



**CulturalPulse**  
Activating Today's Australia

Meat and Livestock Australia  
Beef and Lamb  
Cultural Discovery Qualitative Research



**{Bastion**<sup>TM</sup> **INSIGHTS**

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# Research objectives and overview



# Business and Research Objectives



## Business Objectives

Meat & Livestock Australia (MLA) aims to increase the awareness, market penetration and consumption frequency of beef and lamb among key Chinese demographic segments within Australia, aligning with cultural preferences and driving sustainable growth.



## Research Objectives

### **Behaviours, Attitudes, and Cultural Preferences towards Beef and Lamb**

- Understand perception of beef and lamb among diverse Chinese audience groups.
- Identify the specific preferences for beef and lamb cuts, preparation methods, and consumption occasions.
- Understand regional variations in beef and lamb consumption within China and among Chinese communities in Southeast Asia.

### **Influential Factors in Beef and Lamb Choices and Trends**

- Recognise the impact of product availability and marketing in retail environments and restaurants.
- Determine current trends in the Chinese food market, such as health and nutrition, convenience ('ready to go'), and premium food choices.
- Assess the impact of food influencers and media on beef and lamb consumption trends among Chinese audiences.
- Identify meals and key cultural occasions most relevant for beef and lamb.
- Identify any other key factors that could impact and influence younger Chinese audiences and households.

### **Effective Communication and Engagement**

- Evaluate insights for their potential to influence consumer behaviour and improve market engagement.
- Uncover gaps in current information delivery of beef and lamb that may hinder effective engagement with Chinese audience groups.
- Identify the marketing levers and channels most likely to drive behaviour change.
- Recognise culturally tailored communication and engagement strategies that resonate with key Chinese audience groups.

# Discovery Approach Overview

## 1 Project Scope & Desk Research

Conduct an independent knowledge audit, desk research, and ideation with the creative team and strategists.

Obtain initial insights from the knowledge audit and desk research, as well as in-depth understanding of the target consumers, the food industry and cultural insights.

Define hypothesis and cultural behaviours, attitudes, and barriers for testing and further exploration.

## 2 Cultural Discovery Businesses & Consumers

6 x In-store visit & immersion + in-depth interviews (IDI) with Chinese butchers.

4-6 x In-store visit & immersion + in-depth interviews (IDI) with Chinese restaurateurs / chefs.

2 x in-depth interviews with food influencers.

2 x focus group discussions with Chinese consumers.

- 1 x China mainlanders, good mix of north and east regions
- 1 x Non-Mainlander Chinese, good mix of Hong Konger, Taiwanese and Chinese from SEA i.e. Malaysian, Singaporean.

To explore attitudes and preferences to validate key assumptions and factors about the consumption of beef and lamb aligned to current hypotheses.

Consolidate and prioritise key insights/learnings that are critical to deliver more relevant and culturally appropriate communication and engagement to key Chinese audiences.

## 3 'TEST & LEARN' Creative & Activation Brand Concept

Ideate concepts for testing to drive frequency and penetration of Beef and Lamb.

Design concept and testing method to evaluate impact on confirmed hypotheses and key Chinese audience groups.

Conduct Creative & Activation concept testing with key Chinese target audience groups.

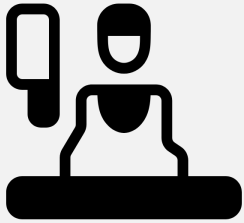
Share Creative & Activation concept testing learnings with MLA.

Refine and optimise final Creative and Activation concept.

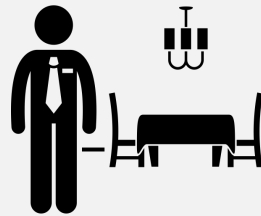
# Who we spoke to and visited



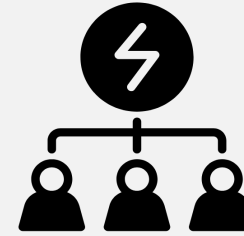
## In-store Visit & Immersion + Street Intercepts



6 x Chinese Butchers



8 x Chinese Restaurateurs



## 2 x Focus Groups with Chinese Consumers

- Chinese mainlanders, including representation from northern and eastern regions.
- Non-Mainlander Chinese, including Hong Kongers, Taiwanese and Chinese from SEA. i.e. Malaysian, Singaporean



2 x In-depth Interviews with Food Influencers to Chinese Consumers



We also conducted a desktop research review of existing research

# Chinese consumption of beef and lamb



# North versus South China 南北差异 in the context of beef and lamb



Significant differences exist in **weather, geography, history, economy, resources, culture, and policies** between the northern and southern regions of China: a distinction that has persisted for centuries.



These disparities extend to **culinary preferences and meat consumption** among the inhabitants of these regions.



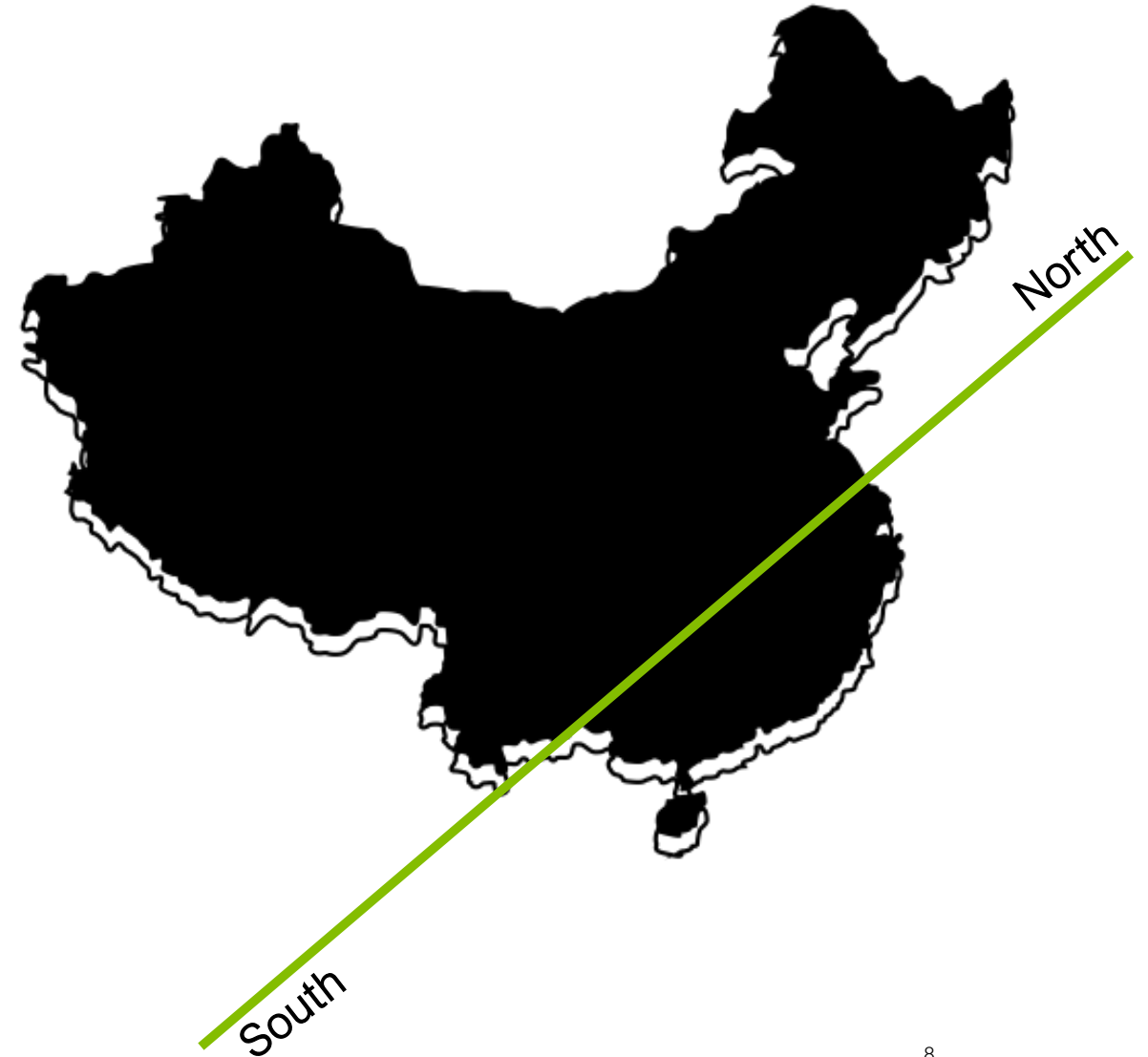
Inhabitants in the **northwest region** are heavily influenced by **Mongolian and Middle Eastern cultures** and ways of life, while the northeast is likely influenced by Russia and neighboring countries such as Korea. Both regions have **easy access to beef and lamb stocks**, which are well-incorporated into their day-to-day consumption owing to centuries of history.



