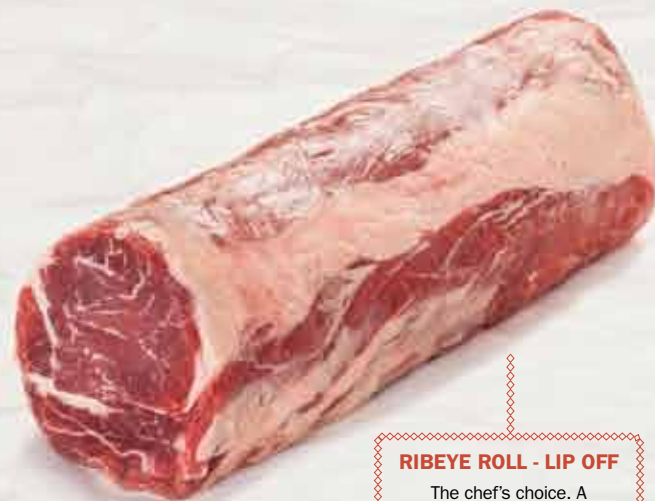
## EYE FILLET - SIDE MUSCLE ON

A naturally marbled and tender cut with refined beef flavour that always delivers on promise. Great as a whole piece for carving or at its best as a classic Filet Mignon. Side muscle still attached.



## RIBEYE ROLL - LIP OFF

The chef's choice. A superb cut that showcases Hereford's refined flavour, texture and prominent natural marbling. Hard to beat as a grilled rustic steak or a classic prime roast.



## EYE FILLET - SIDE MUSCLE OFF

A naturally marbled and tender cut with refined beef flavour that always delivers on promise. Great as a whole piece for carving or at its best as a classic Filet Mignon. Side muscle removed for maximum yield and more refined presentation.



## OVEN-PREPARED RIBS

Also known as the Wing Rib, our Hereford Oven-Prepared Ribs are a particularly juicy option. This indulgent, distinctively marbled cut provides naturally rich and delicious juices which amplify the refined Hereford flavours.

A perfect choice for juicy Flintstone steaks or luxurious bone-in prime rib roasts.



## STEAK-READY STRIPLON

Our Premier Selection Hereford Steak-Ready Striploin is noted for superior marbling and intensity of flavour. A premium choice offering flexibility to the chef, this succulent cut is suited to cutting into thick, juicy Hereford steaks or roasting whole. Trimmed to a steak-ready standard for maximum yield and perfect presentation.

## STRIPLON STANDARD

Our Premier Selection Hereford Striploin is noted for superior marbling and intensity of flavour. A premium choice offering flexibility to the chef, this succulent cut is suited to cutting into thick, juicy Hereford steaks or roasting whole.





**HEREFORD**  
NEW ZEALAND BEEF

PREMIER SELECTION



#### D-RUMP

Delivering the grass-fed difference, this highly presentable Premier Selection Hereford Rump is consistently lean and tender. The perfect choice for a rich satisfying roast or succulent, juicy steaks. With the natural fat cover intact, the rich flavours of Hereford beef are intensified and succulent juices preserved for a delicious and memorable beef experience.



#### HEART OF RUMP

A superb example of premium quality New Zealand beef with a leanness that only comes from being grass-fed, paired with the natural tenderness of the Hereford breed. Can be roasted whole or flash-seared as steaks.

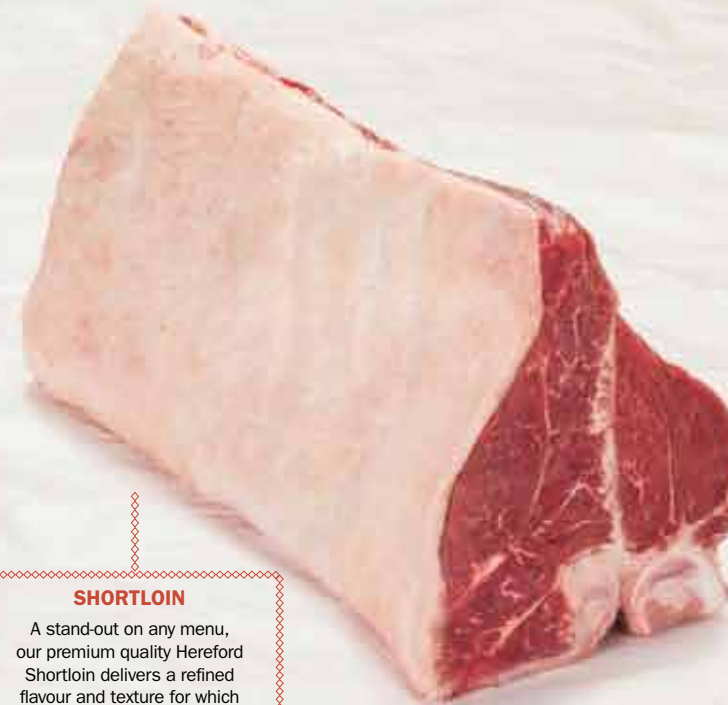


#### TOP SIRLOIN

Always lean and tender, the naturally refined flavours of the Premier Selection Hereford Top Sirloin are further amplified by leaving the natural fat cover intact during cooking. A versatile option suited to cutting into steaks or grilling and roasting whole.

#### RUMP CAP

With natural fat cover left intact, the succulent juices of our grass-fed Hereford Rump Cap are retained amplifying the refined but prominent flavour of the Hereford breed. Suited to a wide range of applications because of its tenderness, marbling and portion size.



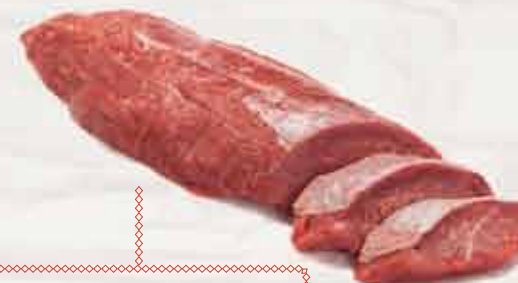
#### SHORTLOIN

A stand-out on any menu, our premium quality Hereford Shortloin delivers a refined flavour and texture for which the breed is renowned. With bone in and natural fat cover retained, this is a superb choice for rustic T-bone steaks or prime roasts with spectacular flavour and succulence.



