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AUSTRALIAN LAMB

PRODUCT GUIDE

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LAMB FROM AN IDEAL HOME



We believe there is no better place to raise lamb than Australia.

Our unique climate and environment allow our animals to live in their natural state and that in turn allows for consistent supply all year round. As a vast island, our livestock is more protected from illness and disease and our wide-open spaces have allowed us to develop a natural approach to farming. Animals are free to roam, living a less stressful life. We deliver a high quality, consistent, nutritious, safe and tasty product, bringing the best of Australia to plates all over the world.

PARTNERS FOR PROGRESS

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For more than 200 years, Australian farmers have been passing their knowledge down from generation to generation, creating a proud meat and livestock industry brimming with tradition. Our world-leading supply chain, together with the advantages of raising animals in an unspoiled environment, has underpinned Australia's reputation for producing high quality lamb.

Our proud farmers have the utmost respect for our land and our animals, recognising that sustainable environments and healthy and thriving livestock are essential for the livelihood of our industry. The resulting focus on doing things the "right" way and the "best" way, delivers peace of mind and pure enjoyment every time you eat our products.





Landfall
G.E. & F.R. ARCHER



CELEBRATING THE BEST OF AUSTRALIA

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It starts with great produce, available in abundance, but it's our sense of shared enjoyment that makes the experience so much better; we take pride in our relaxed and fun attitude to life. Australia produces a rich diversity of product, perfectly suited to different occasions whenever red meat is enjoyed. And as the popularity of lamb continues to grow globally, Australian lamb and mutton is poised to meet this demand with an extensive range of cuts, all raised and processed to some of the strictest standards on earth.

We proudly share our best produce for the rest of the world to enjoy in their own way. Life is about enjoying the moment, living well and when it comes to that we always expect the best.

WHY CHOOSE AUSTRALIAN LAMB?

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The Australian lamb industry has a long legacy of producing high quality, consistent, nutritious, safe and tasty lamb for customers around the world.

From meticulous standards that have resulted in one of the world's highest animal welfare statuses and our extensive traceability programs, to the respect we have for the land and our livestock for our livelihood. These are just a few of the reasons to choose Australian lamb, so let us share with you in more detail.

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1. Working sustainably

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2. Caring for our animals' welfare

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3. Product integrity and traceability

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4. Leaders in quality exports

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5. Extensive and diverse product range

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6. Focus on taste

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7. Naturally nutritious

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1. WORKING SUSTAINABLY

The Australian red meat and livestock industry makes an important contribution to sustainability – environmental, social and economic and over 200 years of farming tradition has created an understanding and respect that sustainable environments and healthy and thriving livestock are essential to the livelihood of the industry.

The focus on the environmental sustainability of the industry covers key areas of emissions reduction, water use and land management that are important, not only for the environment but also for producing nutritious, high quality lamb. Across the country many livestock producers manage weeds, pests and feral animals; help to maintain biodiversity; and reduce the risk of destructive bush fires. They implement a variety of efficient water management measures in their grazing systems, including maintaining healthy soils with adequate nutrients, minimising run off through vegetation, and monitoring the frequency and intensity of grazing to make the best use of pastures.

In Australia, lambs are mostly raised on open pasture in the south of the country. Australia's land and climate is ideal for grazing livestock because the flocks convert grass that isn't fit for human-consumption into nutrient-dense food.

The red meat industry, through Meat & Livestock Australia and in collaboration with the Australian government, invests millions of dollars annually in research and development to better understand the environmental impact of meat production and to further improve the environmental performance of the industry.





FAST FACT

The Australian lamb industry is climate neutral, meaning production doesn't contribute to additional global temperature rise.



FAST FACT

Australia took a global leadership role by enacting legislation to prevent the feeding of meat and bone meal to ruminants and have implemented surveillance programs to verify this ban.

