

What makes Australian lamb so #aussome?

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Eat healthy without ditching flavor

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Australian Lamb brings both flavor and nutrition to the table and is a perfect fit for today's lifestyles. It's all-natural, pasture-raised and free of artificial additives—it is raised in harmony with the environment and produced to the highest standards of quality and integrity.

Australian lamb gives all the good things your body needs in one lean and delicious serving!

Why go all the way to Australia for lamb?

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Australia provides a steady and consistent supply of fresh high quality lamb to the U.S. The US appetite for lamb cannot be met by the local industry alone and this demand is supplemented with Australian lamb.

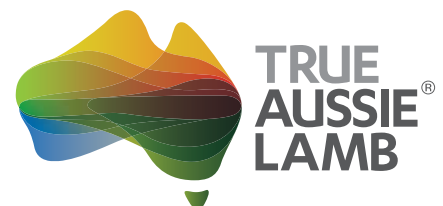
Australian lamb is vacuum packed and, like all good meats, is aged to retain its natural moisture and mild flavor while further developing its tenderness to ensure the best eating experience.

*Naturally
flavorful*

Humanely, sustainably and naturally raised.

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For Aussie lamb ranchers, care for our animals and the environment are at the core of what we do. Not only do we meet strict industry guidelines and government legislation to assure safe, responsible and ethical production, we invest in ongoing research to ensure high standards and continuous improvement in the health and well-being of our animals. It all adds up as to why we have the highest rating from the World Organization for Animal Health (OIE).



Experience the 'True Aussie' difference.



Chef Jason Fullilove
Chef & Owner, Barbara Jean, Los Angeles

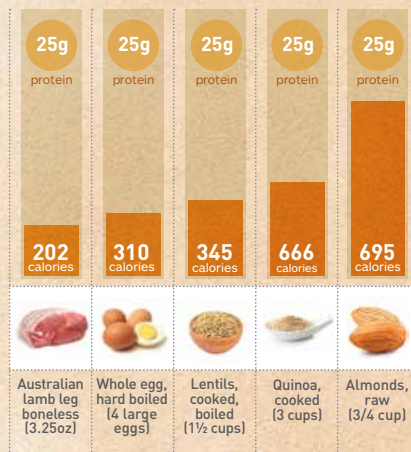
"When I'm serving Aussie meat, I want to taste the meat itself! With lamb chops, as clean as possible — salt, pepper and maybe a little rosemary. Since Aussie lamb is cleaner and lighter in flavor than most lamb, you just want to let it shine on its own."



Chef Andy Husbands
Executive Chef & Owner, Tremont 647 and Sister Sorel, Boston, and Smoke Shop, Cambridge, Mass.

"As a chef I look for flavor, sustainability and consistent quality in pretty much every ingredient, and especially meats. The Aussie lamb is right on point with all three of my key areas. It's why I'm an Aussie lambassador!"

Is lamb really a healthy option? These numbers don't lie.



Australian lamb is a lean protein. On average, a 3.25-ounce (92g) serving of lamb is lean, low in cholesterol and has only 202 calories.

It is also packed with goodness, providing an excellent source of protein, vitamin B12, niacin, zinc and selenium, and is a good source of riboflavin.

3X IRON

Australian lamb provides 3-times more iron than chicken, and 2-times more iron than pork



Aussie lamb contains 13 essential nutrients required for good health, including **iron, zinc, and B vitamins**. Not only is Australian lamb lean (when trimmed of visible fat), because it is pasture-raised, it is a valuable source of **omega-3 fatty acids**, the same 'healthy' fat found in fish.

Dollars and sense

Aussie lamb is cost effective; trimmed to specification for maximum yield and with minimal waste. Aussie lamb's superior 12-week shelf life helps with this, too.



100% of Australian lamb is Certified Halal



How do you cook lamb?

Australian lamb is free-range and naturally fed on our abundant pasturelands, so it's mild tasting, and naturally lean and tender.

There are many ways to prepare lamb, from grilling and roasting to braising and stir frying. A simple tip from our chef mates is to treat your lamb much like you would beef — prime loin cuts do well grilled whereas those shoulder or leg cuts love being ovenroasted or slow-cooked. And don't forget it is pasture-raised, so stick to medium-rare for best results.