#### KNUCKLE

A superb option for a more refined version of classic beef dishes. With a denser but still incredibly tender texture, the refined flavours characteristic of the Hereford breed are amplified through braising or pot-roasting. Also has the versatility to be sliced into thin strips or cubes.



#### PETITE TENDER

One of the more tender cuts on offer, the Petite Tender highlights the natural tenderness and refined flavours of the Hereford breed. Derived from the most tender part of the shoulder, this smaller sized, café-style cut is highly versatile, offering numerous cooking and presentation options to the chef. Each piece weighs approximately 230-280 grams.

#### FLANKSTEAK

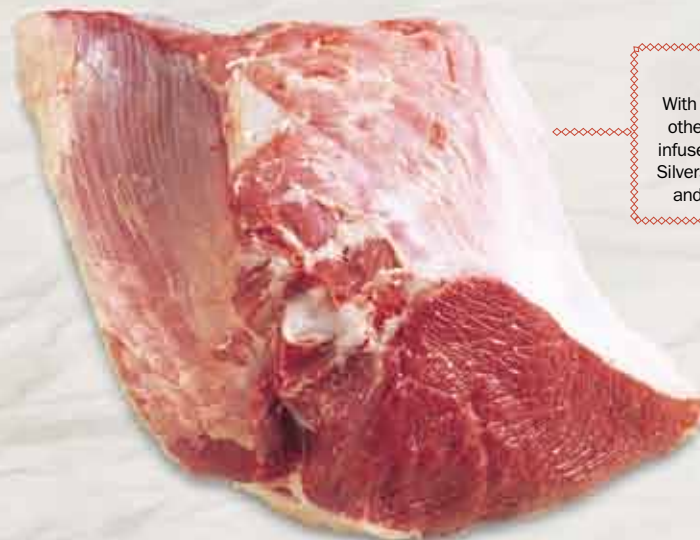
A leanness that only comes from grass-fed beef, paired with the natural tenderness of the Hereford breed. The typically milder flavour of the Flanksteak makes this a great option for flavour pairing.







**HEREFORD**  
NEW ZEALAND BEEF



### SILVERSIDE

With a milder beef flavour that allows other seasonings and marinades to infuse, the Premier Selection Hereford Silverside is a superior option for tasty and tender slow-cooked creations.



### CHUCK ROLL

Our incredibly tender and healthy grass-fed Hereford Chuck Roll delivers a more refined but still prominent beef flavour that is intensified through slow-cooking. Can also be sliced thinly for traditional Asian dishes.



### THICK SKIRT

An excellent slow-cook cut that delivers a concentrated flavour hit and melt-in-the-mouth texture. The high level of connective tissue that occurs naturally in the Thick Skirt guarantees to deliver indulgently sticky and delicious braising juices.



### OYSTER BLADE

Bursting with the deliciously rich and indulgent flavours of premium grass-fed Hereford beef, this naturally lean and tender slow-cook cut offers more refined presentation options than some of the larger slow-cook cuts.

### TOPSIDE

The perfect choice for an indulgent and full-flavoured Hereford beef experience. Selected only from New Zealand grass-fed animals, our Premier Selection Hereford Topside exemplifies the deliciously rich flavours and melt-in-the-mouth texture of slow-cooked beef. Also suited to thin-sliced steaks and schnitzel.

### SHORT RIB

These deliciously meaty and indulgent Hereford Short Ribs offer superb flavour and meltingly tender texture. With long, slow-cooking, the natural flavours are intensified and the meat falls off the bone for a truly memorable Hereford beef experience.



## SLOW COOK RANGE

Our range of Silver Fern Farms Premier Selection Slow Cook Beef is the perfect choice for a truly indulgent, richly flavoured beef experience. Selected only from the finest New Zealand grass-fed animals, our Slow Cook range exemplifies the deliciously rich mouth-feel, bold flavour and melt-in-the-mouth texture of premium, slow-cooked beef.



### SHOULDER BLADE

Reliable and consistent, this premium quality Hereford Shoulder Blade is perfectly suited to deliciously rich and indulgent slow-cooking methods.

A classic beef cut made leaner, healthier and more tender from a purely natural grass-grazed diet. A fantastic yielding cut with zero wastage makes this a reliable and economical choice.





**AGING  
GRACEFULLY.**  
A REFINED FLAVOUR  
AND TEXTURE.





# A NEW CLASS OF BEEF. HAND SELECTED.



Silver Fern Farms Premier Selection Reserve Beef is a new class of beef. Hand graded to the highest standards, this is a range of unmatched quality and consistency, grazed on New Zealand's lush pastures. Picked only from younger, superior herds from a select group of New Zealand farms, Reserve Beef is the pinnacle of New Zealand red meat. Finely textured, full flavoured and individually selected, Premier Selection Reserve is the very best of New Zealand, from Silver Fern Farms.

INDIVIDUALLY SELECTED  
FOR QUALITY

GRASS-FED ON LUSH  
NEW ZEALAND PASTURES

The result is premium beef that is leaner and lower in cholesterol with higher levels of essential vitamins and minerals.

YOUNGER HERDS FROM  
SELECTED FARMS

Selection at a younger age enhances tenderness and ensures consistency.

AN ELITE STANDARD OF  
NEW ZEALAND BEEF





# RESERVE CUTS.

A NEW CLASS OF BEEF

HAND SELECTED



PREMIER SELECTION

## RESERVE EYE FILLET - SIDE MUSCLE OFF

The pinnacle of fresh New Zealand grass-fed beef, hand-selected for you. Distinguished and prominent marbling delivers a full beef flavour with a clean finish. Strict grading specifications deliver a consistent size and weight range. Side muscle removed for optimal yield and refined presentation.

## RESERVE RIBEYE ROLL - LIP OFF

The ultimate cut of premium beef with consistent and superior marbling. Harvested at a prime age for ultimate tenderness then aged to perfection, the Reserve Ribeye Roll showcases a spectacular bold beef flavour and the unmatched leanness from grass-grazing. Suited to succulent Scotch Fillet steaks or luxurious prime roasts.

## RESERVE OVEN-PREPARED RIBS

Also known as the Wing Rib, our Reserve Oven-Prepared Ribs are carefully selected from premium grass-fed animals which have been expertly raised to deliver a superior quality and eating experience. Consistently tender with pronounced marbling that provides flavour and juiciness which exceeds expectations, this is the perfect choice for a luxurious prime rib roast.