2. CARING FOR OUR ANIMALS' WELFARE

AN ENVIABLE ANIMAL HEALTH STATUS

Australia's animal health status is arguably one of the highest in the world. We are recognised as being free of all major epidemic diseases including Foot and Mouth Disease (FMD).

As a result of our programs and our strict quarantine regulations, our industry is considered to be one of only a few globally, to be declared a "Negligible risk" country of Transmissible Spongiform Encephalopathies (TSE) by the World Organisation for Animal Health Industry (WOAH). The Australian government and the red meat industry continue to zealously guard our enviable status, with programs that have been in place for decades to maintain our superior standing.

ANIMAL HEALTH AND WELFARE

Livestock processing in Australia is conducted in accordance with national laws and international requirements, and enforced accordingly by state, territory and commonwealth inspectors to ensure that high standards of animal welfare are maintained at all times.

The Australian meat industry is committed to the highest level of animal welfare and the humane treatment of livestock. Our mission is to ensure acceptable animal welfare standards are implemented and effectively verified.

In 2005, the Australian meat industry proactively developed and implemented the Australian Meat Industry Council (AMIC) 'National Animal Welfare Standards for Livestock Processing Establishments'. The standards integrate Australia's Model Codes of Practice, relevant state and commonwealth legislation, commercial requirements and community expectations into a single best practice animal welfare standard for livestock processors.

Australian processors demonstrate their superior commitment to these standards and best practice animal welfare by complying with the 'Australian Livestock Processing Industry Animal Welfare Certification System' or 'AAWCS'. The AAWCS is an independently audited certification program which covers all animal welfare activities at the processing establishment - from receipt of livestock at the establishment to the point of processing.



3. PRODUCT INTEGRITY AND TRACEABILITY


PRODUCT INTEGRITY AND TRACEABLE SYSTEMS

The National Livestock Identification System (NLIS) is Australia's system for the identification and tracking of sheep for biosecurity, food safety, product integrity and market access. NLIS is based on a 'whole of life' electronic tag placed on individual sheep, which utilises radio frequency and enables individual transactions to be recorded and transmitted electronically by the producer or processor.

Additionally, the Livestock Product Assurance (LPA) program is designed to certify food safety and quality assurance standards. Producers are audited randomly to ensure adherence to the LPA food safety standards.

Underpinning these integrity programs is the National Vendor Declaration (NVD), linking the traceability of the sheep from the farm, through to saleyards, feedlot, transport and processing. The NVD includes a Property Identification Code (PIC) that tracks exposure of the sheep to any agricultural and veterinarian chemicals, grazing history and supplementary feeding.

Product integrity is assured at all points of transfer:

- **Transport and Saleyard:** Sheep transport is held to TruckSafe standards for animal welfare, meat quality and meat safety. The National Saleyards Quality Assurance Program (NSQA) addresses key quality issues or hazards within the saleyard sector and, when sheep pass through the saleyard, transactions are recorded using NLIS electronic tags
 - **Processing plant:** All processing plants must comply with the Australian standard to ensure meat is processed hygienically. This standard is consistent with international ISO 9002:1994 and Hazard Analysis Critical Control Point (HACCP) standards. The Australian government verifies the legislation is being correctly implemented. Each head receives an ante mortem and post mortem veterinarian inspection, and microbial assessments are conducted throughout processing. For traceability, all lamb carcasses must be correlated to their PIC numbers, which are stored on a database.
 - **Shipping:** All shipping containers destined for export are inspected, and sea-freighted containers are sealed under Department of Agriculture Australia supervision. Once inspected, the container cannot be reopened until it reaches its final destination. For traceability purposes, the container and seal numbers for all lamb exports are stored in the Department of Agriculture database.
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FAST FACT

The information within the NLIS is held on a central database, allowing the tracing of sheep to occur swiftly and efficiently- an attribute that distinguishes the NLIS from other traceability systems around the world.