Many early Chinese settlements in Western countries (including Australia) and Southeast Asian countries **originated predominantly from the southern part of China**.



While there may be limited data and research, firsthand observations indicate a **notable increase in the population of Northern Chinese immigrants in Australia** – one of the biggest shifts we have observed in the last 10-15 years.



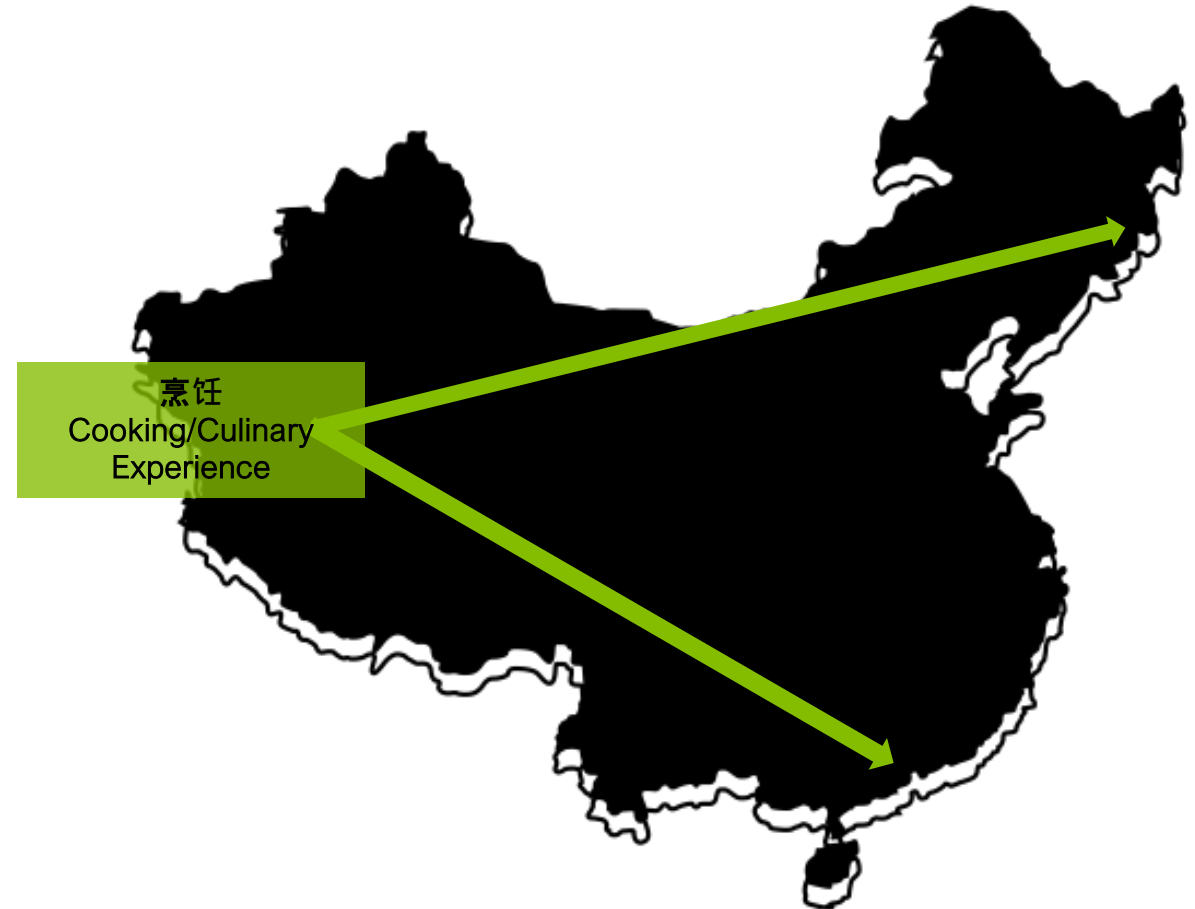
# From the 'Mountains to the Sea': shifting trends in beef and lamb consumption



In mountainous regions of the North of China, there is higher consumption of **red meats** such as beef and lamb, while coastal areas have historically had less access to beef and lamb and lean towards **white meats** such as pork and chicken, in addition to the more plentiful seafood.

Mountain dwellers tend to employ **direct and simple cooking methods** for red meats, whereas coastal communities use **more refined and diverse cooking techniques**.

Mountain cuisine often incorporates a variety of dry spices to **enhance the flavour and aroma** of red meats, while coastal cooking uses different fresh ingredients/vegetables and methods to **mitigate or mask the taste and smell** of red meats.



# How the Chinese view food...and the concept of protein



Red Meat = Raw ingredients ≠ Edible Food

Red Meat →  Cooking = Edible Food



**Good meat** articulated by Chinese is fresh, tender & juicy, no strong smell, organic/grass-fed/natural, no preservatives or other chemicals

Raw ingredients (often ONE type of meat with specific vegetables) +  Specific ways of Cooking = Holistic nutrition (including protein)

# Many common ways of cooking in Chinese cuisine



炒 (chǎo)	Stir-fry	烩 (huì)	Saute
爆 (bào)	Quick-fry	炆 (qiàng)	Blanche
溜 (liū)	Velvet	腌 (yān)	Marinate
炸 (zhá)	Deep-fry	拌 (bàn)	Mix
烹 (pēng)	Boil	烤 (kǎo)	Bake
煎 (jiān)	Pan-fry	冻 (dòng)	Freeze
贴 (tiē)	Pan-sear	拔丝 (bá sī)	Candy
烧 (shāo)	Roast	蜜汁 (mì zhī)	Glaze with honey
焖 (mèn)	Braised	熏 (xūn)	Smoke
炖 (dùn)	Stew	卷 (juǎn)	Roll
蒸 (zhēng)	Steam	焗 (jú)	Bake or Roast
氽 (tǔn)	Poach	卤 (lǔ)	Braise (in soy sauce and spices)
煮 (zhǔ)	Simmer	滑 (huá)	Slippery, typically referring to a cooking method resulting in smooth textures



Cooking (烹饪) is not a simple term in Chinese culinary experience. It encompasses over 20 common methods of cooking, not only seen in restaurants but also in home kitchens.