## RESERVE STEAK-READY STRIPOIN

Expertly raised for consistent tenderness and optimal fat cover, the Reserve Striploin exemplifies the rich flavour and succulence of grass-fed New Zealand beef. Hand-trimmed by our experts to a steak-ready standard for optimal yield and more refined plate presentation.

## RESERVE STRIPOIN - STANDARD

Expertly raised for consistent tenderness and optimal fat cover, the Reserve Striploin exemplifies the exquisitely rich flavour and succulence of grass-fed New Zealand beef. Perfect for full-flavoured and tender Porterhouse steaks, prime roasts or for slicing thinly.

## RESERVE EYE FILLET - SIDE MUSCLE ON

The pinnacle of fresh New Zealand grass-fed beef, hand-selected for you. Distinguished and prominent marbling delivers a full beef flavour with a clean finish. Strict grading specifications deliver a consistent size and weight range. Side muscle still attached.





**RESERVE**  
NEW ZEALAND BEEF

**PREMIER SELECTION**

**RESERVE  
SHORTLOIN**

With distinct marbling and superior flavour, the strict selection criteria of Premier Selection Reserve beef delivers an elite quality that is second to none. Generous portion sizes add a rustic flavour to the menu while still retaining premium quality.



**RUMP CAP**

Arguably the best cut of the rump with superb tenderness, marbling and portion size. With natural fat cover intact, the succulent juices are retained during cooking, amplifying the deliciously rich flavours of Premier Selection Reserve beef. Perfect for roasting, steaking and slicing thinly into quick-cook strips.



**TOP  
SIRLOIN**

An elite standard of New Zealand beef, the Premier Selection Reserve Top Sirloin is a highly versatile cut suited to grilling or roasting whole. By leaving the natural fat cover intact, the distinctively bold beef flavours are intensified and succulent juices preserved.



**KNUCKLE**

Epitomises the New Zealand beef experience. The dense yet supremely tender texture and strong, bold beef flavour of the Premier Selection Reserve Knuckle is perfectly suited to braising and roasting. Can also be cut into thin slices or cubes.

**HEART OF RUMP**

Selected only from younger, superior animals and then aged for ultimate tenderness, this lean and healthy Heart of Rump exceeds expectations. Incredibly lean, this cut is best suited to flash-searing, but can also be roasted then rested for a memorable Premier Selection Reserve beef experience.



**RESERVE  
PETITE TENDER**

Described by chefs as the shoulder's best kept secret, this premium café-style cut delivers supreme tenderness, leanness and flavour with an overall quality similar to Filet Mignon. A highly versatile option with fantastic portion control due to the smaller size and highly presentable shape. Each piece weighs approximately 230-280 grams.



**D-RUMP**

Expertly hand-trimmed for a more refined plate presentation, this is a consistently lean and tender cut saturated with the intensely rich beef flavours exclusive to Premier Selection Reserve. The natural creamy fat cover retains natural juices and flavours during cooking.



**FLANKSTEAK**

With a typically milder flavour, the Reserve Flanksteak is a perfect canvas for food artists to introduce their own flavour sensations. A supremely lean cut with the versatility to be pot roasted or flash-cooked.







**RESERVE**  
NEW ZEALAND BEEF

**PREMIER SELECTION**



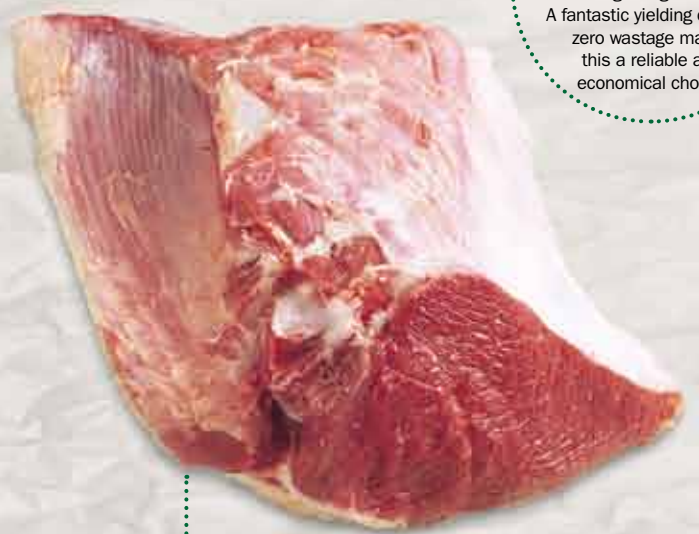
**TOPSIDE**  
A classic beef cut made leaner, healthier and more tender by a purely natural grass-grazed diet. Full of rich, classic beef flavours that are best intensified through slow, moist cooking techniques, this cut offers fantastic yield. Also suited to thin-sliced steaks and schnitzel.



**CHUCK ROLL**  
The perfect choice for a truly indulgent and richly flavoured beef experience. Selected only from New Zealand grass-fed animals, the Reserve Chuck Roll exemplifies the deliciously rich mouth-feel, bold flavour and melt-in-the-mouth texture of slow-cooked beef. Also perfect for slicing thinly for traditional Asian cuisine.



**SHORT RIB**  
Coming from the belly of premium New Zealand grass-fed beef these Reserve Short Ribs are deliciously meaty and indulgent. Long, slow-cooking further intensifies the rich, robust flavours and melt-in-the-mouth texture of delicious braised short ribs.



**SHOULDER BLADE**  
A classic beef cut made leaner, healthier and more tender from a purely natural grass-grazed diet. A fantastic yielding cut with zero wastage makes this a reliable and economical choice.



**CHUCK TENDER**  
A superb cut for creating classic beef dishes with the Premier Selection Reserve difference. Leaner, healthier and smaller in size, the Chuck Tender still delivers in full the rich mouth-feel, bold taste and satisfyingly rich, sticky juices of premium, slow-cook beef.

**THICK SKIRT**  
A superb cut for braising and long, slow-cooking techniques. The high level of connective tissue that occurs naturally in the Thick Skirt guarantees to deliver indulgently sticky and delicious braising juices, and the loose texture falls to bits in the mouth.



**SILVERSIDE**  
With a milder beef flavour that allows your own seasonings and marinades to infuse, the Reserve Silverside has a superb texture that holds together well when sliced thinly. Perfect for long, slow-cooking.