4. LEADERS IN QUALITY EXPORTS

FAST FACT

Australia exports approximately 65% of its lamb and 95% of its mutton production to over 75 countries, meeting and exceeding differing market requirements.

The Australian meat processing sector is a world leader in lamb dressing and fabrication. Australian processing plants employ the latest technologies to ensure continued improvement in production efficiency, without sacrificing superior levels of meat safety.

STATE-OF-THE-ART PACKAGING AND SHELF-LIFE

The Australian meat industry recognised many years ago that packing and delivery are two critical links in the lamb supply chain, particularly for international customers.

The Australian processing sector employs the latest packaging technologies to ensure that Australian lamb is delivered to export markets in the same high-quality condition in which it left the processing house.

Australian chilled lamb primal cuts are vacuum packed to maintain freshness and quality and to ensure extended shelf life. Strict temperature control is maintained through the delivery process, inhibiting bacterial growth and giving Australian lamb a shelf life of at least 12 weeks provided that optimal storage conditions are maintained.

Australian processors consider the following four factors to play a key role in controlling the growth of micro-organisms on meat in vacuum packs:

- **Australian processing conditions:** The cleanliness of sheep prior to slaughter (due to being grass-fed) and the decreased processing speeds at slaughter result in lower microbial counts, decreasing the potential for contamination on meat surfaces.

- **Temperature:** microbial growth rates at 0°C to 1°C are only about half of those at 5°C. A storage temperature as low as -2°C without freezing the meat is the best policy to maximise shelf life. Australian meat is typically transported at -1.5°C to -0.5°C.
- **Gas atmosphere in the vacuum packaging:** The basis of effective vacuum packaging to prevent spoilage and prolonging the shelf life of meat is the oxygen-free environment, which inhibits the growth of spoilage bacteria, while still allowing the natural tenderising process of ageing to continue.
- **The meat's pH:** High pH meat (pH6.0 and higher) will spoil more quicker than meat below pH6.0, as some bacteria are able to survive in this high pH environment. By excluding meat from the carcasses where pH is greater than 6, processors can eliminate these spoilage problems.

FROM OUR SHORES TO YOURS

There is a variety of transport services available, designed to meet every requirement of our global customers. A number of shipping lines operate from Australia offering container and conventional service. The days at sea are perhaps the most important to the quality of Australian chilled lamb primal cuts. During this time, chilled, vacuum-packed cuts are allowed to age – a process that improves and enhances meat quality and tenderness. Sea freight is a popular form of transport for Australian lamb, however, air shipment is also available.

5. EXTENSIVE AND DIVERSE PRODUCT RANGE

ALL ABOUT AUSTRALIAN LAMB


Australian lamb has the 'natural advantage'. Most of our lambs are raised exclusively on pasture, enjoying a grass-fed diet. Australia has over 70 million head of sheep that are divided into two main categories: wool and meat. Meat breeds are commonly Border Leicester, Suffolk, Dorset, Texel and Dorpe, quite often crossed with Merinos. Sheep of these breeds are most prevalent in the southern parts of the country.

A VARIETY OF PRODUCTS FOR EVERY NEED

The Australian sheep industry produces some of the finest lamb in the world. Our industry is geared to producing high quality grassfed, grainfed and organic lamb.

The Australian lamb industry also caters to the needs of different cultures, with many Australian processors producing Halal lamb guaranteed to adhere to Islamic law.

No matter what you require for your discerning customers the Australian lamb industry has the right product for you.





5. EXTENSIVE AND DIVERSE PRODUCT RANGE



GRASSFED LAMB

Most Australian lambs are raised exclusively on pasture. Variations in seasonal and geographic factors influence the style and flavour of grassfed lamb. As demand for natural, wholesome foods increases globally, Australian grassfed lamb is being viewed as an important component of a healthy diet. Raised exclusively on pasture, grassfed lamb is naturally low in fat and cholesterol.