The sophistication of 'Chinese cooking' reflects its long-lived culinary traditions and cultural heritage.

# Iconic beef dishes in China

牛肉饺子  
Beef Jiaozi Dumplings



兰州牛肉面  
Lanzhou Beef Noodle Soup



中式烧烤牛排骨  
Chinese BBQ Beef Ribs



红烧牛仔骨  
Chinese Braised Beef Short Ribs



Beef is widely integrated into the daily diet of both northern and southern Chinese regions and is known for its versatility.

Its popularity and usage are less distinct between the north and south compared to lamb.

海南牛肉面  
Hainan Beef Noodle Soup



四川麻辣火锅  
Sichuan Spicy Hot Pot



牛肉馄饨汤  
Beef Wonton Soup



宫保牛肉  
Imperial Beef with Peppers Stir-fry



蒙古牛肉  
Mongolian Beef Stir-fry



# Iconic lamb dishes in Northern vs Southern China



老北京铜锅涮肉  
Beijing Mutton Hotpot



羊蝎子  
Lamb Spine Hotpot



东北烧烤羊肉串  
Lamb Skewer



People in Northern China enjoy a variety of dishes made with lamb, and it has become an integral part of their daily diet. In contrast, lamb dishes are much less common in the Southern part of China.

Some distinctive differences in consuming lamb include:

North West 'Simple, BBQ style, whole lamb, internal organs';  
North East 'Use of spices, more complicated ingredients and cooking methods',  
whereas, South 'simple soups and stews'

羊肉泡馍 (Paomo)  
Leavened Flat Bread Soaked in Lamb Soup



羊杂碎  
Cooked Chopped Entrails of Sheep



新疆烤羊肉串  
Lamb Kebab



羊杂碎汤  
Soup made of chopped entrails of sheep



烤全羊  
Roast Whole Lamb



手抓羊肉  
Hand Grab Mutton



红汤羊肉  
Lamb in Spicy Red Oil Soup



藏书羊肉  
Cangshu Lamb Soup



胡萝卜羊肉汤  
Carrot and Lamb Soup

# An overview of Chinese migration waves and familiarity with beef and lamb



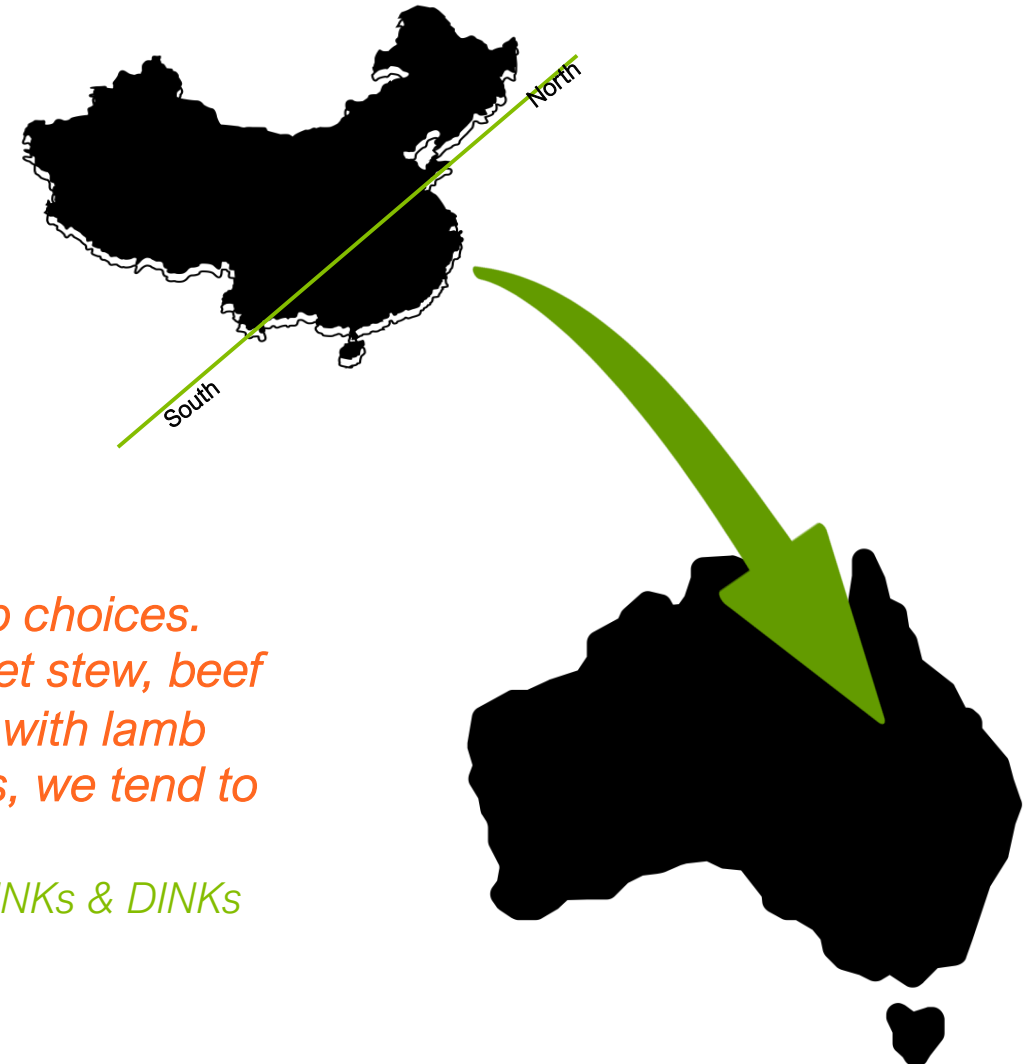
# 1. Southern Chinese migrants in Australia



The majority of Chinese migrants currently originate from mainland China.

Second-generation and above Chinese Australians with roots in South China may have limited knowledge of lamb, and it may not be their preferred daily meat.