**OYSTER BLADE**  
Young, lean and always tender, our grass-fed Premier Selection Reserve Oyster Blade is an incredibly healthy, slow-cook beef option.



**SLOW COOK RANGE**  
Our range of Silver Fern Farms Premier Selection Slow Cook Beef is the perfect choice for a truly indulgent, richly flavoured beef experience. Selected only from the finest New Zealand grass-fed animals, our Slow Cook range exemplifies the deliciously rich mouth-feel, bold flavour and melt-in-the-mouth texture of premium, slow-cooked beef.





A NEW  
CLASS  
OF BEEF.  
HAND SELECTED.



Section Two

# LAMB







# New Zealand LAMB

GRASS-FED LAMB



## FRENCH RACK - 50/0 DENUDED

The pinnacle of fresh New Zealand grass-fed lamb. Consistently juicy, tender and naturally lean. Fat cover removed and fully frenched for maximum convenience and yield.



## FRENCH RACK - 75/50 SEAMED

An iconic New Zealand lamb option. Leaving some of the natural fat cover intact maximises the distinctively sweet lamb flavours and helps retain natural juices during cooking.



## LEG MEDALLIONS

Extra lean and tender with a naturally delicate, melt-in-the-mouth texture. Individually portioned for maximum convenience and no wastage. Medallions are best cooked quickly over medium to high heat.



## BONELESS LOIN

A premium boneless cut bursting with distinctively juicy and delicious lamb flavours. Naturally lean and healthy with a melt-in-the-mouth texture. Quick to prepare and portion with zero wastage.



## BONELESS RUMP - CAP OFF

The leanest rump option with more subtle lamb flavours resulting from removal of the natural fat cover. Incredibly lean, healthy and tender, this is the perfect choice for a succulent boneless mini-roast or tasty minute steaks. High yield with zero trimming required.



## BONELESS RUMP - CAP ON

One of the juiciest cuts available, the subtle and distinctive flavours of our New Zealand lamb rump are accentuated by the natural fat cover.



## TENDERLOIN

The perfect choice for a busy kitchen environment. Boneless, consistently sized and always tender for a quick yet memorable eating experience. Available butt-on or butt-off.





# New Zealand LAMB

100% MADE OF NEW ZEALAND

## TOPSIDE ROAST

Incredibly lean and always tender. The firmer, denser texture compared to other lamb cuts lends itself to versatile cooking styles. Can be cooked whole or sliced into deliciously juicy minute steaks.

## EYE OF ROUND

An extremely tender and fine textured cut. Characteristically lean with a mild, fresh flavour and silky mouth-feel. Flash-fry over medium to high heat and serve either whole or sliced.

## KNUCKLE ROAST

With a hearty yet distinctively fresh lamb flavour, this lean and tender roast is suited to quick-roasting and char-grilling. With versatile presentation and serving options, combined with fantastic yield, the Knuckle Roast is a superb choice for the menu.

## SILVERSIDE STEAK

Derived from the silverside, these boneless leg-fillet steaks have a coarser, more robust texture but always supremely silky mouth-feel. A versatile cut that can be roasted, grilled or barbecued and either served whole or sliced into minute steaks.

## HALF OYSTER SHOULDER

Succulent and juicy, this is a smaller shoulder option for more discerning dining and refined presentation. Leaving the bone in and natural fat cover on maximises the natural flavours and juices of New Zealand grass-fed lamb. Best braised or pot-roasted for a delicious, melt-in-the-mouth lamb experience.

## STIR-FRY

Pre-prepared for your convenience, our lamb stir-fry adds a natural, healthy New Zealand twist to an Asian classic. Incredibly lean and always tender, with zero trimming required, this cut delivers maximum yield. Cook quickly over high-heat for an inspired stir-fry alternative.





# New Zealand LAMB

100% MADE OF NEW ZEALAND

## LEG ROAST RANGE

The ultimate New Zealand lamb experience. Silver Fern Farms' Lamb Legs are the perfect choice for traditional slow-cooking methods with all the health and taste benefits of lean, natural grass-raised New Zealand lamb.

We have a selection of multi-serve options to suit your needs;

### List of cuts

- Boneless leg, shank off, chump off
- Leg part boned, shank off, chump off
- Leg part boned, shank off, chump on
- Leg part boned, shank on, chump off
- Leg part boned, shank on, chump on
- Leg shank on, chump on
- Leg CKT



## HINDSHANKS

A classic revived. A meaty and fleshy shank saturated with hearty lamb flavours that are best intensified through slow, moist cooking techniques.

## SHOULDER FRENCH RACK

Succulence plus - an indulgent lamb experience with superb flavour, tenderness and juiciness best intensified through slower cooking methods. Multiple muscle groups create a variety of textures for a unique mouth-feel and memorable eating experience.



## NECK FILLET

A classic revived. The ultimate lamb braising product with a silky texture and full meaty flavour. Convenient and self portioning, the Neck Fillet can be prepared ahead of time and reheated to further enhance the natural lamb flavours.



## 8 RIB LOIN - CHUMP OFF

A high impact centre piece with a strong flavour profile and silky mouthfeel. A versatile primal cut for the skilled chef; it is not frenched so it offers greater flexibility to stamp your own style. Available chump on if required.



## SADDLE CUTLET

A pre-portioned, versatile cut suitable for quick-cooking or braising. With the bone in, the naturally sweet and subtle grass-raised lamb flavours are intensified.



## LOIN CUTLETS

A traditional and reliable lamb cut bursting with natural juices and full lamb flavour. Individually portioned for maximum convenience.









Section Three

# VENISON

pg / 64

New Zealand  
**VENISON**

pg / 72



NATURAL TENDER  
**VENISON**

Silver Fern Farms Premier Selection is our promise of excellence.







# New Zealand VENISON

GRASS-RAISED VENISON



New Zealand  
**VENISON**  
FROM A PLACE LIKE NO OTHER.

100% MADE OF NEW ZEALAND

FROM A PLACE LIKE NO OTHER.

