

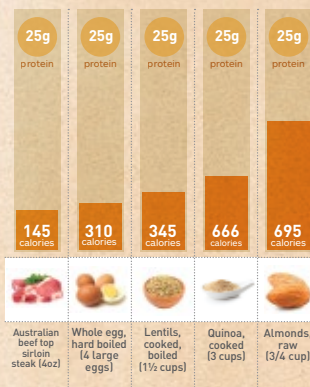
Experience the 'True Aussie' difference.



Grilling Australian beef

On the grill, get a hard sear on the outside, then move the cut to a cooler area of the grill to cook a little slower through. Don't forget to rest your steak. Once you've reached the right temperature inside, preferably medium rare @ 51°C internal temp) rest for at least 5 minutes. Then re-sear on a hot grill for a few seconds on each side before serving. For extra flavour, baste with some butter and dust with flaky sea salt.

All the nutrition your body needs in one healthy serving



Australian beef is a lean protein. On average, a 4-ounce (92g) serving of Australian beef is lean, low in cholesterol and has only 145 calories.

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

3X Iron
Australian beef provides 3-times more iron than chicken, and 2-times more iron than pork

Make the most of Australian beef

Australian beef is cost effective; trimmed to specification for maximum yield and with minimal waste. Australian beef's superior 20-week shelf life helps with this too.



Australian beef contains 13 essential nutrients required for good health, including **Iron, Zinc, and B vitamins**. Not only is Australian beef 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.

For a little more information, inspiration and creativity, visit www.lambandbeef.com



TRUE AUSSIE BEEF
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What makes Australian beef so #naturally aussome?

Great taste that won't get to your waist

Produced in harmony with nature, in a land of abundant pasturelands, Australian beef is produced to the highest standards of quality and integrity.

Both delicious and packed with natural goodness, Australian beef provides a range of options for every taste and helps put delicious, craveable and healthy meals on the table all year long.

Why Australian beef?

Some consumers are attracted to the choice of beef from livestock that freely graze on open, natural and pastures for their whole life. For others, the nutritional benefits of lean beef as a good source of protein and iron; and lower fat content is a plus. For many more, it's the 'as nature intended' flavour of a clean, green product.

Sustainably raised by custodians of the land

For Australian beef farmers, care for our animals and the environment are at the core of what we do. Farmers in Australia pride themselves on being stewards of the land, with sustainability as a priority. That means safekeeping and improving our vast pasturelands, and innovating with water and soil-management practices to protect Australia's great natural resources. As a country, we set the bar high for environmental standards, and our beef speaks volumes about the results.



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