

MUSE

SERVING THE BEST OF AUSTRALIA ON A PLATE

GREEN & LEAN

EXPLORE THE NATURAL
HEALTH WONDER FROM
DOWN UNDER

SUSTAINABLE AND ALL NATURAL

A PROTEIN THAT'S EASY
ON YOUR WAIST AND
YOUR CONSCIENCE

*Making
The Cut*

EXPLORE ECONOMICAL
CUTS THAT ADD VALUE
TO THE PLATE

AUSTRALIAN BEEF AND LAMB,
THE PERFECT MARRIAGE OF

NUTRITION & FLAVOR



TRUE
AUSSIE®
BEEF & LAMB

AUSSIE LAMB TACOS WITH SALSA VERDE AND AVOCADO

CHEF AARON BROOKS

Chef Aaron Brooks' tender nuggets of lamb slow cooked with chipotle, citrus and a host of herbs and spices take a favorite food in a new direction.

TAKE A LOOK

True Aussie is our story - one of pure enjoyment, from trusted partners, from a land in harmony with raising our animals.

We are from Meat & Livestock Australia. We represent over 49,700 ranchers in Australia who send their beef, lamb and goat all over the world. Our role is to conduct research on safety, nutrition, sustainable farm management and breeding/ animal husbandry, and to cooperatively market Australian meats at retail and in foodservice establishments including college campuses.

Please enjoy this "Look Book" and find inspiration to fit True Aussie Beef and Lamb into the story you are telling on your campus.



SLOW ROASTED AUSSIE GRASSFED BEEF SANDWICH

CHEF ADAM MOORE

Start with a simple True Aussie grassfed beef sirloin, slow roasted. It can even be leftovers! Tuck it into some good bread, and then it's all about the condiments; tomato jam and a chimichurri relish for maximum flavor impact.

YIELD	PORTION SIZE	ALTERNATE CUTS
1 sandwich	1 sandwich	Chuck Eye Roll

AMOUNT	PREPARATION	INGREDIENTS
1 each	Sliced, toasted	Ciabatta bun
1 ounce		Tomato jam, recipe follows
4 ounces	Thinly sliced	Slow roasted Australian grassfed top sirloin, recipe follows
1 ounce	Thinly sliced	Pickled red onions, recipe follows
1 ounce		Chimichurri relish

METHOD OF PREPARATION

1. To assemble, spread the heel of the ciabatta bread with tomato jam and top with the sliced beef.
2. Top beef with red onions and the chimichurri relish.
3. Serve immediately with your favorite side dish.

TOMATO JAM

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
28 ounces		San Marzano tomatoes
5 each	Chopped	Garlic cloves
1 each	Chopped	Jalapeno peppers
¼ cup		Apple cider vinegar
¼ cup		Extra virgin olive oil
¼ cup	Chopped	Fresh parsley
¼ cup	Chopped	Cilantro

METHOD OF PREPARATION

- Combine all ingredients, except for parsley and cilantro, in a small sauce pan and cook over MEDIUM heat until the mixture is thickened - about 30 minutes.
- Remove from heat and fold in parsley and cilantro.
- Reserve under refrigeration until needed.

CHIMICHURRI RELISH

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
2 cups		Extra virgin olive oil
1 each	Sliced into strips	Green bell pepper
1 each	Sliced into strips	Red bell pepper
1 each	Sliced into strips	Red onion
2 each	Chopped	Jalapeno peppers
1 teaspoon		Ground cumin
½ teaspoon		Smoked paprika

METHOD OF PREPARATION

- In a large skillet, cook all ingredients except parsley, cilantro and oregano.
- Add mixture to a food processor along with the parsley, cilantro and oregano. Season with salt and pepper to taste.
- Puree until smooth, yet chunky and reserve under refrigeration until ready to use.