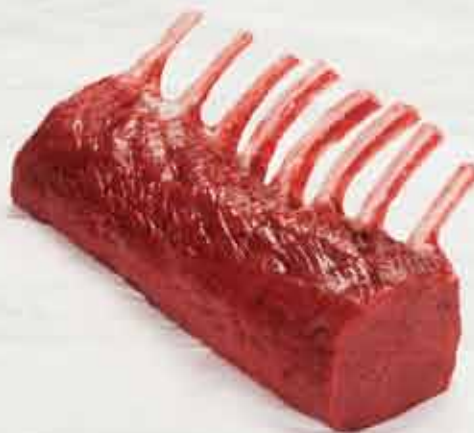
## 10-RIB FRENCH RACK - SILVERSKIN ON

With all of the supreme flavour and tenderness New Zealand farm-raised venison has to offer, the 10-Rib French Rack offers a healthy yet indulgent food experience to diners and spectacular presentation options to today's chef.



## 8-RIB FRENCH RACK - SILVERSKIN ON

Enticingly rich and healthy with superb presentation options. All 8 ribs are fully frenched. Silverskin intact helps retain the natural juices during cooking.



## 4-RIB FRENCH RACK - SILVERSKIN ON

Offering all of the unique flavour and eating qualities of a full sized rack, the 4-Rib French Rack offers the convenience of a smaller portion size with less preparation time required.



## 8-RIB FRENCH RACK - DESKINNED

The ultimate New Zealand farm-raised venison experience. Enticingly rich and healthy with superb presentation options. All 8 ribs are fully frenched and silverskin removed for maximum convenience and zero wastage.

## BONELESS WHOLE LOIN - DESKINNED

A premium example of New Zealand farm-raised venison. Incredibly lean, tender and flavoursome. Best suited to flash cooking and quick roasting, or can be cut into medallions. Deskinned and boneless for maximum convenience, zero trimming and optimal yield.



## TENDERLOIN - BUTT ON

Naturally fine-textured and full-flavoured. An incredibly lean and tender boneless cut with a clean finish. Best flash-cooked over high heat.



## BONELESS SHORTLOIN - DESKINNED

A versatile delicacy that can be cooked whole or sliced then seared. Naturally lean, tender and flavoursome with no wastage and easy portioning.

## BONELESS WHOLE LOIN - SILVERSKIN ON

Entingly lean and always tender, our farm-raised boneless loin fillets are the healthy red-meat choice. Silverskin intact helps retain the natural juices during cooking.



## BONE-IN 11-RIB SADDLE

A versatile primal cut offering many options for the skilled chef. 11 ribs with full tenderloin intact for maximum tenderness and taste.





New Zealand  
**VENISON**

100% MADE OF NEW ZEALAND

#### DENVER LEG

Proclaimed by chefs to be one of the most versatile cuts of venison. All eight boneless pieces of the Denver Leg are deliciously rich in flavour and supremely lean and tender.



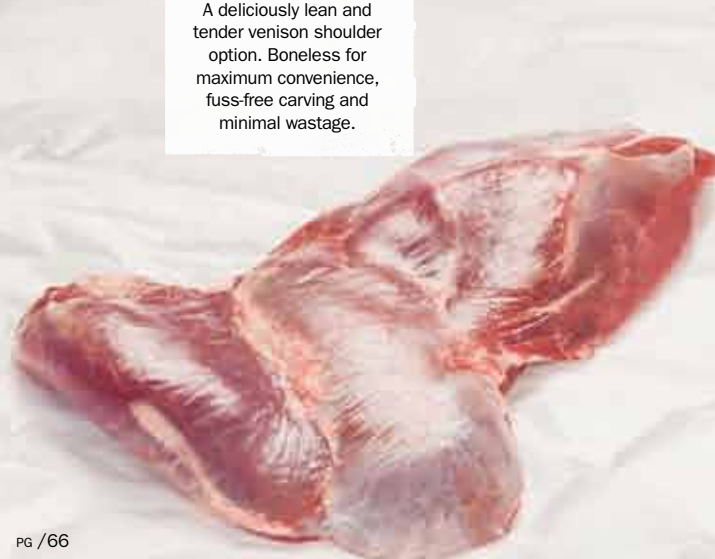
#### BONELESS HIND LEG - 4 CUTS, DESKINNED

With silverskin removed, these four leg pieces of fresh, natural New Zealand venison promise enticing flavour, leanness and tenderness with less preparation time and wastage. One each of Rump, Knuckle, Topside and Silverside per set.



#### 3 MUSCLE SHOULDER

A deliciously lean and tender venison shoulder option. Boneless for maximum convenience, fuss-free carving and minimal wastage.



#### BOLAR SHOULDER

A perfect choice for traditional slow-cooking methods with all the health benefits of lean, natural, farm-raised New Zealand venison.



#### BONELESS HIND LEG - 4 CUTS, SILVERSKIN ON

Four boneless leg pieces of naturally lean and tender New Zealand farm-raised venison. Silverskin intact ensures maximum moisture during cooking for a delicious and juicy venison experience. One each of Rump, Knuckle, Topside and Silverside per set.







## New Zealand VENISON

100% MADE OF NEW ZEALAND



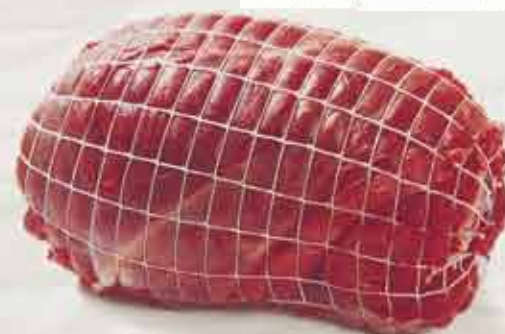
### LEG MEDALLIONS

One of the more tender cuts available, these Leg Medallions are individually portioned for maximum convenience and zero wastage. Straight from pack to pan, our Venison Medallions are best cooked quickly over medium to high heat.



### LEG STEAKS

A slightly larger version of the Medallion with the same purely natural taste, tenderness and leanness. Individually portioned, these highly presentable venison Leg Steaks are the healthy steak choice, and with zero trimming required, deliver optimal yield.



### BONELESS SHOULDER ROAST 1KG

An indulgent shoulder roast bursting with the rich and distinctive flavours of farm-raised New Zealand venison. Fully boned, rolled and netted for fuss-free carving. A must for any banquet.

### GESCHNETZELTES

Pre-prepared for your convenience, our lean and tender Geschnetzeltes add a natural, healthy twist to a venison classic. Pre-sliced into strips and ready for immediate cooking.



