

# AUSSIE BEEF & LAMB

## ON THE MENU



**“The Aussie Beef & Lamb program offers great tasting, grass fed and natural products that were raised and produced humanely.”**  
-Alexander Ong, Director of Culinary Excellence, UMass Dining

**A GUIDE FOR COLLEGE AND UNIVERSITY DINING SERVICES**

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The guide offers valuable insights into culinary research and development, procurement best practices, and innovative student engagement strategies for college and university dining programs.

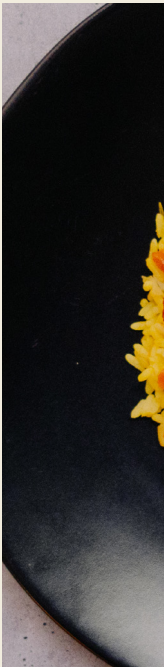
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Tacos combining lamb seasoned with fragrant cumin and Mexican inspired ingredients like cilantro and onions.

## Welcome to the Aussie Beef & Lamb On The Menu Guide for College and University Dining Programs

This guide outlines how to successfully incorporate Aussie Beef & Lamb into college and campus dining programs. The activities can be easily implemented in a way that supports staff responsible for culinary, procurement, student engagement and communication functions.

*In this Guide you will find the following:*

### Culinary R&D

- Methodology to test recipes
- 4 tested recipes ready to use
- Tips on how to use Aussie Beef & Lamb in your menu

### Procurement

- Find a supplier

### Student Engagement

- Multiple strategies in multiple settings that include special events, polls, and tastings

### Marketing

- Sample communications across multiple platforms
- Coordinating branding
- Integration into existing communications
- Focusing on what is important to Gen Z

***Prepared for by UMass on behalf of Aussie Beef & Lamb***



# ABOUT THIS GUIDE



**Ken Toong**

Assistant Vice Chancellor  
of Auxiliary Enterprises

*Aussie Beef & Lamb On The Menu* is a comprehensive guide designed specifically for college and university dining services.

The guide offers valuable insights into culinary research and development, procurement best practices, and innovative student engagement strategies.

It includes tested recipes, practical tips, and a methodology for preparing and serving these premium meats in a way that resonates with the modern student's preferences for variety, sustainability, and transparency.

Whether you are a dining manager, chef, or student, this guide is your gateway to bringing the finest Aussie Beef & Lamb to your campus, ensuring every meal is a delightful and responsible choice.

By focusing on quality and sustainability, we aim to create a dining program that not only satisfies but also educates and inspires students about the importance of mindful eating.



# GEN Z PROFILE: DINING ON CAMPUS

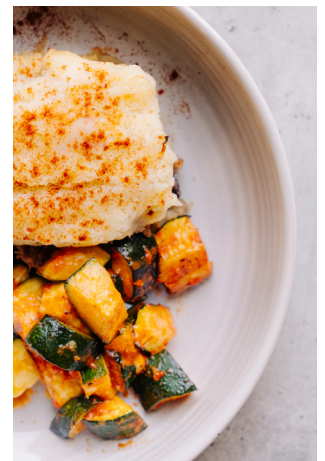
Generation Z has had a vastly different dining experience from any previous generational group on a college campus.

UMass Dining has been tracking the trends and intentions of this revolutionary generation since it entered the college campus space in 2015. We have noticed they prioritize variety in both flavors and options, which allows them flexibility in their diet. They want to know where their food is coming from and how it arrived to their plate. They want to know the meat was humanely produced and their vegetables do not contain Genetically Modified Organisms (GMOs).

Gen Z is traditionally focused on smaller portions so they can choose more options at mealtime and compile a diverse plate.

Much of the generation has had their college and/or high school experience disrupted by the COVID-19 pandemic and that experience has contributed to a shift in their mindset in what they want to see from the companies they choose to consume from. They want to be confident that the businesses they support are fulfilling their promises to improve the environment and provide healthy, high quality products.

Aussie Beef & Lamb fits the criteria many Gen Z consumers are seeking. They are happy to find sustainable and eco-conscious options in their dining hall.



*Lamb Braised Parmentier.  
Find full recipe on pg. 11*

**WHY AUSSIE BEEF & LAMB?** At UMass Dining, we are committed to serving our students the best quality food available, which is why we choose Aussie Beef & Lamb. For over 200 years, Australian farmers have been perfecting their craft, passing down their knowledge through generations to build a meat and livestock industry rich in tradition. The unparalleled quality of Aussie Beef & Lamb is a result of raising animals in an unspoiled environment, supported by Australia's longstanding reputation for producing some of the highest quality beef and lamb. This dedication to excellence aligns with our values at UMass Dining, and we are excited to share the best quality red meat to our campus community. You can learn more about Aussie Beef & Lamb at [www.foodservice.aussiebeefandlamb.com](http://www.foodservice.aussiebeefandlamb.com)



*Cumin Lamb Tacos. Find full  
recipe on pg. 16*

# BY THE NUMBERS

*The impact of Aussie Beef & Lamb can be seen across campus dining. This data collected from July 1st, 2023 to June 30th, 2024 showcases survey feedback, sampling events and dinner specials, social media engagement metrics, and the impressive volume of Aussie Beef and Lamb served.*



1,451

Survey Responses



20

Dishes on Cycled Menu



02

Events Hosted



20,000

LBs of Aussie Beef & Lamb Procured



40,992

Accounts Reached Across Social Media





# CULINARY R&D

We have incredible culinary staff on campus at UMass Amherst; from all over the world, representing many cultures and cuisines. This enables us to bring authenticity to the recipes we develop. Lamb, while not widely used in the United States, is a staple in many cultures throughout the world, including China, Southeast Asia, and the Middle East. Aussie Lamb works exceptionally well in recipes from these regions and we take great pride in using Aussie Lamb in creative ways to feed our students. Australia supplies around half of the lamb consumed in the United States and is a trusted source of high-quality lamb.

