

Aussie Lamb's MOMENT



These Lamb Barbecoed Tacos hail from Chef Emilio Cerra of Oxomoco in Brooklyn, N.Y. Australian leg of lamb is marinated in guajillo chiles, avocado leaves and oregano before being slow-roasted with banana leaves. The tender meat is stripped from the bone, soaked in more marinade, then charred and placed atop warm corn tortillas with salsa verde cruda and pipicha salsa.

Chef Cassie Piuma of Sarma in Somerville, Mass., offers her take on Turkish Manti: Dumplings filled with Australian lamb shoulder rubbed with garlicky toum and a Szechuan pepper spice mix, along with Aleppo chiles, garlic, parsley, red pepper paste and baharat. The manti is tossed in a tomato-butter sauce and served with creamed corn and shishitos.

Raising lamb is an Australian tradition, with a proud legacy of purity, integrity and sustainability. The combination of an unspoiled, wide-open environment with an unwavering commitment to quality makes it a special product. Australian lamb sold in the U.S. is pasture-raised, halal, all-natural and free of artificial additives. Not only are those markers of sound animal husbandry and provenance, but they promise delicious flavor with a lean profile. Juicy, mild and tender. That's what makes Aussie lamb singular in the marketplace.

Lamb is an **UP-AND-COMING PROTEIN**, outgrowing all traditional meat offerings in the total fresh meat category in **2019, 2020 and 2021.**

*IRI/FOOD NAVIGATOR - USA MEAT UPDATE, AUGUST 2022

FAST FACTS*

- Menu penetration of lamb continues to be highest among fine dining and midscale operators, and interest is growing across casual dining and LSR operators
- Fast casual operators, influential with young consumers, have the highest penetration of lamb promotions on menus

*SOURCE: MENU MATTERS, DECEMBER 2022



AUSTRALIAN & US LAMB CUT GUIDE

1 LEG

- Topside Cap Off 5077 Inside 234E
- Boneless Chump On 5060 Boneless Leg, Butterflied 234C
- Boneless Chump Off 5070 Boneless Leg 234
- Diced 5250 Diced Lamb 295
- Strips 5248 Lamb Strips N/A
- Leg Cuts 5065 Lamb Leg Outlets 1234A
- Leg - Chump On 4805 Leg, Bone In 233E

4 LOIN

- Eye of Short Loin 5150 Lamb Loin 1232B
- Loin Chop - Cut from 4880 Loin Chop 1232A
- Short Loin 4883 Short Loin Saddle 232

5 SHANK

- Fore Shank 5030 Frenched Fore Shank 210
- Hind Shank 5031 Hind Shank 233F

7 BREAST

- Breast 5010 Breast 209
- Flap 5011 Flap 290C

9 NECK

- Neck 5059 Neck Fillet N/A
- Rosette - Cut from 5020 Neck Chop N/A

2 TOP SIRLOIN

- Lamb Rump Chump 5130 Top Sirloin, Cap Removed 234G
- Chump Chop - Cut from 4790 Sirloin Chop 245

3 TENDERLOIN

- Tenderloin 5080 Lamb Tenderloin 246

6 RACK

- Rack Cap On Frenched 4756 Lamb Rack Frenched Cap On 204C
- Rack Cap Off Frenched 4764 Lamb Rack Frenched Cap Off 204D
- Outlet - Cut from 4756 Rib Chop 1204B

8 SHOULDER

- Square Cut Shoulder 4990 Square Cut Shoulder, Bone In 207
- Shoulder Rolled / Netted 5050 Square Cut Shoulder, Boneless 208
- Diced 5042 Diced (Forequarter) N/A
- Minced 5260 Ground Lamb 296
- Shoulder Rack Frenched 4739 Shoulder Rack (4 Rib) 207C
- Shoulder Chop - Cut from 4990 Shoulder Chop 1207

LEGEND

- Stir-Fry
- Grill
- Pan-Fry
- Oven Roast
- Hot Pot/Casserole

• Handbook of Australian Meat Cut Code. Handbook of Australian Meat. AUS-MEAT, 2020.

• National Association of Meat Purveyors Cut Name and Code (NAMP). The Meat Buyer's Guide - Guía Para Compradores De Carne. North American Meat Processors Association, 2011.



THE AUSSIE DIFFERENCE

Thanks to Australia's unique Meat Standards Australia (MSA) grading system, operators can count on Aussie lamb's consistent quality, flavor and tenderness. MSA was developed from a consumer taste perspective, leveraging this end-user data to work out the ins and outs of what influences eating quality (EQ). Another differentiating factor—MSA grades are specific to each cut so rather than grading a whole carcass on the same standard, each primal gets its own grade.

To help operators maximize profits and streamline operations, a new lamb "cut-by-cook" model recommends cooking methods for a range of cuts. Another benefit to the bottom line—Australian lamb portions are moderate in size. They are typically smaller than American lamb and larger than New Zealand lamb, giving chefs more control over portion size and cost control.

ON THE FARM

Growing consistently tender, mild and juicy lamb starts on the farm. This means Australian ranchers are closely monitoring animal well-being and nutrition right through the life of each animal. Lambs must also meet minimum nutrition and growth targets to meet the requirements for the grading system, Meat Standards Australia (MSA). This ensures a tender, juicy and flavorful eating experience.

Australian lamb is climate neutral

This means eating lamb is not contributing to further climate change.

DID YOU KNOW:

Lamb is one of only two food products grown in Australia that is climate neutral.

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COOKING TO THE CUT



- Recommended for grilling: lamb leg cuts, loin and topside.



- Recommended for roasting: leg cuts, rack and shoulder.

WHY WILL MSA LAMB WORK FOR YOU?

Because MSA can accurately predict the eating quality of a range of lamb cuts by cook method, it can help identify cheaper or alternative cuts of lamb for menus while still ensuring eating quality.

Swapping out lamb chops for a lamb steak, or a leg roast for a shoulder roast could save operators time and money, while still guaranteeing customers' satisfaction.

Aussie Lamb is delicious and versatile and can be used to prepare dishes for a range of styles and cuisines. From fast casual lamb burgers to sumptuous fine dining, Aussie Lamb can be used on any menu.



PROCESSING

- Nearly 98% of all lambs presented for MSA met the program minimum requirements in 2021-22.
- The U.S. is the biggest export market for Aussie Lamb and Australian processors use state-of-the-art technology to grade lambs for MSA sheepmeat, providing product consistency.



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MEAT STANDARDS AUSTRALIA FOR SHEEPMATE

Meat Standards Australia (MSA) was developed by the Australian red meat industry to improve the eating quality consistency of beef and sheepmeat.

More than 120,000 consumers over 10 years have participated in the research to develop MSA Sheepmeat, a world-leading eating quality grading program for sheepmeat. The MSA grading program can accurately predict the eating quality of key lamb cuts, by two cook methods.