### OSSO BUCCO

Slowly braise this New Zealand farm-raised version of a venison classic for the ultimate eating experience.



### HAND-DICED NECK

The perfect choice for a deliciously rich and hearty venison experience. With more connective tissue than shoulder meat, our venison neck guarantees to deliver a rich, sticky and flavoursome gravy.



### HAND-DICED SHOULDER

Full of rich, classic venison flavours that are best intensified through slow, moist cooking techniques.



### HAND-DICED SHANK

This hand-diced Shank is the perfect choice for a deliciously rich and hearty New Zealand venison experience.











# A RARE DISTINCTION. AN ENTICINGLY LEAN DELICACY.

Silver Fern Farms Cervena is a rare delicacy that is raised to embody the best qualities of farmed venison. Our premium-aged Cervena pairs a deliciously distinctive taste with purely natural tenderness that comes from its free-range New Zealand origins. Venison has an enticing combination of flavour and leanness, which creates a clean palate finish for this remarkably healthy red meat. Selected from young herds, then aged to perfection, Silver Fern Farms' free-range Cervena is New Zealand venison at its very best.

LEAN, HEALTHY AND  
FULL OF FLAVOUR

FARMED FREE-RANGE  
IN NEW ZEALAND

FROM YOUNG HERDS AND  
NATURALLY TENDER

AGED TO PERFECTION

A DISTINCTIVE TASTE





# VENISON CUTS.

A RARE DISTINCTION

AN ENTICINGLY LEAN DELICACY



cervena



## 8-RIB FRENCH RACK - DESKINNED

The pinnacle of racked New Zealand venison. Selected from younger animals and then aged to perfection to maximise Cervena's deliciously distinctive taste and tenderness. Silverskin removed and ribs fully frenched for maximum convenience and zero wastage.

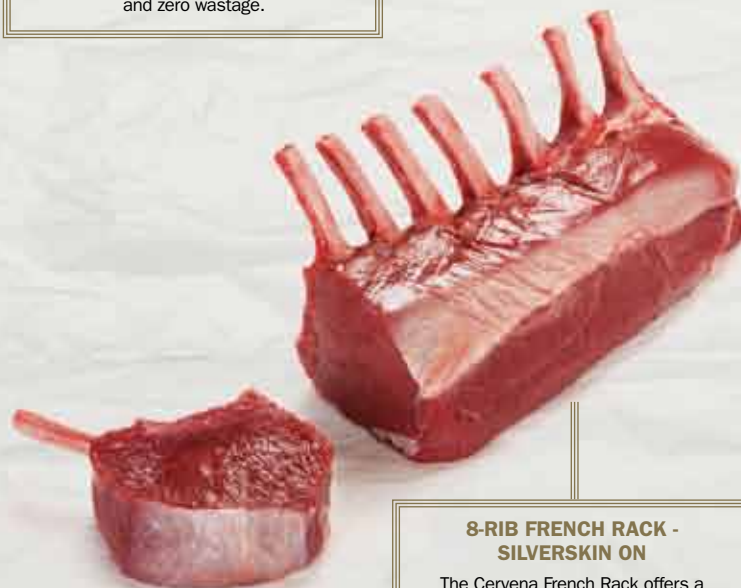


## BONELESS SHORT LOIN - DESKINNED

Epitomises the New Zealand farm-raised venison eating experience. Boneless, incredibly lean and full of enticingly rich Cervena flavours. Consistent quality and fantastic yield guaranteed.

## BONELESS WHOLE LOIN - SILVERSKIN ON

A premium, boneless cut bursting with the unique and subtle flavours of New Zealand farm-raised venison. Harvested at a prime age for ultimate tenderness. Silverskin intact helps retain the natural juices during cooking.



## 8-RIB FRENCH RACK - SILVERSKIN ON

The Cervena French Rack offers a healthy yet indulgent eating experience with spectacular presentation options for today's chef. Selection from younger animals maximises Cervena's deliciously distinctive taste and tenderness. Silverskin intact helps to retain the natural juices during cooking.



## TENDERLOIN BUTT ON

The ultimate Cervena venison experience. An enticing combination of flavour and leanness creates a clean finish for this remarkably healthy and tender cut.



## BONE-IN 11-RIB SADDLE

A versatile primal cut for the skilled chef. 11-Ribs with full tenderloin intact makes this the perfect centrepiece for any banquet with all the health benefits of purely natural, fresh and young Cervena venison.



## 4-RIB FRENCH RACK - SILVERSKIN ON

Delivering the premium quality, taste and tenderness for which farm-raised Cervena Venison is renowned, the 4-Rib French Rack offers a smaller portion size with less preparation time required.





NATURAL TENDER  
**VENISON**

cervena

### LEG STEAKS

Young, lean and always tender, farm-raised Cervena Leg Steaks are the healthy steak choice. Individually portioned for ultimate convenience and optimal yield.

### STIR-FRY

Pre-prepared for your convenience, our farm-raised Cervena Venison Stir-fry adds a natural, healthy New Zealand twist to an Asian classic. Cook quickly over high heat for an inspired stir-fry alternative.

### OSSO BUCCO

A classic venison cut renowned for intense and robust flavours with a fine, melt-in-the-mouth texture. A deliciously rich, bone-in option perfect for slow-cooking.

### HAND-DICED SHOULDER

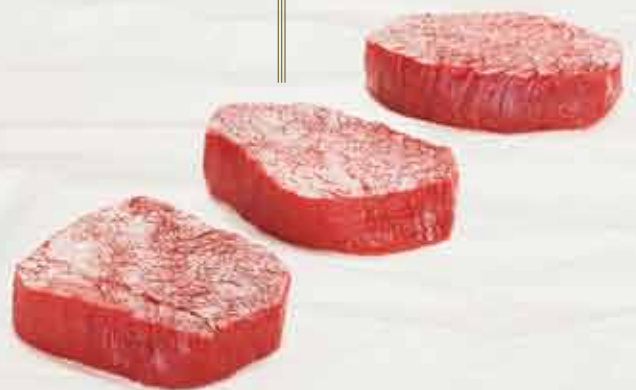
Full of rich, classic venison flavours with the added tenderness and texture of Cervena, further intensified through slow, moist cooking techniques.