GRAINFED LAMB

The vast majority of Australian lambs are grassfed. While most of the remaining are grain assisted, with access to grain in the paddock, a smaller number have been finished on a nutritionally balanced, high-energy ration for a specified minimum number of days.

FAST FACT

Over 90% of Australian lambs are grassfed.

FAST FACT

Australia is a self-sufficient grain producer meaning we can blend the perfect feedlot ration which helps to deliver our naturally delicious flavours.



ORGANIC LAMB

Organic sheep are raised on certified organic farms, which is your guarantee that the animal has grazed on completely chemical-free pasture (no artificial pesticides, herbicides or fungicides). Certified organic sheep go through life without the use of synthetic growth hormones or antibiotics.

Customers can be assured that a product is organic when it displays the logo of a Department of Agriculture organic approved certifying organisation. To be classified organic, the Organic Standards must be adhered to. The farm and processor must be fully converted to organics and have been organic for a minimum of three years. They must be approved and licensed by a third-party organic certifier, as approved by the Department of Agriculture. Annual inspection ensures that the farmer and processor operate in a way that cares for the environment and for the quality of the product.



HALAL CERTIFIED LAMB

For Australian lamb to be identified as Halal, the animals must be slaughtered by a Muslim in accordance with the requirements of the Islamic law. Australia is renowned for its commitment to the strict standards required for producing Halal meat and meat products. The Australian Government Authorised Halal Program (AGHAP) ensures maintenance of Halal status and segregation of product after carcasses are declared Halal by Muslim slaughter men. The AGHAP is a collaborative program between Australian Government departments and Australian Islamic Organisations. The integrity of the program is supported by Australian law.

Australia exports Halal certified meat to key markets across Asia, the Middle East and Europe. With 1.9 billion Muslims worldwide and an Australian Muslim population growing at 35% (2021 census vs 2016 census), this is an important and attractive part of our product range.

FAST FACT

The abundance of natural grazing land makes Australia the perfect place to nurture organic sheep.

FAST FACT

The word Halal is an Arabic word meaning "lawful".

**A CUT FOR
EVERY
OCCASION**



AUSTRALIAN LAMB CUT GUIDE

1 LEG



4 LOIN



5 SHANK



7 BREAST



9 NECK



2 TOP SIRLOIN



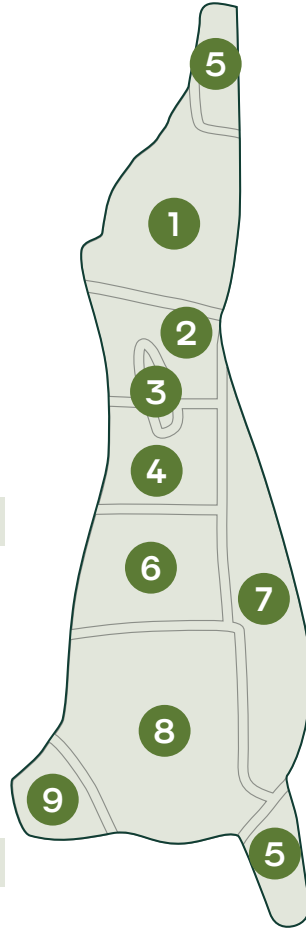
3 TENDERLOIN



6 RACK



8 SHOULDER



LEGEND



● Handbook of Australian Meat Cut Code.
Handbook of Australian Meat. AUS-MEAT, 2020.



6. FOCUS ON TASTE



FAST FACT

Unique to the MSA grading program, the system has complete paddock to plate quality checks from livestock management and sustainability, through to product quality and integrity.

MEAT STANDARDS AUSTRALIA (MSA); THE SYMBOL OF EXCELLENCE IN EATING QUALITY

Historically, international red meat grading systems have focused only on production processes with no accountability or input from consumers. But this approach can lead to inconsistent eating experiences.

