

Experience the True Aussie difference.



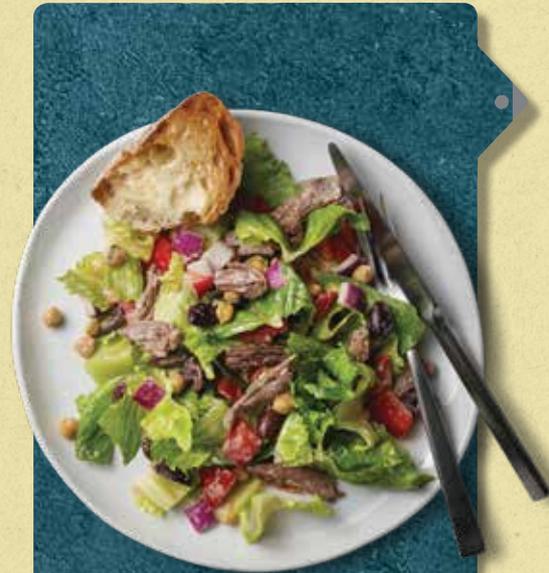
Is lamb really a healthy option? These numbers don't lie.



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 a good source of riboflavin.

3X Australian lamb provides 3-times more iron than chicken.
IRON



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.



Australian 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), it is a valuable source of **Omega 3 fatty acids**, the same 'healthy' fat found in fish.

Dollars and sense

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



The region's most trusted Halal guarantee

What makes Australian lamb so good?



Australia is the world's largest exporter of sheep meat and the second largest producer of lamb and mutton. Exporting to more than 100 countries across the globe, Australia's reputation for producing trusted high quality red meat products underpins some of the world's finest red meat.



*Naturally
flavourful*

Eat healthy without ditching flavour

Australian Lamb brings both flavour 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!

Fast facts about Australian lamb

- ✓ It's vacuum packed, and like all good meats, is aged to retain its natural moisture and mild flavour while further developing its tenderness.
- ✓ Cost effective—trimmed to specification for maximum yield and with minimal waste. Australian lamb's superior 12-week shelf life helps with this too.
- ✓ World-class quality systems make Australian lamb traceable all the way back to the farm.
- ✓ Naturally mild—thanks to pasture-raised animals from carefully chosen breeds that are younger and leaner without compromising eye muscle size.

Humanely, sustainably and naturally raised.

For Australian lamb farmers, 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 wellbeing of our animals. It all adds up as to why we have the highest rating from the World Organization for Animal Health (OIE).



TRUE AUSSIE LAMB
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