Our culinary research and development process is driven by authenticity and innovation. Each recipe is carefully tested and refined to ensure it meets our high standards of taste and quality. Aussie Lamb's rich, versatile flavor profile allows our chefs to experiment and craft dishes that introduce students to exciting global flavors. From spicy lamb curries to hearty lamb stews, Aussie Lamb enhances our menu while promoting sustainable eating practices. Our culinary team is dedicated to making every meal a delightful and responsible choice, showcasing the best of global culinary traditions with a touch of UMass Amherst creativity.

# METHODOLOGY: AUSSIE BEEF & LAMB IN THE KITCHEN

When developing any recipe concept, our primary focus is on what our students would like to eat—world flavors, delicious food, customizable options, and sustainable sources. Aussie Beef & Lamb products tell a great story about sustainability including the Australian Red Meat Industry’s goal to be carbon neutral by 2030, which aligns perfectly with our commitment to responsible dining.

Beef and lamb are incredibly popular on campus and can be served in a variety of appealing ways.

Our culinary team takes inspiration from global cuisines to create dishes that are both familiar and exciting. From hearty stews to innovative street food, these proteins provide a versatile base that can be transformed into numerous delicious meals.

The creativity of our chefs ensures that each dish not only tastes great but also looks visually stunning, making the dining experience enjoyable and memorable for our students.

UMass Dining’s “Small Plate, Big Flavor” philosophy is a key component of their commitment to sustainability and quality. This approach involves offering smaller portion sizes without compromising on taste, allowing them to reduce food waste while still delivering bold, flavorful dishes.





*Moroccan Kefta Meatballs with  
Tomato-Onion Sauce.  
Find full recipe on pg. 12*

*You can learn more about  
Aussie Beef & Lamb sustainability frameworks at  
[www.sustainableaustralianbeef.com.au](http://www.sustainableaustralianbeef.com.au) and  
[www.sheepsustainabilityframework.com.au](http://www.sheepsustainabilityframework.com.au)*

We sometimes turn to more affordable cuts and get creative with them. For instance, variations of street tacos from around the world are a big hit on campus.

These tacos are not only customizable but also visually appealing when topped with colorful and vibrant garnishes. This approach allows us to offer a diverse and exciting menu that meets our students' preferences for variety and sustainability.

"Aussie Beef & Lamb's sustainability program is world class and gives us a great resource to learn from them", says UMass Dining's Director of Culinary Excellence, Chef Alexander Ong. "The program mirrors what UMass Dining looks for in a meat program.

Traceability, clean source, sustainable farming practices and value. This gives us the ability to focus on what we do best, create delicious recipes that celebrate the global cuisines of the world at UMass Dining".

Our methodology involves meticulous planning and testing to ensure that every dish we serve is both delicious and costeffective.

By leveraging the versatility of Aussie Beef & Lamb, we can create meals that are both satisfying and mindful of our environmental impact, contributing to a positive dining experience on campus.



# AUSSIE LAMB BRAISED PARMENTIER

## Ingredients (100, 4 oz Servings)

### Lamb Braised Parmentier

2 lb, 11 oz Mycoterra Oyster Mushrooms  
(Break 1" pieces)  
2 lb, 11 oz Regular Grown Sliced Mushrooms  
1 tbsp, 2 ½ tsp Canola Oil  
¾ tsp Coarse Kosher Salt  
¾ tsp Ground Black Pepper  
1 pinch Fresh Chives (Chop Coarse)  
2 ¾ tsp Thyme (Chop Coarse)  
1 pinch Fresh Parsley (Chop Coarse)

### Protein

8 lb, 13 ⅙ oz Braised Aussie Lamb  
1 lb, 13 oz King Cut Gruyere Cheese (Grated)  
8 lb, ⅘ oz Mashed Potatoes  
½ tsp Paprika

### Braised Lamb

5 lb, 2 oz Halal Aussie Lamb Stew Meat  
1 tbsp, 1 ¾ tsp Coarse Kosher Salt  
2 ¾ tsp Ground Black Pepper  
2 tsp, 1 ¾ tsp Canola Oil  
1 lb, 4 ½ oz Sauce Demi Glace de Veau (GF)  
2 ½ cups, 1 tbsp Water  
⅓ cup, 2 tbsp, 1 tsp Red Wine  
3 tbsp, 2 ½ tsp Peeled Whole Garlic Cloves  
(Minced)  
2 ½ tsp Thyme  
1 tbsp, 2 ¾ tsp Bayleaves  
1 pinch Rosemary  
1 lb, 4 ½ oz Jumbo Yellow Onions (Diced ½")

### Mashed Potatoes

7 lb, 12 oz Yukon Gold Potatoes  
1 ¾ cups, 2 tbsp Heavy Cream  
4 ¾ oz Solid Unsalted Butter  
1 tbsp Coarse Kosher Salt  
1 tbsp, ¾ tsp Ground Black Pepper

## Method of Preparation:

### Aussie Lamb Braised Parmentier

1. Toss mushroom with canola oil, salt, pepper, and chopped herbs and place onto sheetpans
2. Roast until browned and tender

### Protein:

3. Place lamb, along with some of the braising liquid into decorative hotel pans and place mushrooms on top, then add a layer of shredded gruyere cheese
4. Top with mashed potatoes and sprinkle with paprika
5. Bake in a 325°F oven for 25-35 minutes or until internal temp is at least 160°F and the top is lightly browned

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

### Braised Aussie Lamb

1. Season lamb with salt, pepper and oil, sear in oven at 450°F for 20 minutes
2. In braising pans, place lamb and all the other ingredients and cook covered for 3 hours (or until tender) at 325°F
3. Remove thyme, rosemary, and bay leaves. Gently shred the lamb and leave it in the braising liquid

CCP- Cook roasts to 145°F (63°C) for 3 minutes.