### LEG MEDALLIONS

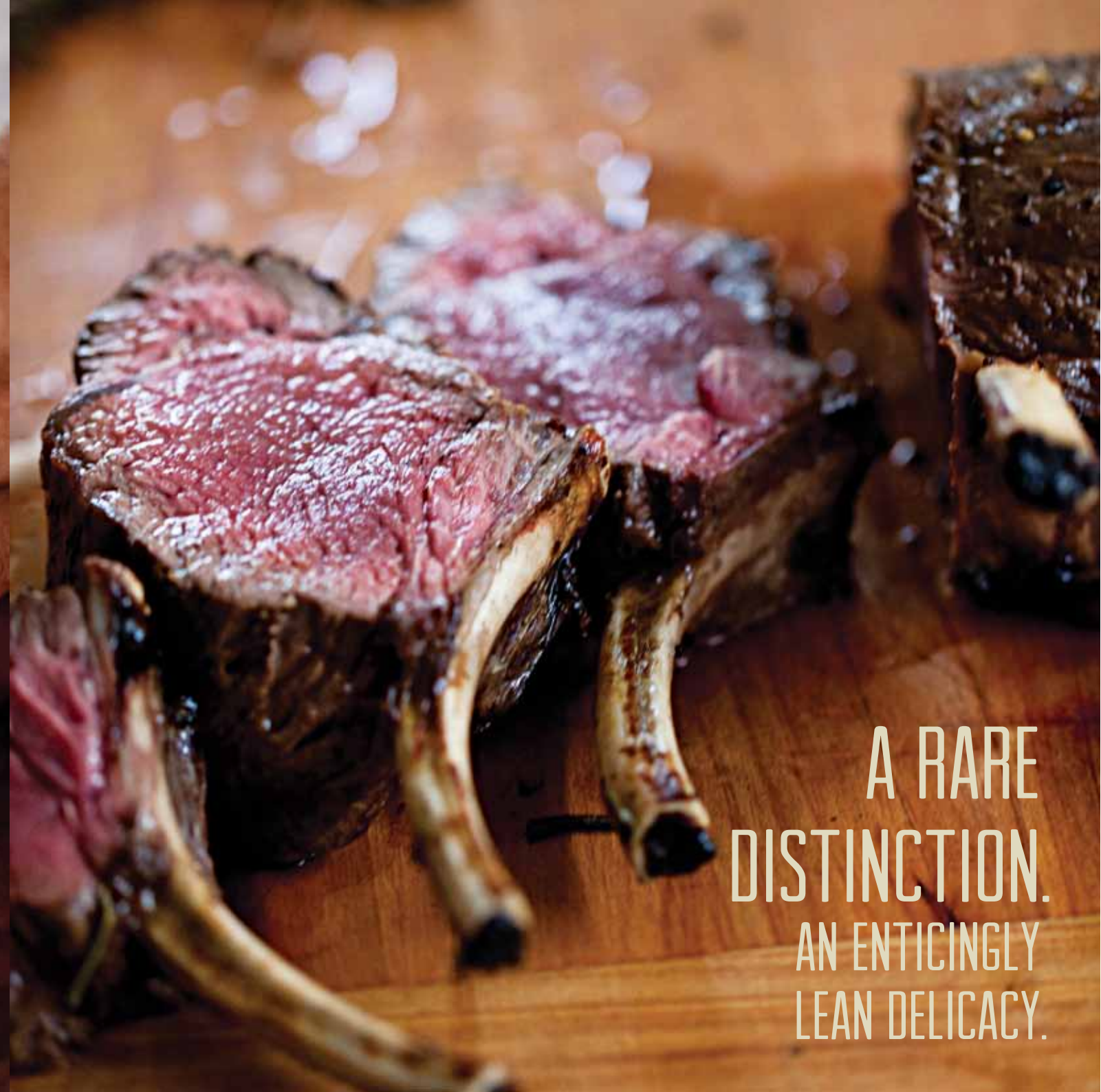
Extra lean and tender with a naturally delicate, melt-in-the-mouth texture. Individually portioned and consistently sized for maximum convenience, zero wastage and endless options for refined plate presentation.

### DENVER LEG

Eight boneless pieces of lean New Zealand farm-raised Cervena Venison harvested at a prime age for ultimate tenderness. Endless preparation and serving options make this a perfect choice for today's food artisans.







A RARE  
DISTINCTION.  
AN ENTICINGLY  
LEAN DELICACY.



# CONTACT / DETAILS.

Silver Fern Farms has offices around the globe.  
Please contact your nearest office for further  
information if required.

## Head Office, Dunedin, New Zealand

Harvest Court, 218 George Street  
PO Box 941  
Dunedin 9054  
New Zealand  
Phone: +64 3 477 3980  
Fax: +64 3 474 1087  
Email: [info@silverfernfarms.co.nz](mailto:info@silverfernfarms.co.nz)

## Belgium

Molendries 11A  
9300 Aalst  
Belgium  
Phone: +32 53 603 150  
Fax: +32 53 603 160  
Email: [info@silverfernfarms.eu](mailto:info@silverfernfarms.eu)

## Canary Islands

Roman Reyes S.L.  
C/. Juan Pablo II, 38 - 2ªA  
38004 - Santa Cruz De Tenerife  
Spain  
Phone: +34 922 283 708  
Fax: +34 922 283 966  
Email: [representaciones@romanreyes.es](mailto:representaciones@romanreyes.es)

## Cyprus

Ghalanex Trading Ltd  
22 Tyrnavou Street  
6037 Larnaca  
Cyprus  
Phone: +357 24 819 081  
Fax: +357 24 819 229  
Email: [ghalanex@cytanet.com.cy](mailto:ghalanex@cytanet.com.cy)

## Germany

Rondenbarg 25  
D-22525 Hamburg  
Germany  
Phone: +49 40 890 6696  
Fax: +49 40 890 66989  
Email: [info@silverfernfarms.de](mailto:info@silverfernfarms.de)

## Greece

Dimos Papaspirou and Co Ltd  
10 Riga Fereou Street  
151 21 Pefki, Athens  
Greece  
Phone: +30 210 802 1610  
Fax: +30 210 805 0035  
Email: [info@papaspirou.com](mailto:info@papaspirou.com)

## Hong Kong

Room 1403, New Landwide Commercial Bldg  
73 Kimberley Road  
Kowloon  
Hong Kong  
Phone: +852 2366 0002  
Fax: +852 2366 9691  
Email: [hongkong@silverfernfarms.co.nz](mailto:hongkong@silverfernfarms.co.nz)