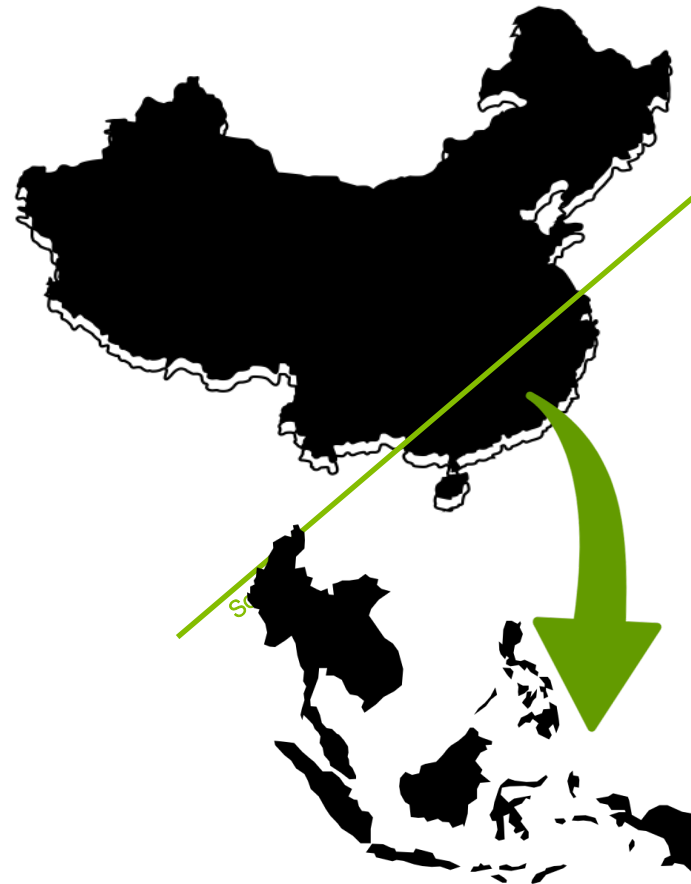
Although historically people did not eat a lot of beef, it's a common and familiar option for people.



*"Our diet generally leans to pork and chicken as the top choices. We only sometimes eat lamb and beef, such as beef brisket stew, beef curry, and sometimes we have barbecues with friends, with lamb skewers and beef skewers, and hotpot. In these situations, we tend to consume some beef and lamb."*

*Mainlander China Chinese Focus Group, from Southern China, SINKs & DINKs*

## 2. Diaspora (Southeast Asian) Chinese migrants in Australia



*"I never eat lamb back home, I only started eating lamb in Australia, but I can't completely remove the gamey taste when I cook it at home. I wish someone can pre-mix the ingredients for me when I buy lamb, I will feel more confident cooking it more often at home."*  
*SEA Chinese Focus Group, families*



The majority of Chinese in Southeast Asia (SEA) originally migrated **from the southern part of China** before later moving to Australia, either themselves or in subsequent generations.

The current Chinese population living in SEA consists mainly of **second to fourth-generation migrants** from southern part of China.

Most Chinese in SEA do **not include beef and lamb** as their daily meat intake. Lamb, in particular is **unfamiliar** to many of them.

Second-generation and above Chinese Australians from Southeast Asia, consequently, may have **limited knowledge** of lamb, and it may not be their preferred daily meat.

Migrants from SEA seem to be more open, and more adapted to 'western ways' of consuming beef and lamb

### 3. Northern Chinese migrants in Australia

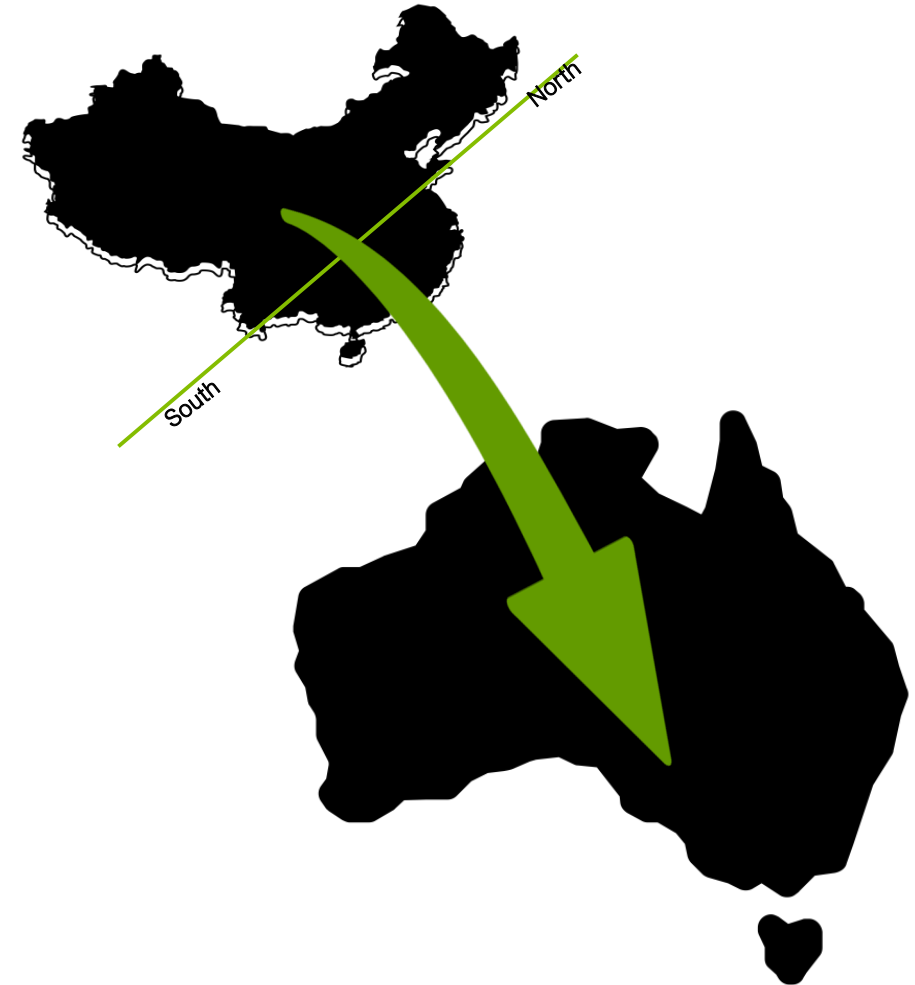


The majority of Chinese migrants originally from the North part of China settled in Australia with in **more recent years**.

They likely maintain their dietary habits as a means to **stay connected to their roots**.

Beef and lamb remain a daily meal practice for them, but the preparation and consumption methods mirror those **used in their homes**, aiming for authenticity.

