

Bimbella Beef's Brilliant Business



Emmaline Weir, Charlotte Warren and Clay Webb

Blighty Public School



Creative Catchment Kids

Creative Catchment Kids is an initiative of the Murray Darling Association and Wirraminna Environmental Education Centre. It aims to improve engagement between the Local Land Services and school students by providing opportunities for positive and authentic ventures that encourage students to develop creative solutions to agriculture and natural resource management issues.

Wirraminna Environmental Education Centre

The Wirraminna Environmental Education Centre is located in Burrumbuttock, north of Albury in southern NSW. Since 1995, the centre, which is adjacent to Burrumbuttock Public School, has provided opportunities for discovery and learning about the natural environment, the ecology of the local woodlands and the beauty of native plants. www.wirraminna.org

Murray Darling Association

The Murray Darling Association has membership of over 100 Local Government councils in the Murray-Darling Basin, as well as community groups, businesses and individuals with an interest in ensuring that the Basin continues as a valuable asset for all Australians. Since 1950, the Association has initiated various school and community education programs on managing the Basin's land and water resources. www.mda.asn.au



Enviro-Stories is an innovative literacy education program that inspires learning about natural resource and catchment management issues. Developed by PeeKdesigns, this program provides students with an opportunity to publish their own stories that have been written for other kids to support learning about their local area. www.envirostories.com.au

Bimbella Beef's Brilliant Business

Authors: Emmaline Weir, Charlotte Warren and Clay Webb

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School: Blighty Public School

Local Land Heroes

In 2014, students involved in the **Creative Catchment Kids** program researched and wrote stories about 'Local Land Heroes' - people, businesses or industries who contribute to productive agriculture and healthy environments along the Murray and Murrumbidgee rivers. The program was generously funded by Murray Local Land Services and Riverina Local Land Services.

Local Land Heroes acknowledges the United Nations 2014 International Year of Family Farming.
www.fao.org/family-farming-2014/en/



Local Land Heroes is part of Enviro-Stories, a Peekdesigns education program.



Design by Peekdesigns, www.peekdesigns.com.au

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The Weirs are fifth-generation beef producers in Australia. They moved from the NSW North Coast to Blighty in 2005. They came to the area for a better place for raising stock with fertile and irrigated land available. Joe and Sue are married with five children: James, Hayley, Caleb, Joab and Emmaline.

Back Row: Joe, Sue, Caleb, James, Hayley
Front Row: Emmaline, Joab



Qualifications

From 2009-2010, to prepare for their new business enterprise, Joe and Sue both attended the Food and Agritourism Business Development Program, a course run by Southern Cross University. Sue has a Certificate 4 in Rural Business Management and Joe has 40 years' experience with best practice livestock management. The Weirs also have qualifications from chemical handling to confined spaces.



Our Farm Bimbella

Bimbella is an 1100 acre irrigation property on the fertile loam plains of the Riverina. Bimbella is located in the Blighty area on Cowans Road between Deniliquin and Finley. The Weirs use sustainable farming practices to care for the environment and to ensure it will continue to be productive for future generations.



Beef Cattle

The Weirs are committed to the welfare of their animals. The cattle are handled quietly, gently and using professional animal husbandry, so they are comfortable around them. They run British cattle because they believe that the meat is more tender. The beef cattle are finished on grain to give the consumers a consistently high-quality eating experience every time.



Lamb

Bimbella Beef also sell lambs. They are finished on clover and lucerne pastures giving them a lovely sweet flavour. Joe transports the stock to Wangaratta because it is the closest licensed abattoir. They are butchered at local licensed butchers. The meat is cut to the customer's requirements, packaged on trays, labelled and delivered to the customer's door.



The sheep getting ready to be shorn



Home Delivery

Bimbella Beef's philosophy is simple. "We deal personally with our customers. When you ring up, you speak with us, when we deliver, you meet us." Joe delivers the meat using the 'Bimbella Beef' cool room towed behind his ute. Deliveries in the Deniliquin district are on Thursday. He goes to Melbourne or Albury, usually on a Wednesday.