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

### Mashed Potatoes

1. Peel potatoes and boil until tender.
2. Heat cream with butter.
3. Whip potatoes in mixer and add butter and cream.
4. Season with salt and pepper.

CCP- Cook to an internal temperature of 165°F (74°C) or above for 15 seconds.

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

# MOROCCAN KEFTA MEATBALLS WITH TOMATO-ONION SAUCE

## Ingredients (100 Servings)

### Moroccan Kefta Brochette

#### **Base**

10 lb Halal Ground Aussie Beef  
2 lb, 8 oz Jumbo Yellow Onions (Minced)  
5 oz Cilantro (Minced)  
5 oz Fresh Parsley (Minced)  
3 tbsp, 1 tsp Ground Turmeric  
1 tbsp, 1 tsp Roma Cinnamon  
3 tbsp, 1 tsp Ground Cumin Seed  
1/3 cup, 1 3/4 tsp Paprika  
1 tsp Coarse Kosher Salt

#### **Garnish**

5 oz Fresh Parsley  
3 tbsp, 1 tsp Lemon Juice  
1/2 cup, 2 tbsp Extra Virgin Olive Oil

#### **Sauce**

1/2 cup, 2 tbsp Canola Oil  
2 lb, 8 oz Jumbo Yellow Onions (Sliced Thin)  
2 lb, 8 oz Marinara Tomato Sauce  
1 2/3 oz Spices Ras Al Hanout\*  
1 tbsp, 1 tsp Roma Cinnamon  
1/2 tsp Saffron  
1 quart, 1 cup Water  
7 1/4 oz Local Honey

#### **Garnish**

2 1/4 oz Fresh Parsley (Chop Coarse)  
1/3 cup, 2 tbsp Cilantro (Chop Coarse)

#### **\*Spices Ras Al Hanout**

1 tbsp, 1/2 tsp Roma Cinnamon  
1 tbsp, 1 3/4 tsp Paprika  
1 tbsp, 2 tsp Ground Cardamom  
1 tbsp, 1 tsp Ground Turmeric  
1 tbsp, 2 3/4 tsp Whole Cumin Seed

## Method of Preparation:

### 1. Make Kefta:

1. Combine Aussie Beef, onions, cilantro, parsley, and spices, and mix thoroughly. Portion into 2 oz and roll into an oval cylinder.
2. Roast in 375°F oven until cook until cooked. Transfer to a decorative pan. Drizzle with lemon juice and olive oil. Garnish with parsley.

CCP- Cook ground meat to 155°F (68°C) or above for 15 seconds.

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

2. For the Sauce, heat a pot over medium heat with the canola oil and add the onions. Saute until tender, about 1-2 minutes. Add the remaining ingredients and bring to a simmer and cook until the tomato sauce starts to thicken slightly.
3. Place the cooked kefta onto decorative pans and pour the onion sauce over top
4. Garnish with chopped parsley and cilantro

CCP- Cook to an internal temperature of 165°F (74°C) or above for 15 seconds.

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

**Spices Ras Al Hanout:** Combine and mix until uniform in appearance



***“Aussie Lamb’s rich, versatile flavor profile allows our chefs to experiment and craft dishes that introduce students to exciting global flavors”***

Chef Alexander Ong  
Director of Culinary Excellence  
*(full statement on page 7)*



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# AUSSIE LAMB SEEKH KEBAB WITH GREEN CHUTNEY & CITRUS BASMATI RICE

## Ingredients (100 Servings)

### **Protein**

9 lb Ground Halal Aussie Lamb

### **Paste**

1 lb, 14 oz Jumbo Yellow Onions

10 oz Jalapeno Peppers

2 tsp Cilantro

1 tbsp, 2 tsp Peeled Whole Garlic Cloves

1 tbsp, 2 tsp Fresh Ginger Root

2 ½ tsp Ground Cumin Seed

1 ¼ tsp Garam Masala Powder

1 tbsp, 2 ¾ tsp Mild Chili Powder

1 tbsp, 2 ¾ tsp Coarse Kosher Salt

1 tbsp, ¾ tsp Extra Virgin Olive Oil

### **Garnish**

1 quart, ½ cup Extra Virgin Olive Oil

¾ cup, 2 tbsp, 1 tsp Lemon Juice

2 ½ tsp Masala Chaat

## Method of Preparation:

1. Grind the onions, jalapeno, cilantro, garlic, and ginger to a paste. Place into a fine mesh strainer and press out excess liquid. Then mix remaining spices and add to the ground lamb. Mix well.
2. Portion into 2 oz balls and roll into a cylinder shape. Place into parchment lined/greased sheetpans with olive oil.
3. Cook the kebabs in a 400°F oven until fully cooked.
4. Sprinkle with cilantro, fresh lemon juice, and chaat masala.

CCP- Cook ground meat to 155°F (68°C) or above for 15 seconds.

CCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

# CUMIN AUSSIE LAMB TACOS

## Ingredients (100 Servings)

### Garnish

1 lb, 7 oz Cucumbers (Julienned)  
1 lb, 7 oz Whole Carrots (Julienned)  
1/3 cup, 2 tbsp, 1/2 tsp Rice Vinegar  
1 3/4 tsp Coarse Kosher Salt

### Protein

7 lb, 8 oz Aussie Lamb Halal Top Round  
(Sliced Thin)  
1/2 cup, 2 tbsp Ground Cumin Seed  
1/3 cup, 2 tbsp, 1/2 tsp Low Sodium Soy  
Sauce  
1/3 cup, 2 tbsp, 1/2 tsp Mirin Rice Wine  
1/3 cup, 1 tsp Canola Oil

### Filling

3 tbsp, 2 1/4 tsp Canola Oil  
1 lb, 14 oz Jumbo Yellow Onions (Sliced 3/4")  
1/3 cup, 3/4 tsp Ground Cumin Seed  
7 1/2 oz Red Jalapeno Peppers (Sliced)  
2 3/4 tsp Extra Fine Granulated Sugar  
2 3/4 tsp Coarse Kosher Salt  
2 tbsp, 1/4 tsp Szechuan Peppercorn  
7 1/2 oz Cilantro (Chop Coarse)

### Assembly

100 each 5.5" Soft Corn Tortillas

## Method of Preparation:

### Garnish

1. Mix together the carrots, cucumbers, rice vinegar, and salt

### Protein

2. Marinate the lamb with cumin, soy, mirin, and oil
3. Heat a wok over high heat with canola oil and add the onions and cumin seeds and stir fry for 30 seconds. Add in the lamb and stir fry for 30 seconds
4. Add the jalapenos, sugar, salt, Szechuan pepper, and cilantro and remove from heat
5. Place about 1.5 oz of cumin lamb into the corn tortilla and garnish with cucumbers and carrots

OCP- Cook stuffed meat to 165°F (74°C) or above for 15 seconds.

OCP- Hold hot potentially hazardous foods no more than 4 hours at 140°F (60°C) or above.

***“Aussie Beef & Lamb’s sustainability program...gives us the ability to focus on what we do best, create delicious recipes that celebrate the global cuisines of the world at UMass Dining”***

Chef Alexander Ong  
Director of Culinary Excellence  
*(full statement on page 9)*



# STRATEGIC PROCUREMENT AND OPERATIONAL EXCELLENCE



Strategic procurement is essential for success in the college and university dining segment. Delivering products on time and at a fair price is vital for maintaining excellence in any sized operation.

When we began sourcing Aussie Beef for our program, we utilized the capacity of our on-campus warehousing operation to handle bulk shipments of grass-fed, antibiotic-free beef burgers and stir-fry strips. Over time, we expanded our offerings to include lamb products as well. By operating at high volume, we achieved cost savings through drop shipping—working with our prime grocery vendor, Performance Food Group, to develop a logistics plan that enabled direct shipments from manufacturers to our campus warehouse.

In addition to direct shipments and partnerships with vendors like Performance Food Group, US Foods, and Sysco, secondary suppliers play a critical role in ensuring

reliable distribution. Having multiple sourcing partners protects operations from stock shortages, while redistribution partners like DOT Foods support seamless supply chains for your primary vendors.

## SOURCING FLEXIBILITY AND CULINARY INNOVATION

Sourcing from Aussie Beef & Lamb producers offers flexibility, with numerous effective strategies available. By thinking strategically about long-term outcomes, you can achieve exceptional results.

For food service directors nationwide, maximizing the value of every ingredient is a top priority. Aussie Beef & Lamb provide an excellent solution for those seeking to elevate menus with great-tasting, ethically sourced products.



**MEAT AND LIVESTOCK AUSTRALIA** is your ultimate gateway to connecting with top-tier producers of premium Aussie Beef & Lamb. No matter where your operation is based, you'll find a range of exceptional partners ready to meet your needs and elevate your business with world-renowned quality and expertise. If you can't source Aussie Beef and Lamb through your supplier, checkout MLA's Find A Supplier tool at [www.foodservice.aussiebeefand-lamb.com/find-a-supplier](http://www.foodservice.aussiebeefand-lamb.com/find-a-supplier) or scan the QR Code below.



Find a supplier | Aussie Beef & Lamb | Food Service  
| USA

[www.foodservice.aussiebeefandlamb.com](http://www.foodservice.aussiebeefandlamb.com)

# STUDENT ENGAGEMENT STRATEGIES

Once recipe research and development, and procurement logistics are in place, it is time to think about how to engage students with fun, interactive, and educational opportunities to learn about and consume Aussie Beef & Lamb. Naturally, dining areas are hubs for social and educational engagement which can be enhanced through various strategies. Creating an engaging dining experience requires multiple strategies in multiple settings—special events, retail tastings, tabling events, social media—keeping approaches fresh and relevant are key to successful student engagement.

From July 1, 2023 to June 30, 2024

**02 SURVEYS**

**1,451 SURVEY RESPONSES**

**02 SPECIAL EVENTS**

**02 RETAIL TABLINGS**

**19 SOCIAL MEDIA POSTS & STORIES**

**40,992 SOCIAL ACCOUNTS REACHED**

# EVENTS AND ENGAGEMENT

## AUSSIE BEEF & LAMB DAY

Campus Center, Harvest  
Tuesday, Oct 17 | 11am-1pm



**Sampling at Harvest**  
Asian Style Beef Burgers

**Lunch at Harvest**  
Vietnamese Sui Mai Meatballs, Coulotte  
Roast with Creamy Peppercorn Sauce



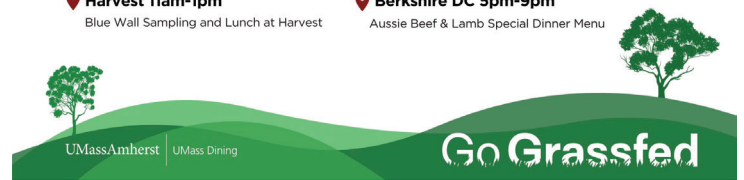
## AUSSIE BEEF & LAMB DAY

Tuesday, April 9



**Harvest 11am-1pm**  
Blue Wall Sampling and Lunch at Harvest

**Berkshire DC 5pm-9pm**  
Aussie Beef & Lamb Special Dinner Menu



## AUSSIE BEEF & LAMB DAY

Tuesday, April 9 | Berkshire DC Dinner



Lamb Seekh Kebab with Green Chutney & Citrus Basmati Rice  
Braised Lamb & Mushroom Parmentier  
Moroccan Kefta Meatballs with Tomato-Onion Sauce  
Cumin Lamb Tacos