## Italy

A Alquati SRL  
C.so Garibaldi 86  
26100 Cremona  
Italy  
Phone: +39 037 229 629  
Fax: +39 037 2410 967  
Email: [ralquat@tin.it](mailto:ralquat@tin.it)

## Japan

#203 Canal Nihonbashi 2175  
Nihonbashi - Kayabacho  
Chuo-ku  
Tokyo 103-0025  
Japan  
Phone: +81 3 5614 1255  
Fax: +81 3 5614 1256  
Email: [japan@silverfernfarms.co.nz](mailto:japan@silverfernfarms.co.nz)

## Korea

Rm 801, Doosan We've Centium  
158 - 4 Samsung-Dong  
Kangnam-Gu, Seoul  
Korea  
Phone: +82 2 554 8150  
Fax: +82 2 554 8051  
Email: [korea@silverfernfarms.co.nz](mailto:korea@silverfernfarms.co.nz)

## Middle East

PO Box 978  
PC 131, Hamriya  
Muscat  
Oman  
Phone: +968 24789 647  
Fax: +968 24789 649  
Email: [middleeast@silverfernfarms.co.nz](mailto:middleeast@silverfernfarms.co.nz)

## Portugal

T2 Trading Lda  
Praceta Terras da Mina  
Lote 2 - Loja 2B  
2620-486 Ramada  
Portugal  
Phone: +351 21 934 1219  
Fax: +351 21 934 1209  
Email: [cristina.simao@t2trading.com](mailto:cristina.simao@t2trading.com)

## United Kingdom

The Stables, Four Mile Stable Barns  
Cambridge Road  
Newmarket  
United Kingdom  
Phone: +44 1223 810 800  
Fax: +44 1223 810 839  
Email: [sales@silverfernfarms.co.uk](mailto:sales@silverfernfarms.co.uk)

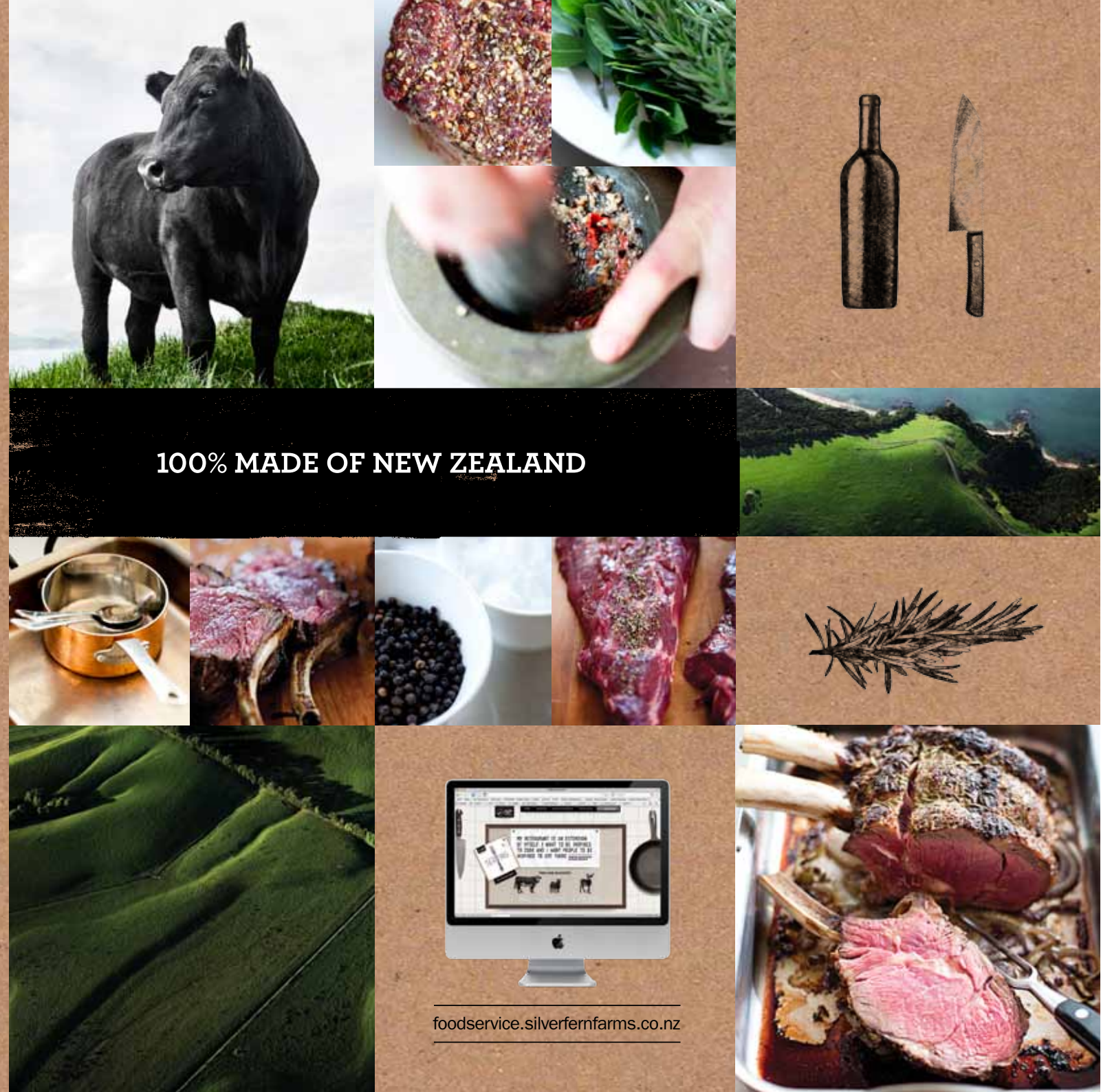
## Storage Instructions:

Keep all products refrigerated below 4°C.

[foodservice.silverfernfarms.co.nz](http://foodservice.silverfernfarms.co.nz)



CERVENA® IS A REGISTERED TRADEMARK  
OF THE CERVENA TRUST. ©



[foodservice.silverfernfarms.co.nz](http://foodservice.silverfernfarms.co.nz)



**100% MADE OF  
NEW ZEALAND**

© Silver Fern Farms Limited 2012



**SILVER  
FERN<sup>™</sup>  
FARMS**