More than 10 years ago, the Australian red meat industry developed and established a grading system called Meat Standards Australia, a red meat eating quality program that labels cuts with a guaranteed grade and recommended cooking method to identify eating quality according to consumer perceptions. MSA is a voluntary grading program that accurately predicts the eating quality of Australian lamb, enabling suppliers to deliver consistent quality lamb to consumers. Only licensed lamb processors that meet the MSA standards can apply the MSA grading system.

MSA is underpinned by:

- Consumer taste panels held in 8 countries
- More than 86,000 diners
- Over 600,000 serves of red meat
- Wide range of production and processing systems tested

7. NATURALLY NUTRITIOUS

To live well, you need to eat well and Australian lamb is a positive contribution to an enjoyable and balanced diet. Australian lamb is naturally rich in protein and provides 8 essential vitamins and minerals which can help with everything from regulating the nervous

system to keeping bones healthy. Australian lamb is also very nutrient-dense meaning you need a smaller portion size to achieve the same nutritional contribution when compared to other food types.

REDUCES FATIGUE AND KEEPS YOU ENERGISED

- Iron
- Niacin
- Riboflavin
- Phosphorus
- Vitamins B6
- Vitamins B12

REGULATES YOUR NERVOUS SYSTEM

- Niacin
- Riboflavin
- Potassium
- Vitamins B6
- Vitamins B12

HELPS WITH NORMAL BRAIN FUNCTION

- Iron
- Niacin
- Zinc
- Vitamins B6
- Vitamins B12

MAINTAINS A HEALTHY IMMUNE SYSTEM

- Iron
- Zinc
- Vitamins B6
- Vitamins B12

KEEPS BONES HEALTHY AND HELPS WITH GROWTH

- Protein
- Zinc
- Phosphorus

BUILDS AND MAINTAINS MUSCLES

- Protein

Because of its nutritional composition, Australian lamb is a valuable ingredient for specific consumers, for example; Iron-rich foods are recommended for the growth and development of children and play an important role in replenishing iron stores amongst women during

their reproductive years. Zinc helps with fertility and reproduction and nutrient-dense ingredients such as lamb, are beneficial to those with smaller or low appetites such as the elderly or those recovering from an illness.

FAST FACT

Vitamin C can enhance the absorption of iron so try adding citrus fruits or leafy greens to your lamb meals.



ORDERING AUSTRALIAN LAMB







AUS-MEAT; A COMMON LANGUAGE

Ordering Australian lamb is simple, and understanding the AUS-MEAT language is the first step.

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AUS-MEAT is an industry-funded organisation responsible for establishing and maintaining Australian meat specifications. The AUS-MEAT language is a uniform specification language for Australian meat products that enables importers and wholesalers to accurately specify the meat product they wish to purchase from an exporter or seller. The AUS-MEAT language is outlined in detail in the AUS-MEAT Handbook of Australian Meat (HAM).

The AUS-MEAT language is based on product description and objective measurements of various carcass traits, such as hot weight, fat depth, sex and age of the animal.

AUS-MEAT has assigned a distinct, four-digit, Handbook of Australian Meat (HAM) number for every primal cut and offal product. The category descriptions and HAM numbers are vital components when ordering Australian lamb.

AUSTRALIAN MEAT QUALITY- CHILLER ASSESSMENT

Australian meat processors objectively measure carcass quality using an industry program called 'Chiller Assessment.' This is principally how we 'grade' carcasses. Chiller Assessment is conducted by qualified company personnel, and company Chiller Assessment programs are regularly audited by AUS-MEAT to ensure their integrity.