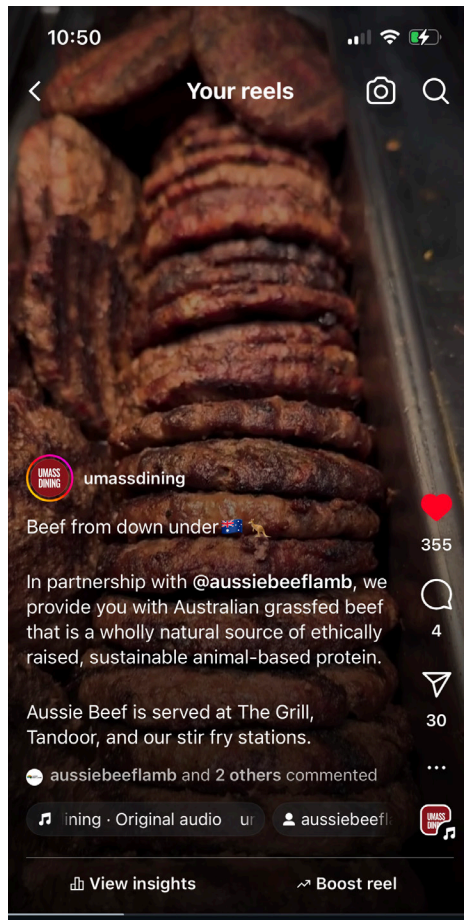
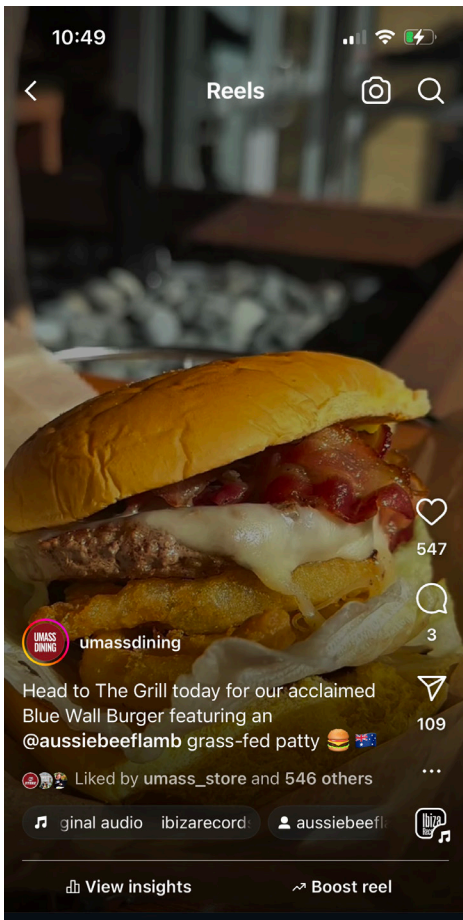
**3,247** STUDENTS SERVED AT WORCESTER DC, FALL EVENT  
**3,037** STUDENTS SERVED AT BERKSHIRE DC, FALL EVENT  
**2,799** STUDENTS SERVED AT WORCESTER DC, SPRING EVENT

## MARKETING & COMMUNICATIONS

# SOCIAL MEDIA SAMPLES

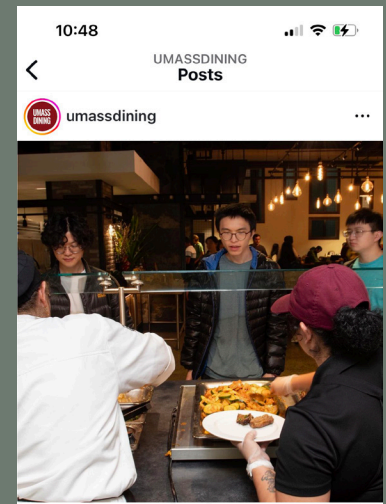
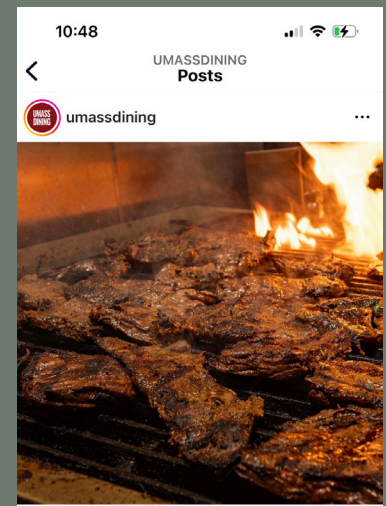
Students are frequent users of social media making it an invaluable tool for student engagement. Social media is an easy-to-access hub where multiple strategies can be utilized to keep students engaged. Utilizing approaches such as; event promotion, real-time event coverage, post-event recaps, and story series/highlights, are effective ways to keep students interested and engaged.