SLOW ROASTED AUSTRALIAN TOP SIRLOIN

Yield: 3-4 lbs cooked

AMOUNT	PREPARATION	INGREDIENTS
5 lbs	Trimmed, cap removed	Australian top sirloin
To Taste		Kosher salt
To Taste		Black pepper

METHOD OF PREPARATION

- Preheat oven to 250°F
- Season sirloin with salt and pepper.
- Cook for 2 hours or until the internal temperature reaches 135°F.
- Turn heat to 550°F and sear until golden - about 5 minutes.
- Remove from oven and refrigerate until ready to use.

PICKLED ONIONS

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
3 cups		Rice vinegar
1 cup		Water
¼ cup		Brown sugar
4 each	Smashed	Garlic cloves
6 each	Sliced	Red onions

METHOD OF PREPARATION

- In a small saucepan, combine vinegar, water, brown sugar and garlic. Bring mixture to a boil and add onions.
- Remove from heat and pour into a heat safe container and refrigerate.
- Reserve until ready to use.

NUTRITION FACTS

1 servings per container	
Serving size	(275g)
Amount Per Serving	
Calories	470
% Daily Value*	
Total Fat 24g	31%
Saturated Fat 5.7g	29%
Trans Fat 0g	
Cholesterol 40mg	13%
Sodium 710mg	31%
Total Carbohydrate 44g	16%
Dietary Fiber 3g	11%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 20g	40%
Vitamin D 0mcg	0%
Calcium 52mg	4%
Iron 5.4mg	30%
Potassium 141mg	4%

*This % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



AUSSIE LAMB CARNITAS WITH HABENERO CABBAGE AND ROASTED PEANUTS

CHEF MICHELLE LAINEZ

Making lamb carnitas is a two-step process, first you will braise the lamb & let cool. Then you will crisp it up on the flat-top to make your tacos.

AUSSIE BEEF & LAMB: A NATURAL CHOICE

Lamb: Over 90% of Australian lamb is grassfed and finished. Our lamb is all-natural, minimally processed, free of artificial additives and hormone growth promotants.

Beef: Over 70% of our beef is grassfed and finished. Australian Beef is all natural, minimally processed and contains no artificial additives.

Australian livestock graze native and improved pasture varieties – a natural product of a natural environment.

The Australian cattle and sheep industries adhere to stringent animal welfare standards enforced by legislation and an annual on-farm auditing process.

GREEN PAPAYA THAI FLANK STEAK

CHEFS CLAUDIA SERVIS & BRIAN STICKEL

Thai cuisine is all about balance of flavor and texture, and this salad has it all — freshness and crunch from the green papaya and bell pepper, sweetness from mango, and umami flavors from the fish-sauce vinaigrette. Slices of seared Aussie grassfed flank make it a main dish!

*Green
and
Jean*

**BBQ HARISSA AUSSIE
LAMB SHOULDER WITH
GRILLED PITA AND
MINTED RAITA**

CHEF CONOR HANLON

North African and Mediterranean flavors are on fire right now. Slow cooked and tucked in a pita with cooling raita, Chef Conor Hanlon's lamb shoulder has mass appeal.



MOLE DE CACAHUATE BOWL

CHEF KEITH SEEBER

Grassfed Aussie beef, a super grains porridge, peanut mole sauce, and savory greens and squash load up a ton of healthy-delicious cues in a convenient and customizable package.

SUPPORTING FOOD SERVICE IN THE USA

At MLA our goal is to help foodservice professionals in America achieve success with Australian meats. It starts with educating chefs and the foodservice community at large about Australia's unique production practices and our place in the dynamic global protein supply chain. We also get directly involved with culinary support, through product development and menu ideation.



GREEN GODDESS LAMB COBB SALAD

CHEF ADAM MOORE

Lean, grilled, sustainably raised Aussie lamb loin adds another dimension of “green” to this cobb salad.



THE GREAT AUSSIE BURGER

MEAT & LIVESTOCK AUSTRALIA

Everything's just a little different (dare we say better?) Down Under – even the burger, done in a classic style with beets, pineapple, bacon and a fried egg.