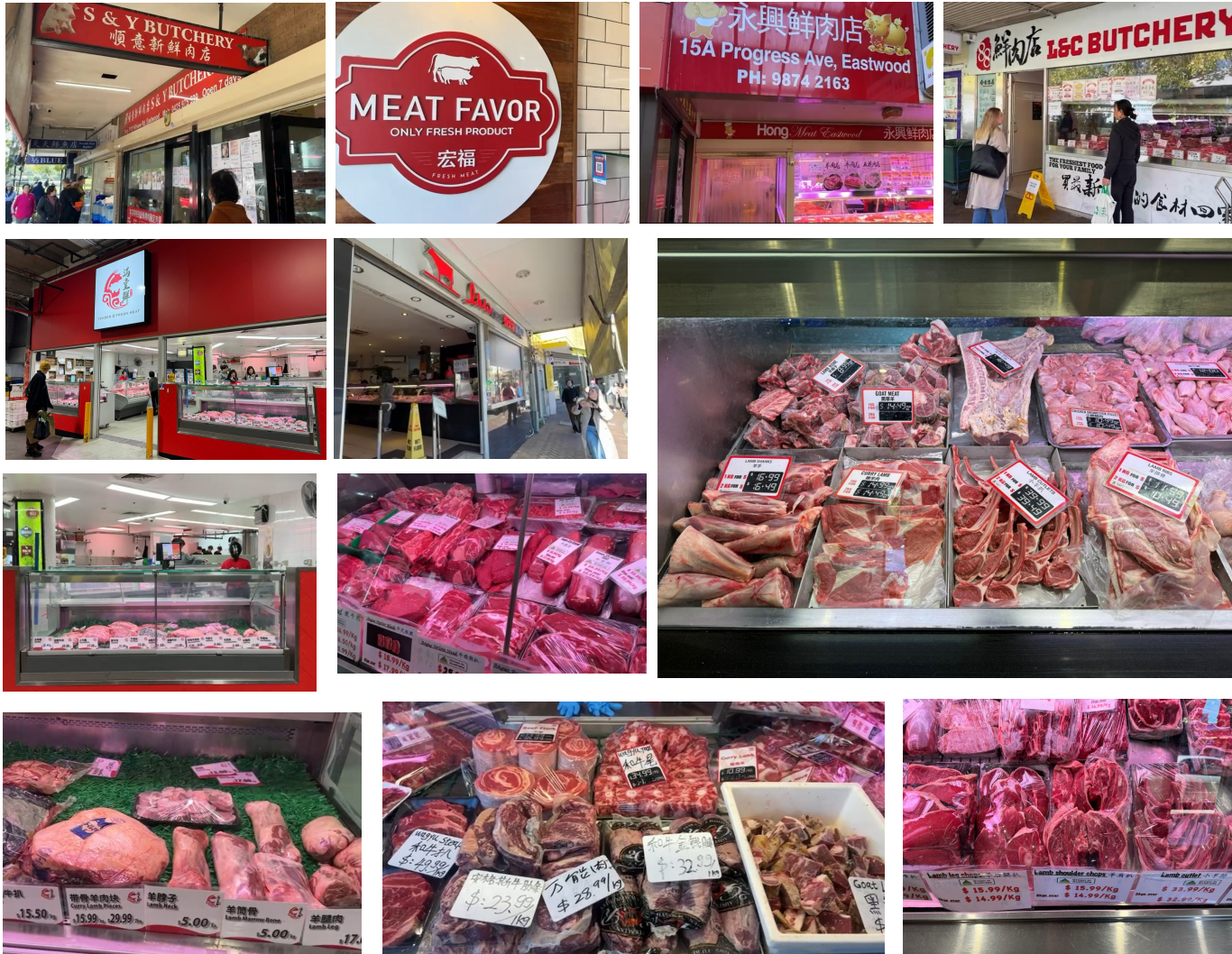
*“Oh, we eat beef and lamb at home all the time! Now I am in Australia, of course, I will take good advantage of the lamb and beef here because Australia has the best lamb and beef!”* Mainlander China Chinese Focus Group, from Northern China



# Cultural Discovery Learnings



# Perception of Australian beef and lamb as Superstars!



The perception of Australian beef and lamb is highly positive, often described as fresh, top quality, world-renowned, and grass-fed, offering a premium experience. It's an aspirational choice even before arriving in Australia.



Access to Australian beef and lamb is easy, and Chinese consumers, regardless of which region they are from, take full advantage of it. Some even prefer beef over pork, claiming it tastes better.



A wide variety of dishes and cooking methods fully utilise beef, showcasing its versatility. Lamb is often perceived as even more premium than beef. For example, currently most prefer to consume lamb when dining out rather than cooking at home.

# How Chinese Australians consume beef



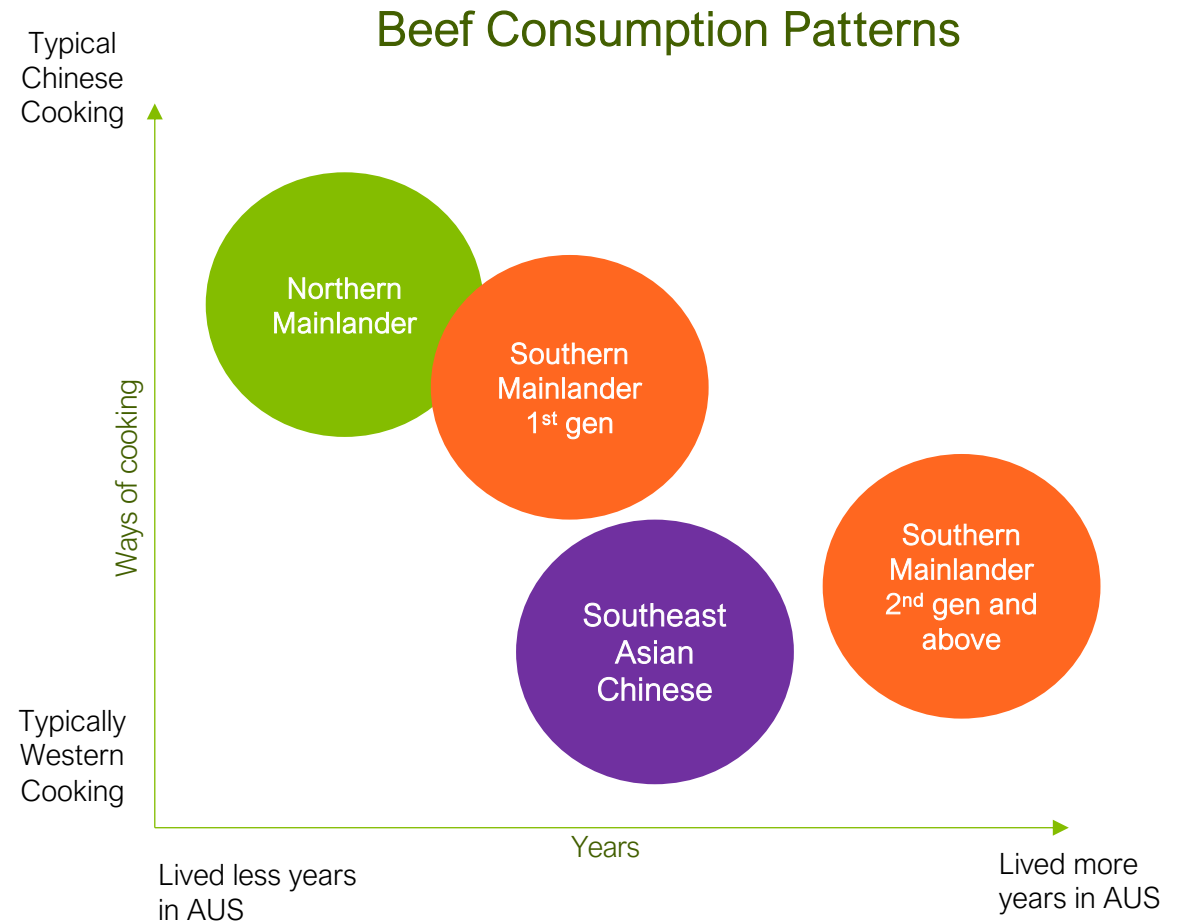
# Correlating years in Australia and Chinese migrant grouping with beef preferences



