



'GUNDOOEE' the Organic family farm

The Lennon family, owners of 'Gundooee', produce premium quality Wagyu beef from a certified organic pasture production system, and make it readily available to the Australian market.

Nestled in the hills near the top of the Great Dividing Range and about an hour north of Mudgee, the property 'Gundooee' was first settled in 1830.

Today 'Gundooee' is 800 ha, running up to 400 head of mixed age cattle. The Lennons have encouraged the return of native grasses, shrubs and trees with strategic grazing and an organic approach to weed control. Understanding and developing healthy, balanced soils is their greatest priority on the farm.

Having received full 'A Grade' certified organic status in 2004, the Lennons continue to develop their environmental management practices, apply low and no stress stock handling principles, and adhere strictly to the Australian organic standard.



Our family is as proud of the beef we produce as we are of the way we produce it. Knowledge and understanding through education and commitment provide the impetus behind our goal: To produce our unique style of Organic Wagyu beef to share with other Australians – naturally.

**Gundooee Organic Wagyu is available from a number of select outlets.
To find out more about Gundooee, visit:**

www.gundooeeorganics.com.au



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GUNDOOEE
organics

AUSTRALIAN STYLE

**Premium quality Wagyu beef
from a natural and certified
organic production system**



Wagyu explained



Delicious & Healthy



Wagyu refers to all Japanese beef cattle:
(**Wa** – Japanese style, **gyu** – Cattle)

Wagyu cattle were originally draft animals used in agriculture, selected for their physical endurance.

This selection favoured animals with more intra-muscular fat cells (marbling) which provided a readily available energy source.

It is this marbling that makes Wagyu beef the most tender, delicious beef in the world.



Our contented cattle graze native organic pastures and enjoy some supplementary feed. This makes Gundooee Organic Wagyu tender, juicy and rich with traditional flavours.

The Natural Choice:

- ✓ Rich flavour
- ✓ Certified Organic
- ✓ Single Origin
- ✓ Certified Wagyu
- ✓ Pasture fed on native perennials
- ✓ Free of Hormonal Growth Promotants and GMOs
- ✓ Healthy omega 3 & 6 ratio
- ✓ Higher percentage of mono-unsaturated fats than other beef breeds
- ✓ Low-stress stock handling
- ✓ Carbon conscious farming
- ✓ Low food miles
- ✓ DNA traceable back to farm
- ✓ Supports habitat for native flora and fauna
- ✓ Family farm - 100% Australian owned and operated

Why Organic?

Organics is about understanding the diverse natural systems, and passively and patiently creating the environment for what you want.

We have found that by maintaining fertile, balanced soils, the pastures, cattle and the farming enterprise as a whole find their own balance and prosper accordingly.



Cooking Your Wagyu Steak

1. Ask your butcher for **Gundooee Certified Organic Wagyu**, with steaks cut to a thickness of 18-20mm, especially if you prefer your meat a little rare.
2. Meat should be at **room temperature** before cooking. Wagyu fat has a lower melting point than other meats, and needs to be cooked faster to maintain juiciness and that silky taste on the tongue.
3. Use a **pre-heated flat or ribbed BBQ plate**. Grease the plate first with a piece of fat from the outside of the steak - the plate should start smoking a little, but not flame. Season meat with sea salt on both sides (optional).
4. **Cook the first side for three minutes then sear the other side for a further two minutes.** If your plate is the right temperature, the meat will have a delicious golden caramelised crust – the only way to eat Wagyu.
5. **After cooking, cover and rest for five minutes**
The retained heat will continue to slowly cook the centre, distributing the juices and increasing tenderness and succulent flavours.
6. **Serve and eat.** The meat should have changed to a dull pink on the inside. The silky taste of Wagyu needs no garnishing, but a little cracked pepper can be a mouth-watering addition.

BBQ COOKING TIPS:

- Defrost frozen meat slowly to minimise loss of juices.
- If steaks like 'blade' are curling during cooking, make a small cut on the outside edge of the steak for even cooking.
- A burned toffee flavour in the steak indicates the plate was too hot at searing.
- If the steak is losing juices on the rack, this indicates the plate was not hot enough at searing.