**@aussiebeefandlamb on Instagram, #askforAustralian Aussie Beef and Lamb on Facebook**



## EVENT RECAPS

Event recaps were featured on social media to share and capture the essence and unique experience of each event. Post-event promotion allows for continued engagement after the event and fuels anticipation for future events.





## SOCIAL MEDIA EFFORTS

Through our social media efforts, we have been able to communicate two items; 1) where to find Aussie Beef & Lamb products on the University of Massachusetts Amherst campus and 2) the impact choosing those products has on the environment at large.

This, in tandem with our on-campus events have brought the product to our students in a way that closes the gap on the mystery of where their food is coming from. By utilizing social media channels such as Instagram and TikTok, we have seen a return on investment in terms of strong social media engagement and interest.

The average Gen Z social media user is savvy when it comes to advertising. The UMass Dining marketing team has found its best to organically showcase Aussie Beef & Lamb within our standard social media strategy so as not to have our followers turn away from our content as if we were serving them a dry burger with no flavor.

A strong example of this is shown by one of our carefully crafted reels, showcasing a standard burger served at the Grill in our campus food court. The reel is about the burger, the toppings, the preparation and cooking method and overall presentation. This resulted in not only one of our partnerships most viewed efforts, but one of UMass Dining's most viewed reels of the semester.

# A STORY STUDENTS SUPPORT

The partnership between UMass Dining with Aussie Beef & Lamb has been an exciting opportunity for the UMass Dining Marketing department as it allowed the team to tell a story students could support.

As a college dining program, burgers, steaks and other lamb and beef products are a staple of the average college student diet. The goal of the marketing team was to show how these items are carefully and sustainably sourced, while prioritizing quality and taste.

Gen Z is eager to find small but impactful sustainable changes to their daily habits. Harnessing the power of storytelling through social media we have been able to showcase how choosing Aussie Beef & Lamb can be a simple and delicious choice that can have meaningful impact on the environment at large.

Sharing the story and goals of Aussie Beef & Lamb brings the customer closer to understanding the impact choosing their products can have on the environment & their diet. Highlighting our partnership with this company creates trust between the customer and our brand.

This trust is established by meeting the Gen Z customer where they are at; social media.



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# SOCIAL MEDIA STATISTICS, STRATEGY, & CONCLUSIONS

## Platforms posted on: Facebook, Instagram, TikTok, LinkedIn

3 IG feed posts totaling 24,098 reach and 1,316 engagements: averaging 8,033 reach

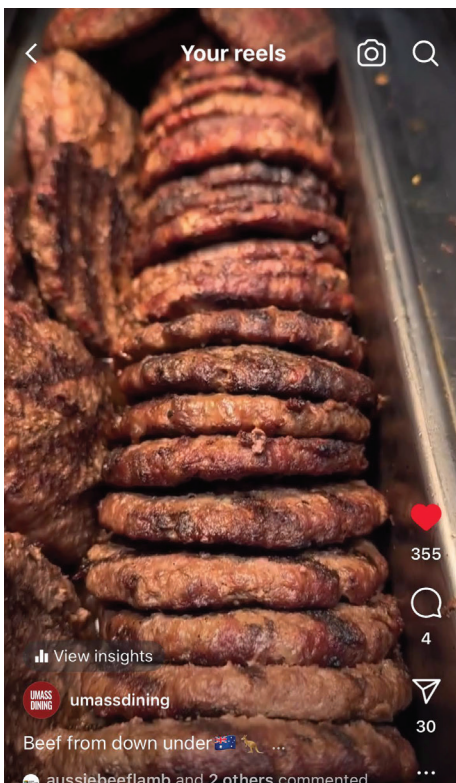
16 IG Story posts totaling 16,894 reach and 38 likes: averaging 1,056 reach

## Strategy:

- IG/FB feed posts with imagery of Aussie Beef & Lamb dishes and special events, and captions announcing and recapping Aussie Beef & Lamb related events on campus
- IG story posts capturing event footage live and announcing events

## Conclusions:

- Free samplings got the most engagement
- The current Instagram algorithm does not default to an ordered timeline, so Instagram stories provide an info avenue for many users who do not find our posts in their feed. Instagram stories was the most effective way to remind students about Aussie Beef & Lamb events



Scan for Reel



# DATA HIGHLIGHTS

Data collection is vital to developing effective student engagement strategies. By using surveys to collect data, you gain valuable insights into the preferences and behaviors of your students which help guide and shape your engagement strategies.

## Fall 2023 Aussie Beef & Lamb Survey (223 Responses):

Administering a survey in October 2023 at our first Aussie Beef & Lamb special event and retail tabling allowed us to gather information on students' initial knowledge on beef & lamb in Australia as well as educate them through the questions. The data gained from this survey guided our student engagement strategies for this project.

- **Animal Population:** 30.94% knew that Australia has more sheep and cattle than people
- **Upcycling of Feed:** 42.79% were aware that cattle and sheep mostly eat feed that humans cannot, thus upcycling it into nutrient-dense food and fiber
- **Agricultural Land:** 21.97% knew that only 3% of Australia's agricultural land is suitable for cropping
- **Water Usage:** 21.08% knew that it takes 68% less water to produce a kilo of beef and lamb production in Australia than it did 30 years ago
- **Carbon Neutral Goal:** 21.97% were aware of the industry's goal to be carbon neutral by 2030 and the reduction in net greenhouse gas emissions since 2005
- **Methane Emissions:** 17.04% knew that stable livestock numbers over the past 10-12 years balance methane emissions with atmospheric breakdown, resulting in zero additional global temperature rise
- **Transport Emissions:** 21.62% knew that transporting beef and lamb from Australia to the US accounts for less than 5% of the products' total environment impact
- **Nutritional Content:** 46.40% were aware that beef, lamb, and goat provide 12 essential nutrients
- **Aussie Beef Preferences:** 50.22% liked the taste/flavor of Aussie Beef the most
- **Aussie Lamb Preferences:** 54.05% favored the taste/flavor of Aussie Lamb

