Aussie Lamb's MOMENT



These Lamb Barbacoa Tacos hail from Chef Emilio Cerra of Oxomoco in Brooklyn, N.Y. Australian leg of lamb is marinated in quajillo 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.

aising 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,

Chef Cassie Piuma of Sarma in Somerville, Mass., offers her take on Turkish Manti: Dumplings filled with spice mix, along with Aleppo chiles, garlic, parsley, red The manti is tossed in a



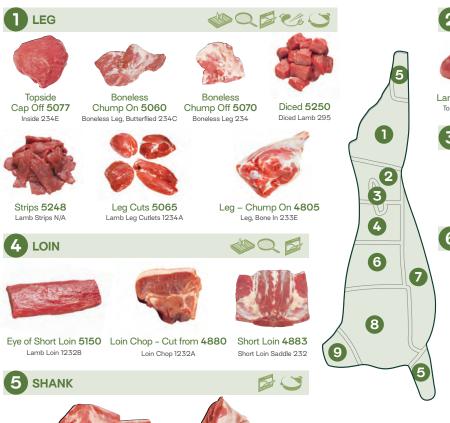
FAST FACTS*

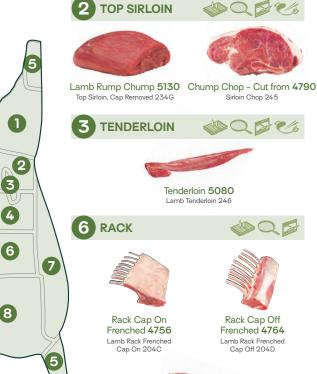
- Menu penetration of lamb continues to be highest among fine dining and midscale operators, and interest is growing across casual dining and LSR operators
- Fast casual operators, influential with young consumers, have the highest penetration of lamb promotions on menus

SOURCE: MENU MATTERS. DECEMBER 2022



AUSTRALIAN & US LAMB CUT GUIDE





Cutlet - Cut from 4756 Rib Chop 1204B



Fore Shank 5030

BREAST

9 NECK



Hind Shank 5031 Hind Shank 233F



Breast 5010

Neck 5059



Flap **5011**





Rosette - Cut from 5020 Neck Chop N/A





Square Cut Shoulder 4990 Square Cut



Grill

Minced 5260 Ground Lamb 296



Rolled / Netted 5050 Square Cut



Frenched 4739 Shoulder Rack (4 Rib) 207C



Shoulder Rack



Diced 5042

Cap Off 204D









National Association of Meat Purveyors Cut Name and Code (NAMP) The Meat Buyer's Guide = Guía Para Compradores De Carne.





LEGEND Stir-Fry

Handbook of Australian Meat Cut Code.

Handbook of Australian Meat. AUS-MEAT, 2020.



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.

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.

WW.GOODMEAT.COM.



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.

COOKING TO THE CUT



Recommended for grilling: lamb leg cuts, loin and topside



Recommended for roasting leg cuts, rack and shoulder.

STANDADED OF TRADED

MEAT STANDARDS AUSTRALIA FOR SHEEPMEAT

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.

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.



- 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.