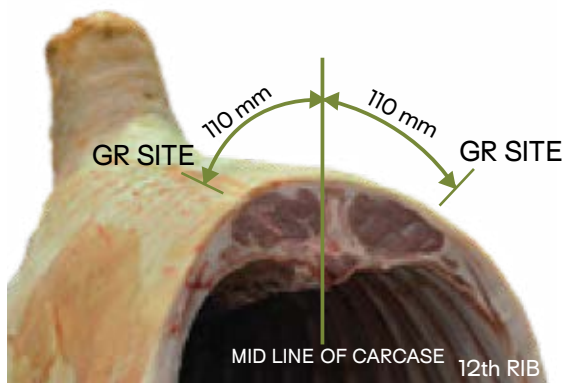
Chiller Assessment is used to objectively measure the quality characteristics of a lamb carcass, allowing the processor to accurately communicate the characteristics of the carcass to a buyer. Chiller Assessment enables the buyer to accurately specify the type of product desired. Unlike cattle carcasses, which are assessed after chilling, lamb carcasses are assessed as they enter the chiller from the processing area.











Chiller Assessment is conducted by qualified company personnel who are regularly audited by AUS-MEAT to ensure their integrity.

Chiller Assessors evaluate the carcasses by measuring fat cover and carcass weight.

CARCASS FAT CLASS

The fat cover on a carcass is described by fat classes on a scale of 1 to 5. The class is determined on the depth of tissue at the GR SITE. This site is located over the 12th rib, 110mm from the mid line as shown in the diagram.



CLASS 1	CLASS 2	CLASS 3	CLASS 4	CLASS 5
				
 GR Up to 5mm	 GR Over 5mm up to 10mm	 GR Over 10mm up to 15mm	 GR Over 15mm up to 20mm	 GR Over 20mm



HOW TO ORDER AUSTRALIAN LAMB

There are three easy steps to ordering Australian lamb.

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STEP 1 DEFINE THE CATEGORY OR ALTERNATE CATEGORY

As a first step to ordering Australian lamb, you should let your supplier know the desired category of sheepmeat (lamb and/or mutton) that will be processed into your desired cuts. This specification is known as the category. Two options are available when defining the category. If you aren't too concerned about the age of the animal or the variability of meat quality, you can define lamb by basic categories.

If you are looking for meat that has been derived from animals of a certain age and, therefore, exhibits less variance in quality, you can define meat by alternative categories. You will notice that the criteria used to define alternate categories are more narrowly specified than those for basic categories.

STEP 2 DEFINE THE PRODUCT SPECIFICATION

A product specification defines attributes of each product. When defining the specification to your supplier, you might include the following:



- The name of the cut you wish to purchase
- The number of the cut you wish to purchase (Handbook of Australian meat (HAM) number)
- Livestock production system such as Grassfed, Grainfed or Organic
- Fat depth, degree of trimming, whether various muscles and bones remain intact or are removed

STEP 3 DEFINE OTHER REQUIREMENTS





Requirements not specifically related to the product specification also should be defined. These requirements may include:

- Chilled or frozen product
- Packaging (vacuum packed, layer packed, multi-packed, etc.)
- Price
- Quantity
- Shipping terms
- Delivery date

Basic Dentition Categories of Sheepmeat

Dentition	Description	Category/Cipher
0	Lamb – Female, castrate or entire male animal that: • Has no permanent incisor teeth.	Lamb 'L' *12 months (approx.)
1 – 8 	Mutton – Female or castrate male animal that: • Has at least one (1) permanent incisor tooth. • In male has no evidence of Secondary Sexual Characteristics (SSC).	Mutton 'M' *Over 10 months
1 – 8 	Ram – Entire or castrate male that shows Secondary Sexual Characteristics (SSC).	Ram 'R' *Over 10 months