## Spring 2024 Aussie Beef & Lamb Survey (1,228 Responses):

- **Emissions Reduction:** 5.86% knew that emissions from beef and lamb in Australia have halved since 2005
- **Nutritional Content:** 39.36% were aware that red meat contains 12 essential nutrients
- **Halal Certification:** 13.60% knew that Aussie Beef & Lamb products can be Halal certified
- **Support from UMass:** 30.10% were aware that UMass supports and uses Aussie Beef & Lamb
- **Export Statistics:** 21.35% knew that Australia is one of the largest exporters of beef and lamb
- **Animal Population:** 10.18% knew there are 3 sheep and 1 cow for every person in Australia

# NUTRITION APPENDIX



**Diana Rodgers**

RD of Sustainable Dish

**Aussie Beef & Lamb are excellent options for health-conscious and flavor seeking college students. These meats offer high-quality protein and supply essential nutrients like B-vitamins, iron, and zinc, which are vital for supporting energy levels, cognitive function, and overall well-being—key concerns for students.**

**What's more, the versatility of Aussie Beef & Lamb products makes them perfect for a variety of ethnic recipes, from Mediterranean to Asian and beyond. This aligns with the trend of adventurous eating among younger generations, who enjoy trying exciting new dishes.**

**By opting for Aussie Beef & Lamb, you're not just treating their taste buds to premium flavors; you're making the smart choice for their nutrition, and tempting culinary exploration.**

## CUMIN LAMB TACOS

Nutrient		Amount	%DV
Energy		76.89kcal	
Total Carbs		13.53g	4.90%
Fiber		1.86g	6.70%
Starch		9.38g	
Sugars		1.75g	
Added Sugars		.14g	0.30%
Net Carbs		11.63g	
Fat		3.89g	5%
	Monounsaturated	1.77g	
	Polyunsaturated	.86g	
	Omega-3	.13g	
	Omega-6	.58g	
	Saturated	.83g	4.20%
Cholesterol		0mg	
Protein		8.59g	
	Alanine	.12g	
	Arginine	.1g	
	Aspartic acid	.13g	
	Cystine	.03g	
	Glutamic acid	.34g	
	Glycine	.07g	
	Histidine	.05g	
	Hydroxyproline		
	Isoleucine	.06g	
	Leucine	.19g	
	Lysine	.06g	
	Methionine	.03g	
	Phenylalanine	.08g	
	Proline	.14g	
	Serine	.08g	
	Threonine	.07g	
	Tryptophan	.01g	
	Tyrosin	.06g	
	Valine	.08g	
B1		.08mg	6.80%
B2		.11mg	8.50%
B3		2.63mg	16.40%
B5		.09mg	1.90%
B6		.15mg	8.90%
B12		.90ug	37.60%
Choline		5.53mg	1%
Folate		6.93ug	1.70%
Vitamin A		63.75ug	7.10%
	Alpha-carotene	229.62ug	
	Beta-carotene	641.47ug	
	Beta-cryptoxanthin	8.46ug	
	Lutein-Zeaxanthin	57.42ug	
	Lycopene	.07ug	
Vitamin C		4.32mg	4.80%
Vitamin D		0.0IU	
Vitamin E		.63mg	4.20%
Vitamin K		9.55ug	8%
Calcium		29.73mg	2.30%
Copper		.06mg	6.10%
Iodine		.03ug	
Iron		1.19mg	6.60%
Magnesium		32.14mg	7.70%
Manganese		.14mg	6%
Phosphorus		86.78mg	6.90%
Potassium		210.21mg	4.50%
Selenium		1.59ug	2.90%
Sodium		121.98mg	5.30%
Zinc		1.76mg	16%

## LAMB BRAISED PARMENTIER

Nutrient		Amount	%DV
Energy		76.21kcal	
Total Carbs		8.43g	3.10%
Fiber		1.27g	4.50%
Starch		4.76g	
Sugars		1.18g	
Added Sugars		0g	
Net Carbs		7.02g	
Fat		3.66g	4.70%
	Monounsaturated	.99g	
	Polyunsaturated	.28g	
	Omega-3	.05g	
	Omega-6	.17g	
	Saturated	1.86g	9.30%
	Trans-Fats	.1g	
Cholesterol		11.31mg	3.80%
Phytosterol			
Protein		3.18g	
	Alanine	.07g	
	Arginine	.06g	
	Aspartic acid	.21g	
	Cystine	.01g	
	Glutamic acid	.24g	
	Glycine	.05g	
	Histidine	.03g	
	Hydroxyproline		
	Isoleucine	.05g	
	Leucine	.08g	
	Lysine	.07g	
	Methionine	.02g	
	Phenylalanine	.05g	
	Proline	.05g	
	Serine	.05g	
	Threonine	.06g	
	Tryptophan	.02g	
	Tyrosine	.04g	
	Valine	.09g	
B1		.06mg	4.80%
B2		.11mg	8.80%
B3		1.43mg	9%
B5		.55mg	11.10%
B6		.14mg	8.40%
B12		.01ug	0.60%
Choline		16.12mg	2.90%
Folate		13.51ug	3.40%
Vitamin A		28.46ug	3.20%
	Alpha-carotene	.36ug	
	Beta-carotene	14.17ug	
	Beta-cryptoxanthin	.38ug	
	Lutein-Zeaxanthin	26.32ug	
	Lycopene	.02ug	
	Retinol	27.11ug	
Vitamin C		7.84mg	8.70%
Vitamin D		7.34IU	0.90%
Vitamin E		.16mg	1.10%
Vitamin K		2.28ug	1.90%
Calcium		12.14mg	0.90%
Copper		.11mg	12.40%
Iodine		1.31ug	0.90%
Iron		.66mg	3.70%
Magnesium		12.74mg	3%
Manganese		.1mg	4.40%
Phosphorus		50.62mg	4%
Potassium		256.34mg	5.50%
Selenium		1.78ug	3.20%
Sodium		163.14mg	7.10%
Zinc		.29mg	2.70%