Northern Mainlanders have integrated beef into their daily diets for centuries, with sophisticated cooking methods that they've brought with them to Australia. While **residing in Australia for shorter periods** (15 years or less), replicating beef dishes from their countries of origin holds strong emotional significance for them - **it's a way of staying connected to their roots and culture.**

Southern Mainlanders: are represented not only by first-generation Chinese migrants in Australia, but also by many second-generation and above. While **beef may not have been a staple in their daily diets**, if they were born overseas, many have adopted a more **"Westernised" approach to beef consumption**, especially among the second generation born in Australia. Their consumption of beef **reflects a fusion of culinary influences.**

Southeast Asians/Chinese: may not typically have beef as a daily dish, but **they aspire to fully immerse themselves in Australian beef culture** as a symbol of aspiration. Influenced by fusion culinary traditions in their countries of origin, particularly as second or third-generation migrants originally from Southern China, they easily transition to the "Australian way" of consuming beef, particularly steaks. However, the key difference lies in their approach to sharing: **they prefer to cook the steak and cut it so that it can be easily shared with everyone at the dining table.** It's certainly not just an individual dish.



# Cooking beef at home versus eating beef out



Beef / Dining Out = 'more traditional ways of meat preparation consumption.



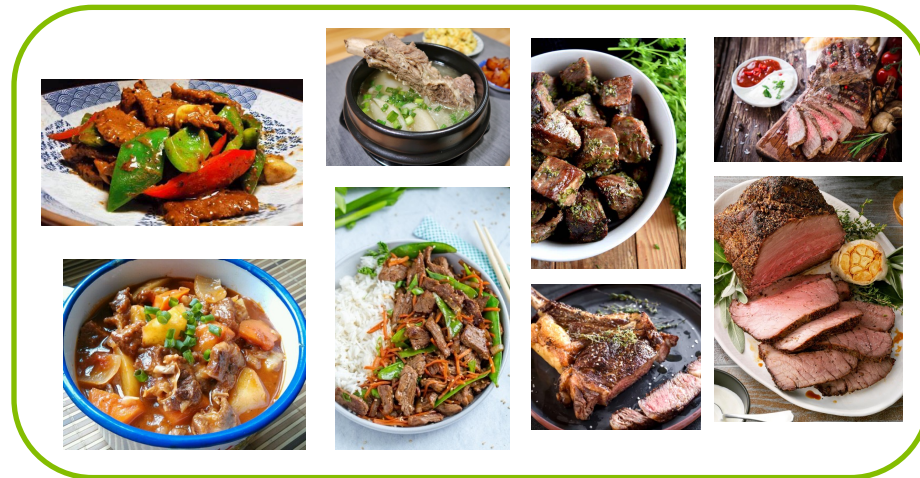
Dine out



Beef / Home Cooking = 'Consumers feel more confident preparing beef at home, it is versatile and there is a wider range of dishes being prepared.



Home cooking



Source: Photos from FGDs, where participants selected online images to represent common lamb and beef dishes ordered either at restaurants or cooked at home.



# What beef cuts do Chinese Australians commonly consume from butchers?

Of the wide variety of beef cuts available in Chinese butchers, pan fried options were highlighted as highly valued based on their **convenience, quality and nutrition.**

Chinese butchers are considered good value, high quality and they 'understand me'. However, interviewees also shared stories of purchasing meat from supermarkets.

Beef spare rib



Ossobucco



T bone steak



Sirloin steak



Rump steak



Round steak



Scotch fillet



# Insightful consumer respondent verbatims - beef



*"I am from Chongqing, so we often eat beef offal. After processing it with spicy and numbing flavours, it becomes very fragrant." - Mainlander China Chinese Focus Group, from Northern China, SINKs & DINKs*

*"Our diet generally prefers pork and chicken as the top choices. We only sometimes eat lamb and beef, such as beef brisket stew, beef curry, and sometimes we have barbecues with friends, with lamb skewers and beef skewers, and hotpot. In these situations, we tend to consume some beef and lamb." - Mainlander China Chinese Focus Group, from Southern China, SINKs & DINKs*

*"I don't eat beef back home because of my religion, but I eat beef in Australia now, because Australia has the best beef!" – SEA Chinese Focus Group: Families*

*"In China, there is perhaps more focus on experiencing different flavours through seasoning. If the cooking is simple, like in Australia, the spices are chosen to enhance the natural taste of the ingredients rather than to add extra flavours, serving more as a compliment." - Mainlander China Chinese Focus Group, from Northern China, Families*

*"I cook steak at least once at home, it just so easy and healthy, I just need to either pan fry it or throw it on BBQ because the quality is so good, I don't even need to fully cook it like how typical Chinese dishes!" – SEA Chinese Focus Group, families*



# How Chinese Australians consume lamb





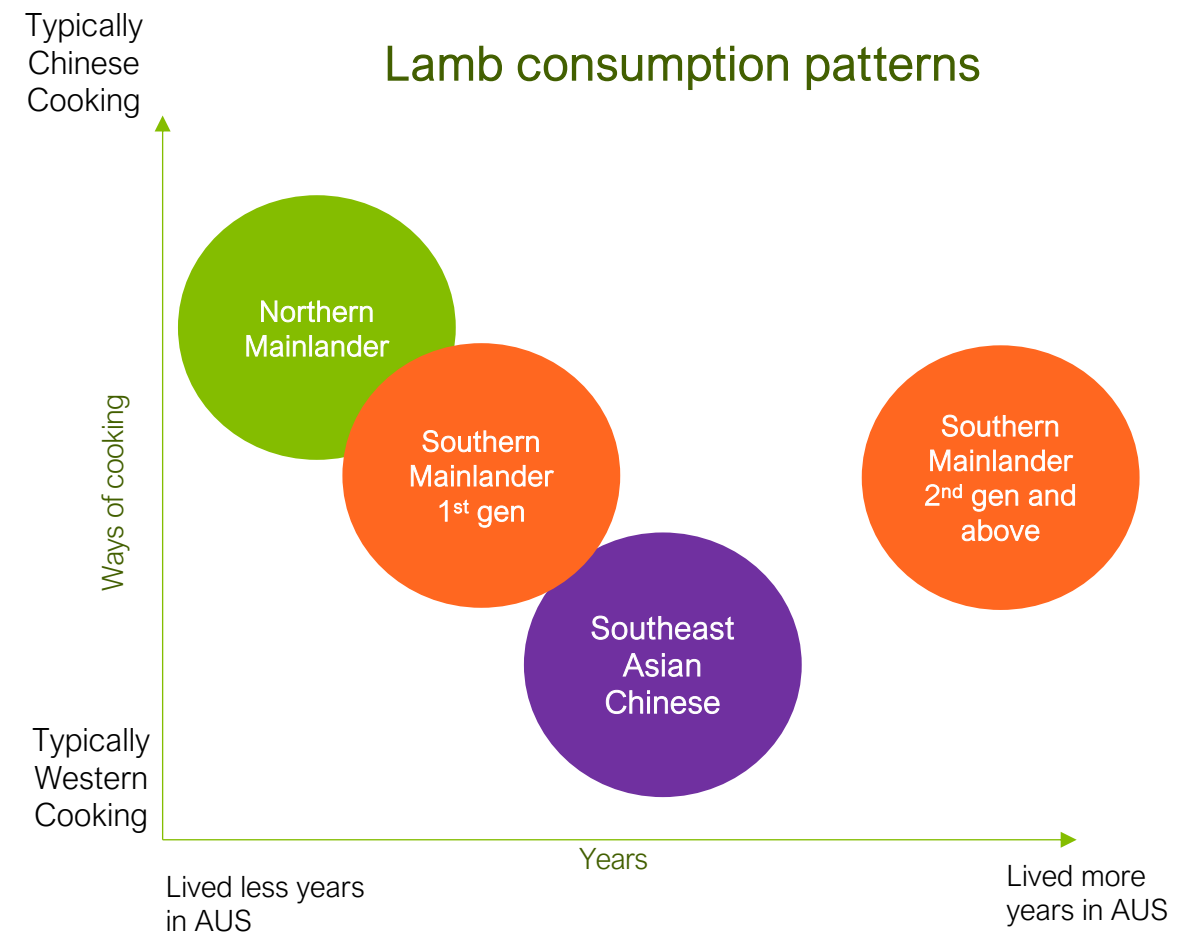
# Correlating years in Australia and Chinese migrant grouping with lamb preferences

