

# Angus burger demand boosts Southland beef sales

COLLETTE DEVLIN

Last updated 08:40 07/10/2011



**JOHN HAWKINS/The Southland Times**

**TREASURED STOCK: David Marshall, of Taramoa near Wallacetown, working with his angus beef stud stock, which can be traced back to the 1860s.**

Southern angus beef farms are being boosted by the popularity of McDonald's angus burgers in the region.

Taramoa angus beef breeder David Marshall said the high sales of angus burgers at the fast-food restaurant has had a direct influence on the market, which has led to a record sales of Southland angus beef and it looked as if they were set to rise further.

Mr Marshall's family have been breeding angus since the 1940s and his herd can be traced back to the 1860s when the first angus cattle arrived in New Zealand.

He has 130 stud cows and supplies the breeding programme for McDonald's.

"About 200 more angus breeding bulls were sold into the breeding programme than other years," he said.

"Southland supplies a small amount in comparison to the rest of the country but we are still seeing good returns. McDonald's has given us a market for our secondary cuts," Mr Marshall said.

New Zealand AngusPure chairman Tim Brittain said angus cattle had been receiving premiums right throughout the supply chain and the McDonald's Angus programme was a vital part of that, with sales volumes and prices at record levels.

"Sales of two-year-old bulls at auction rings have increased in price by an average of \$1240. Coupled with a 40 per cent rise in the number of bulls sold, this represents an increase of more than \$3 million to angus bull breeders across the country," he said.

AngusPure's partnership with McDonald's has enhanced the beef branding programmes and helped to make angus the breed commercial beef farmers want to farm, Mr Brittain said.

McDonald's has bought 1.7 million kilograms of New Zealand angus beef since teaming up with AngusPure and introducing a premium burger range two years ago.

McDonald's managing director Mark Hawthorne said the restaurants were dedicated to supporting "Kiwi suppliers" wherever possible, including farmers, bakers, growers, fisheries and produce suppliers in Southland.

"Last year alone, we spent more than \$150m with suppliers across New Zealand ... these suppliers are from the same areas as our franchisees and the relationships we share with suppliers like Angus, are extremely important to us," Mr Hawthorne said.

There was also a global demand for quality New Zealand beef with more than 35 million kilograms supplied to McDonald's outlets worldwide, he said.

## **Southland**

Retrieved December 16, 2011 from [www.stuff.co.nz/Southland-times/farming/5737333/Angus-burger-demand-boosts-Southland-beef-sales](http://www.stuff.co.nz/Southland-times/farming/5737333/Angus-burger-demand-boosts-Southland-beef-sales)