## LAMB SEEKH KEBAB WITH GREEN CHUTNEY & CITRUS BASMATI RICE

Nutrient		Amount	%DV
Energy		169.73kcal	
Total Carbs		1.33g	0.50%
Fiber		.28g	1%
Starch		.09g	
Sugars		.55g	
Added Sugars		0g	
Net Carbs		1.04g	
Fat		14.68g	18.80%
	Monounsaturated	9.05g	
	Polyunsaturated	1.24g	
	Omega-3	.14g	
	Omega-6	1.05g	
	Saturated	3.57g	17.80%
	Trans-Fats	.38g	
Cholesterol		27.34mg	9.10%
Phytosterol		.13mg	
Protein		8.19g	
	Alanine	.42g	
	Arginine	.57g	
	Aspartic acid	.02g	
	Cystine	.11g	
	Glutamic acid	1.19g	
	Glycine	.36g	
	Histidine	.18g	
	Hydroxyproline		
	Isoleucine	.38g	
	Leucine	.65g	
	Lysine	.73g	
	Methionine	.27g	
	Phenylalanine	.33g	
	Proline	.27g	
	Serine	.29g	
	Threonine	.40g	
	Tryptophan	.09g	
	Tyrosine	.29g	
	Valine	.43g	
B1		.03mg	2.50%
B2		.08mg	6%
B3		2.12mg	13.20%
B5		.09mg	1.80%
B6		.08mg	4.90%
B12		.66ug	27.60%
Choline		1.12mg	0.20%
Folate		2.91ug	0.70%
Vitamin A		7.22ug	0.80%
	Alpha-carotene	5.25ug	
	Beta-carotene	40.48ug	
	Beta-cryptoxanthin	8.66ug	
	Lutein-Zeaxanthin	26.02ug	
	Lycopene	.03ug	
	Retinol	3.27ug	
Vitamin C		4.89mg	5.40%
Vitamin D		5.83IU	0.70%
Vitamin E		1.69mg	11.20%
Vitamin K		6.71ug	5.60%
Calcium		7.28mg	0.60%
Copper		.04mg	5%
Iodine		.03ug	
Iron		.9mg	5%
Magnesium		9.28mg	2.20%
Manganese		.03mg	1.10%
Phosphorus		68.02mg	5.40%
Potassium		144.09mg	3.10%
Selenium		2.03ug	3.70%
Sodium		97.71mg	4.20%
Zinc		1.15mg	10.50%

## MOROCCAN KEFTA MEATBALLS WITH TOMATO-ONION SAUCE

Nutrient		Amount	%DV
Energy		162.02kcal	
Total Carbs		5.38g	2%
Fiber		1.02g	3.60%
Starch		.23g	
Sugars		2.92g	
Added Sugars		0g	
Net Carbs		4.32g	
Fat		12.01g	15.40%
	Monounsaturated	1.88g	
	Polyunsaturated	.57g	
	Omega-3	.14g	
	Omega-6	.42g	
	Saturated	3.52g	17.60%
	Trans-Fats	.61g	
Cholesterol		32mg	10.70%
Phytosterol		.68mg	
Protein		8.29g	
	Alanine	.02g	
	Arginine	.03g	
	Aspartic acid	.05g	
	Cystine	.01g	
	Glutamic acid	.08g	
	Glycine	.02g	
	Histidine	.01g	
	Hydroxyproline		
	Isoleucine	.01g	
	Leucine	.02g	
	Lysine	.02g	
	Methionine	.01g	
	Phenylalanine	.02g	
	Proline	.02g	
	Serine	.01g	
	Threonine	.01g	
	Tryptophan	.01g	
	Tyrosine	.01g	
	Valine	.02g	
B1		.02mg	1.40%
B2		.1mg	7.60%
B3		2.55mg	15.90%
B5		.07mg	1.40%
B6		.2mg	12%
B12		.96ug	40%
Choline		2.55mg	0.50%
Folate		11.37ug	2.80%
Vitamin A		42.89ug	4.80%
	Alpha-carotene	3.14ug	
	Beta-carotene	367.95ug	
	Beta-cryptoxanthin	29.06ug	
	Lutein-Zeaxanthin	288.58ug	
	Lycopene	.03ug	
	Retinol	0ug	
Vitamin C		7.35mg	8.20%
Vitamin D		0IU	
Vitamin E		.65mg	4.40%
Vitamin K		66.28ug	55.20%
Calcium		25.55mg	2%
Copper		.03mg	3%
Iodine		.09ug	0.10%
Iron		2.55mg	14.20%
Magnesium		6.36mg	1.50%
Manganese		.15mg	6.60%
Phosphorus		83.18mg	6.70%
Potassium		203.15mg	4.30%
Selenium		6.99ug	12.70%
Sodium		138.72mg	6%
Zinc		2.13mg	19.30%



**Transform your campus dining and make a positive impact by incorporating the best of Aussie Beef & Lamb into your menus.**

**UMass Dining -**

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