Northern Mainlanders have seamlessly integrated lamb into their daily diets for centuries, showcasing sophisticated cooking techniques/ways that are gradually being introduced to the Australian market. **There's a strong emotional connection to lamb**, with individuals consuming all parts of the animal, from the meat itself to its organs. They often consume lamb in Australia however, many prefer have lamb when dine out as they claim cooking lamb is 'troublesome' 'not easy'.

Southern Mainlanders typically do not include lamb as a regular part of their diet; some may consume it only on the first day of winter (冬至). When they do consume lamb, it's usually in simple, soup-based dishes. Lamb is not their top-of-mind meat choice when purchasing meat for home cooking in Australia.

Southeast Asians/Chinese typically consider lamb rather exotic, as it's not a familiar meat in their countries of origin. However, they are keenly aware of the quality of lamb in Australia. Being accustomed to the Western and fusion ways of consuming meat in Australia, they often purchase lamb cuts that claim to be "easy to cook" at home. One noteworthy aspect is their exposure to Western concepts of red meat and nutrients,

*"My doctor advised me to eat more red meat like beef and lamb when I was pregnant because I was low in iron. I didn't really eat red meat before that."*



# Cooking lamb at home versus eating lamb out



Dine out

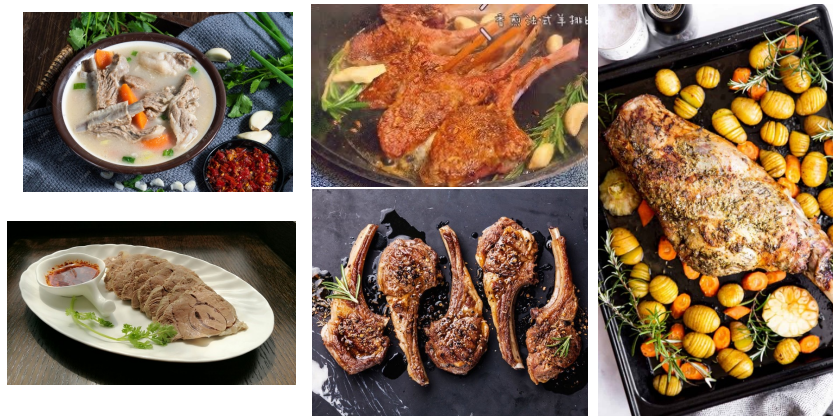


Lamb is often a dining out option for Chinese in Australia. Consumers are less adventurous to cook this at home.

Consumers trust restaurants experienced in traditional methods of cooking lamb to prepare and cook the meat well.



Home cooking



In some cases where they do cook lamb at home, they prefer simple to cook methods (e.g. pan fried) and easy options such as lamb cutlets.

# What lamb cuts Chinese Australians commonly consume from butchers?



Lamb leg chops



Lamb shoulder chops



Lamb cutlet



Lamb rump steak



Lamb loin chops



Lamb shanks



Standing lamb rib



Lamb bone



Of the wide variety of lamb cuts available in Chinese butchers, lamb cutlets and chops were highlighted as a good option for families based on their convenience, quality and nutrition.

For more hearty and traditional cooking such as soups or hotpots, larger and more flavourful cuts were selected e.g. ribs and lamb bones.

Source: photos from fieldwork

# Insightful consumer respondent verbatims - beef



*"I think Australian lamb chops don't have a gamey taste. They are relatively simple to prepare, especially the ones bought from the supermarket. Since they are red meat, they don't have to be fully cooked. Usually, you can just pan-fry both sides and sprinkle some cumin powder, and they're ready to eat."* - SEA Chinese Focus Group, families

*"I find lamb a bit more challenging to handle compared to beef. If you don't have to worry about its gamey taste and you're confident in cooking lamb well, I would try making all kinds of lamb dishes."* - SEA Chinese Focus Group, families

*"I never eat lamb back home, I only started eating lamb in Australia, but I can't completely remove the gamey taste when I cook it at home. I wish someone can premix the ingredients for me when I buy lamb, I will feel more confident cooking it more often at home."* - SEA Chinese Focus Group, families

*"My mum doesn't eat lamb at all because she has never been able to tolerate its gamey taste. However, my dad and I do eat it, although we believe that eating too much beef and lamb can cause internal heatiness. So, we only eat a little occasionally, maybe once a month or in the winter, for its supposed health benefits."* - Mainlander China Chinese Focus Group, from Southern China, SINKs & DINKs

*"Although I don't usually eat lamb because of its gamey taste, I do eat lamb skewers. The spices used in lamb skewers cover up the gamey flavour."* - Mainlander China Chinese Focus Group, from Southern China, SINKs & DINKs

*"The lamb here is better than back home. In China, lamb tends to have more fat because the lamb supplied to supermarkets is usually fed with feed and doesn't get much exercise. Grassland sheep rarely reach such a weight because herders consume them themselves, so they are rarely supplied to supermarkets. Although the lamb supplied to Australian supermarkets is also farm-raised, they have more exercise time compared to those in China. Thus, I find lamb quite tasty here."* - Mainlander China Chinese Focus Group, from Northern China, Families

# Barriers and Opportunities



# Opportunities (not barriers) for beef



## Familiar territory with no major barriers

Beef is a common part of the daily diet for Chinese Australians. Access to beef is easy and Chinese Australians feel confident to take full advantage of this. No health, sustainability (e.g. concerns over production emissions) and cost barriers were identified as impediments to beef consumption amongst the target group.