*An Aussie
Classic*



AUSSIE GOAT RENDANG (INDONESIAN BRAISED GOAT)

CHEF CHANDON CLENARD

Goat might be the next frontier in sustainable proteins, and it's an authentic part of some of the hottest ethnic cuisines, from Indonesia to the Caribbean.

For this and other recipes, visit www.trueaussiebeefandlamb.com

SUSTAINABILITY

Australia is one of the only countries in the world to conduct a full-scale Life Cycle Analysis of the environmental impact of beef & lamb production from the farm to delivery in the US. In doing so, we learned that transporting beef and lamb from Australia to the US contributes less than 5% of greenhouse gas emissions, water and land impacts.

In fact, the Australia cattle industry will be carbon neutral by 2030.

NUTRITION

Australian grassfed beef and lamb products are lean and naturally nutrient-rich foods helping people get more essential nutrients (such as iron, zinc and vitamin B12) in fewer calories.



AUSTRALIAN LAMB ALBONDIGAS

CHEF JOSH ELLIOT

Meatballs are a great way to introduce lamb into more casual, shareable formats; it's familiar, but endlessly variable with flavors and cuisines, from Spanish to Korean.

FOOD SAFETY

From paddock to plate, the Australian beef industry operates under independently audited Quality Assurance programs.

We have a legislated national whole-of-life traceability program in place and a national vendor declaration program to assure the continued high animal and product health status of Australian beef and lamb sent to market.

Australia's animal health status is one of the highest in the world. Australian livestock are free of many diseases that exist in other parts of the world, and programs have been in place for decades to maintain our superior standing.

HOT SRIRACHA GRASSFED BEEF SANDWICH

CHEF RENATE DEGEORGE

Melt a slice of provolone on top of the meat and garnish with oven-roasted tomatoes and roasted garlic cloves.



ITALIAN HERB CRUSTED LAMB LOIN PIZZA

CHEF ADAM MOORE

Sprinkle with more fresh herbs, chili flakes, Parmesan cheese, and/or your favorite hot sauce after baking, for an extra kick of flavor.