Alternative Dentition Categories of Sheepmeat

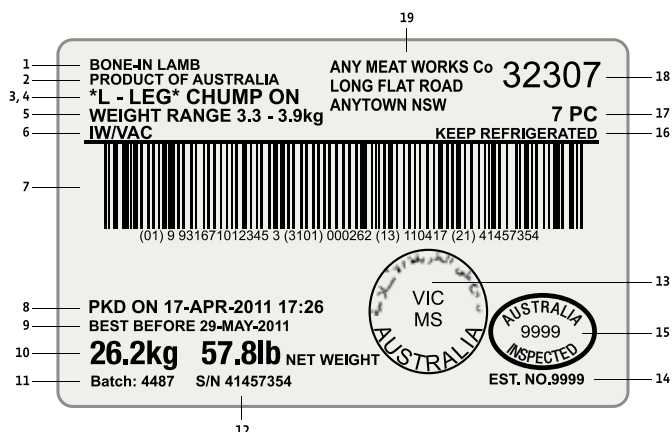
Dentition	Description	Category/Cipher
0 	Carcase derived from female or castrate male ovine that: • Has no permanent incisor teeth (in addition): • Has no eruption of permanent upper molar teeth.	Young Lamb 'YL' *Up to 5 months only
1 – 2 	Carcase derived from female or castrate male ovine that: • Has 1 but no more than 2 permanent incisor teeth. • In male has no evidence of Secondary Sexual Characteristics (SSC).	Hogget 'H' or Yearling Mutton *10 to 18 months
1 – 8 	Carcase derived from female ovine that: • Has 1 or more permanent incisor teeth.	Ewe Mutton 'E' *Over 10 months
1 – 8 	Carcase derived from castrate male ovine that: • Has 1 or more permanent incisor teeth. • Has no evidence of Secondary Sexual Characteristics (SSC).	Wether Mutton 'W' *Over 10 months

* Stated ages are approximate
Source AUS-MEAT

LABELLING OF AUSTRALIAN LAMB

All cartons of Australian red meat are identified with product information labels. Carton labels consist of mandatory information that is required under Australian government regulation. In addition to mandatory information, Australian processors may include optional information on the label, allowing for further description for trade purposes.

1. **GENERIC STATEMENT:** Bone in or boneless and identification of species
2. **COUNTRY OF ORIGIN**
3. **CARCASE IDENTIFICATION:** Category code which identifies the carcass age and sex
4. **PRODUCT IDENTIFICATION:** Primal cut description as shown in the Handbook of Australian Meat
5. **PRIMAL WEIGHT RANGE:** Indicates that each primal cut in the carton is the minimum/maximum weight range as shown on the label
6. **PACKAGING TYPE:** AUS-MEAT packaging code
7. **BAR CODE:** Most developed and compliant with the GSI (EAN.UCC) international meat industry guidelines
8. **PACKED ON DATE:** Day, month, year and time that the product was packed into the carton
9. **BEST BEFORE DATE:** End of the period for meat stored in accordance with any stated storage condition. Meat marked with best before date can continue to be sold after that date provided that the meat is not damaged, deteriorated or perished. Meat marked with use by date cannot be sold after that date
10. **NET WEIGHT:** Meat content, less all the packing material, shown to two decimal places in kilograms and pounds
11. **BATCH NUMBER:** In-house company identification number for product tracing when required
12. **CARTON SERIAL NUMBER:** Individual identification number for carton
13. **HALAL APPROVED:** Product has been ritually slaughtered and certified by an approved Islamic organization
14. **ESTABLISHMENT NUMBER:** Plant-registered identification number
15. **AI STAMP:** Australian government inspected
16. **REFRIGERATION STATEMENT:** 'keep chilled/refrigerated' indicates that the product in the carton has been held in a controlled chilled condition from the time of packing
17. **NUMBER OF PIECES:** Number of primal cuts in the carton
18. **COMPANY CODE:** In-house identification code for product in the carton
19. **COMPANY TRADING NAME:** Name of the processor of the product





AUSTRALIAN LAMB

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Over 200 years of farming experience and heritage.

An untarnished health legacy. A broad variety of grades and cuts. One of the world's most stringent safety and traceability standards. Add it all up and you'll see why Australian lamb stands out in the global marketplace. Give your customer the quality they demand, with Australian lamb.

Visit aussiebeefandlamb.com.au
for more information.