Place your order

There are many cut up options available to suit the cuts that your family like best. For new customers, we encourage you to fill out this contact details form and we will contact you to discuss your cut up options. For regular customers, simply tick the "top secret order".

Your Name (P*)

E-mail Address (P*)

My usual order

Selection

- Beef - 100 lbs to order the usual beef order
- Lamb - 100 lbs to order the usual Lamb order
- 1/2 Side of beef @ 100kg dressed weight
- 1/2 Whole beef @ 100kg dressed weight
- 1/2 Whole lamb @ 50kg dressed weight

Delivery Address

We will save what I want. Please call me

Delivery Notes

Contact phone number (P*)

Payment Method

- Direct Credit
- Cash on Delivery
- Credit Card

How did you find us

- Advertisement
- Friend Referral
- Search Engine
- Family Customer
- Special Promotion
- Referral

Enter the best price:

Internet order form





Market Days

Bimbella Beef goes to a number of farmers' markets such as Finley, Deniliquin, Yarrawonga and Tocumwal. They also sell meat at the Bendigo show ground market and the Deniliquin Lion's craft market. These markets are held each Saturday and every second Sunday of the month. Joe sells the meat personally at the markets with the help of another family member.





Catering for Functions

Bimbella Beef also caters for functions in the local area. They have been invited to cater for Pretty Pine Father's Day Market, 18 kilometres north-west from Deniliquin. Sue catered for the Deniliquin Baptist Church's 50th anniversary in 2014 and provided for over 150 guests. The Weirs also cater for other private functions.

Other Places to find Bimbella Beef

Bimbella's beef is also used by other businesses. Some businesses make pies and sell these at the markets. Bimbella Beef is sold in some local butchers as their branded meat. Additionally, the business supports local clubs by providing meat trays for weekly raffles.



Sue's Recipes

Sue makes many different recipes using Bimbella Beef's meat. On their website, Sue has included many of her popular recipes including Beef Stroganoff and Chilli Con Carne. She has even produced a cook book which can be purchased at the markets and with meat orders.

Chilli Con Carne

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Ingredients

500gms mince
2 cups water
1 large onion
1 bayleaf
2 cloves garlic
½ tsp. chilli powder
1 green capsicum
1 ½ tsp. salt
470g can of whole tomatoes
pepper
315g can red kidney beans
1 tbs. fresh basil

Method

1. Heat oil in fry pan (or large saucepan), added chopped onion and crushed garlic. Sauté.
2. Add mince and chopped green pepper; continue cooking until meat browns well.
3. Add undrained tomatoes, water, bay leaf, chilli powder, basil, salt and pepper.
4. Bring to boil; reduce heat, and simmer gently, uncovered, until sauce thickens (approx. 1 ½ hours).
5. Add drained, rinsed kidney beans and reheat. (Can add more chilli powder to taste)
6. Remove bay leaf before serving. Serve with generous dollops of sour cream.

Beef Stroganoff

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Ingredients

1 kg rump steak cut across grain into strips
salt & pepper
1 onion, chopped
1 cup water (see note)
2 cups fresh sliced mushrooms
2 beef stock cubes
2 cloves garlic
2 tbs. tomato paste
2 tbs. butter or marg.
2 tbs. tomato sauce
2 cups sour cream
1 tsp. Worcestershire sauce

Method

1. Melt butter in fry pan, sauté onions and garlic.
 2. Add meat and brown.
 3. Add mushrooms, then water, stock, tomato paste, tomato sauce and Worcestershire sauce
 4. Simmer for 25 mins.
 5. When sauce has reduced, add salt, pepper & cream then serve immediately.
- Note: Alternatively can add ½ cup of water and ½ cup of red wine.

What Bimbella stands for

Bimbella Beef's commitment is to support families by providing the best quality beef and lamb at an affordable price. Joe and Sue are committed to wholesome values, including integrity and honesty.





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2014 Year 6, Blighty Public School



Local Land
Services
Murray



Local Land
Services
Riverina



Australian Government