## Australian beef is highly valued

Beef is considered premium regardless of lived experience, ancestry or number of years in Australia. It is viewed as nutritious, being highly regarded as healthy e.g. for children and during pregnancy.

In addition, it is valued for its versatility and its wide range of applications were acknowledged. We heard from consumers that although they have strong family and traditional ways of cooking beef. They, are also very open to adapt to 'Australian ways' of cooking beef, namely pan fry and grilling which are appreciated for their convenience and home application.

## Beef is not top of mind in comparison

Despite appreciation of its high quality, white meats, namely pork and chicken, are typically preferred over beef based on greater familiarity from traditional and family recipes. This applies in particular for Chinese who originate from Southern China (both directly and via Southeast Asia), who make up the majority of the Chinese diaspora in Australia.

*"Our diet generally prefers pork and chicken as the top choices. We only sometimes eat beef, such as beef brisket stew, beef curry, and sometimes we have barbecues with friends, with beef skewers, and hotpot. In these situations, we tend to consume some beef."*

*Mainlander China Chinese Focus Group, from Southern China, SINKs & DINKs*

# Barriers and opportunities for lamb



## Unfamiliar territory

Lamb is **not a common part of the daily diet** for Southerners as well as Southeast Asians.

Many claim that its strong smell and taste are a big turn-off for them, this is often due to its unfamiliar taste profile and dietary habits.

## Low in confidence to cook at home

Many claim that they **don't know how to handle lamb at home, lacking confidence** in successfully 'masking' or 'getting rid of' its strong smell and taste.

Similarly, due to unfamiliarity, many of their families or parents have not prepared any lamb-related dishes at home, so they were not taught how to manage or cook lamb themselves in Australia.

## Australian lamb is good, but ...

Coupled with unfamiliarity and low confidence, lamb is **not a top-of-mind choice** of red meat for Chinese Australians, particularly when it comes to home cooking.

Those who currently purchase lamb often cook it in the 'Western' way, using methods such as oven roasting, barbecuing, or simple pan-frying. Traditional or sophisticated Chinese methods of cooking lamb are not commonly practised.

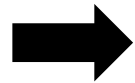
However, there is a growing trend among Chinese Australians to order and explore lamb dishes in restaurants when dining out. (This is due to the increasing number of authentic northern cuisines available in Sydney and Melbourne)

The big opportunity..

“Quality meat speaks for itself; there's no need to overcook it!”



Aussie beef and lamb...  
Not just any red meat!



This will address two key barriers:



**Beef:**  
Consuming more 'whole & premium cuts e.g. steak'

**Lamb:**  
Encouragement to feel more confident to cook at home



# Cultural Discovery Research Findings



# Cultural Discovery Research – butchers and consumers



## Butchers (Supply)

- Both beef and lamb are consistently displayed in the front window displays of all the butchers visited – to showcase high quality of the cuts and to drive traffic to the store.
- ALL butchers claimed that Australian beef and lamb demonstrate top quality and versatility.
- Asian/Chinese butchers display cuts that are specific to certain Asian/Chinese dishes and less 'Western' – more varieties. Consumers are aware of the differences.
- Supply of beef and lamb is adequate with a lot of variety found across the butchers visited.
- Note: Individual stores and butchers were somewhat suspicious and difficult to engage.

## Consumers (Demand)

- Beef is extensively integrated into the day-to-day diet of Chinese Australians, both at home and dining out.
- Lamb, however, is less familiar among Chinese Australians who have migrated from the southern parts of China and some Southeast Asians. Conversely, lamb is a staple in the daily diet of Chinese migrants from the northern parts of China.
- Most Chinese Australian migrants feel more confident in cooking beef at home, whereas confidence in cooking lamb at home is lower.
- Australian beef and lamb are highly esteemed by Chinese Australians, especially among newer migrants.
- Frozen beef including thin strips for stir fries and hot pots and mince for dumplings can be purchased from Asian grocery stores or supermarkets (i.e. they don't necessarily visit butchers to purchase these cuts)
- The major cooking methods are both traditional wok cooking, stewing and boiling for soups, as well as more Australian pan frying, grilling (steak and chops) and baking e.g. lamb shanks.

# Cultural discovery summaries – butchers and consumers



## Restaurants

- Chinese consumers will go out to experience more sophisticated and expensive cuts and unique ways of eating which they would not cook at home themselves e.g. special preparations of lamb that require particular spices and sophisticated cooking.
- Increasingly prevalent availability of Northern Chinese (e.g. Xian themed) restaurants that have lamb options especially
- Northern ways of cooking e.g. hearty lamb dishes are more acceptable and (Chinese) diners are more open themselves to trying different foods whilst eating out
- Restaurants also recognize the high quality of Australian lamb and beef.

## Influencers (Advocates)

- The International Student & Food Influencer: Hardly cooks at home; mostly eats out. Low knowledge of food and ingredients; emphasises presentation, novelty, and overall ambience. Advocates for food, restaurants, and dishes largely based on personal preference or popular trends to gain more followers.
- Stay-at-home Mum & Food Influencer: Eats out and cooks at home. Focuses on 'value for money'; attempts to recreate dishes liked at restaurants at home. Fully utilises quality ingredients available in Australia, such as beef; less familiar with lamb as she is originally from the southern part of China.
- Validates the trend that northern Chinese restaurants are becoming more popular than southern ones.

# Cultural Discovery: Key Insights Summary



- Significant differences exist in beef and lamb consumption between Chinese individuals from the northern and southern regions. Southern and Southeast Asian (SEA) populations tend to adopt more Westernised or fusion approaches when consuming beef and lamb in Australia. Northern Chinese already have a cultural connection to lamb that could be leveraged as increased populations are arriving in Australia and more restaurants appear to be opening to accommodate.
- Among Chinese migrants, Australian red meat is highly regarded as superior, healthy, preservative-free, and naturally nutritious. Consequently, it is believed to require minimal cooking and preparation, resulting in tasty, premium and ... almost 'privileged' eating experiences. It is suspected that Chinese Australians consume more red meat when they dine out compared to cooking at home.
- High-quality Australian red meat is very aspirational, and it is perceived not to necessitate sophisticated and traditional Chinese cooking methods – simple grilling, baking and pan frying is being adopted in the home for ease - 'No need to overcook it'. Beef is highly regarded and 'familiar territory' however it is competing with chicken, pork and seafood in daily household consumption.
- Although lamb has a stronger flavour profile and is less familiar, lamb is considered highly nutritional and 'balanced' for the body and there is an opportunity to educate and showcase how easy and accessible it is and bust the myth that it is difficult to prepare or requires sophisticated cooking. Although there is low confidence in cooking lamb there is some indication of willingness to try new cuts and learn Australian cooking styles e.g. Lamb cutlets
- Fresh cuts of beef and lamb dominate, however thin meat strips are also purchased frozen for a soup style dish. In addition, although mince is less important, it is used for dumplings.
- Chinese Australians will frequent Chinese specialty butchers in addition to supermarket outlets for simple cuts (including frozen and mince), mainly because they are more able to communicate in-language and with cultural understanding, what they want to cook and what cuts of meat they require

Thank you.