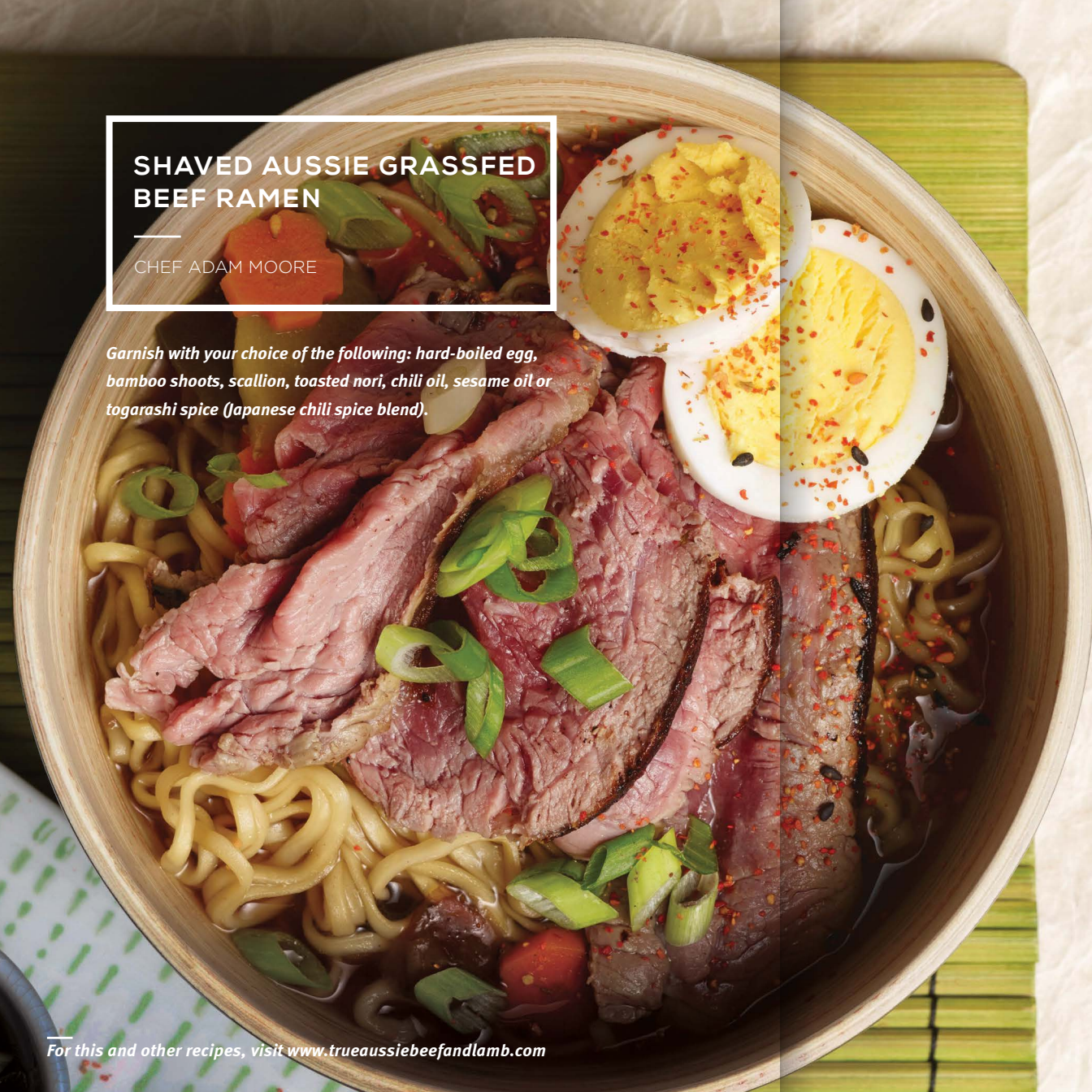


Use
Economical
Cuts

BRAISED SHORTRIB CHOPPED SALAD

CHEF ETHAN SPEIZER, CHEF MARY O'NEILL
CRONADER AND JOSE MARTINEZ

This is how you make a salad crave worthy! True Aussie grassfed beef short ribs, sliced thin, add the protein appeal to a fresh, healthy salad with apples, mint and avocado. A honey-bourbon vinaigrette ties it all together.



SHAVED AUSSIE GRASSFED BEEF RAMEN

CHEF ADAM MOORE

Garnish with your choice of the following: hard-boiled egg, bamboo shoots, scallion, toasted nori, chili oil, sesame oil or togarashi spice (Japanese chili spice blend).

For this and other recipes, visit www.trueaussiebeefandlamb.com

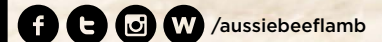
CULINARY SUPPORT

MLA is here to support you with culinary training for your back-of-house staff, or conduct live presentations and demonstrations on your campus to both educate and add excitement and showmanship to your daily operations. We'd love to bring a little Down Under spirit to your campus!

For more information, contact

Catherine Golding on
cgolding@mla.com.au

For more inspiration, visit:



#aussiebeeflamb



Please join us in our private Chef's Only Facebook Group: True Aussie Beef and Lamb-Foodservice Connects:
<http://on.fb.me/UQplIM>.

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Diners are choosing grassfed. Shouldn't you be too?

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Consumers are craving unique and interesting dining experiences. Australian grassfed beef and lamb, raised by ranchers with a passion for sustainable farming, are a delicious and easy twist on your menu repertoire and the natural choice to meet demand. For menu inspiration or to learn about the quality and sustainability of Australian grassfed beef and lamb, visit

www.trueaussiebeefandlamb.com



**TRUE
AUSSIE®
BEEF & LAMB**