

The best of
AUSTRALIA



Highest animal
welfare



Trusted integrity
systems



Sustainably
produced



Consistently superior
eating quality



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The AUSSIE WAY

Australia's sustainable farming & quality assurance systems

There's no better place on earth to raise sheep, cattle and goats.

Australia's unique climate and environment mean our animals can roam freely in vast unspoiled landscapes, grazing nutrient-rich pastures all-year round, ensuring consistent supply and quality.

A protected island with world-leading traceability systems, Australia's livestock are more protected from pest and disease outbreaks.

The Australian beef and lamb industries are more than 200 years in the making. Our farmers are proud of their animal welfare, sustainability and integrity practices that deliver the highest quality meat for your customers.

SHELF LIFE AND TRANSPORT

Due to the stringent hygiene standards in our processing facilities and along the entire supply chain, we boast some of the world’s longest shelf life credentials.



Vacuum-packaged Aussie beef has a **shelf life of up to 20 weeks** under optimal storage conditions.

Shelf life
of up to
20 weeks



Vacuum-packaged Aussie lamb has a **shelf life of up to 12 weeks** under optimal storage conditions.

Shelf life
of up to
12 weeks

Transport contributes less than 5% of GHG emissions, water and energy use for red meat.



Most Australian beef, lamb and goat exported around the world **travels by sea freight**, which is the most efficient form of transport. For instance, the transport of Australian red meat to the US **contributes less than five percent** of the life cycle greenhouse gas emissions, water and energy use.

AUSTRALIAN FOOD SAFETY PROGRAMS

Australian beef & lamb achieves such long shelf life due to:

The cleanliness of the livestock prior to slaughter

Decreased processing speeds optimises hygiene

Audited HACCP procedures

World class food safety and hygiene standards during processing

Australian Government audits



INTEGRITY SYSTEMS

Australia is a world leader in livestock traceability and identification. The National Livestock Identification System (NLIS) is Australia's system for the identification and paddock-to-plate traceability of individual cattle, sheep and goats. NLIS reflects Australia's commitment to biosecurity and food safety, providing a competitive advantage in a global market.

Combined with the Livestock Production Assurance (LPA) program, NLIS ensures Australia's ability to trace livestock in the event of disease and food safety incidents, unlocking access to more than 120 markets around the world.

Two programs work together to underpin **food safety** on-farm and **traceability** through the value chain.



**On-farm
assurance**

LPA: On-farm management of food safety, animal welfare and biosecurity risks.

Property Identification Code (PIC)
– required for all livestock-producing properties.



**Identification &
Traceability**

NLIS: Tracks the location of every animal throughout its life.

LPA and NLIS records – underpin food safety and traceability.



Australia has never had a major reportable pest or disease outbreak.

BENEFITS OF WET AGEING

Meat ageing occurs as muscle fibres are slowly broken down by naturally occurring enzymes, resulting in more tender beef with improved eating quality.

The ageing process doesn't affect the appearance or safety of the meat, as the breakdown of muscle fibres occurs at a microscopic level with no visible change in the product.

This means the journey from Australia improves the eating quality of your beef and lamb as it makes its way to you.

Fresh beef and lamb are vacuum packaged to maintain quality, inhibit bacterial growth and ensure extended shelf life that you can count on.



HALAL TO THE BONE

The vast majority of Aussie beef and lamb is certified Halal, making Australia a trusted supplier of Halal of beef and lamb to more than 70 countries around the world.

Certified by the Australian Government Authorised Halal Production System (AGAHPS), which includes product identification, and processing and segregation controls, you can be sure

you're getting clean and safe Halal meat from livestock raised in a natural, stress-free environment with clean air, sunlight, lush pastures and fresh water.



For more information about the AGAHP program scan the QR code.



DELIVERING CONSISTENCY IN EATING QUALITY

Australia's world-leading eating quality grading system, Meat Standards Australia (MSA), predicts the eating quality of every individual cut of beef and sheepmeat. Scientifically accounting for all known factors that affect eating quality, MSA ensures you and your customers get the quality you pay for, every time.



KEY POINTS

- Allows you to extract more value out of each cut by confidently purchasing fit-for-purpose products and segregating on quality
- If a cut doesn't meet a minimum level of quality, it doesn't receive an MSA grade
- MSA-backed Australian brands will consistently deliver the same high-quality taste, juiciness and tenderness
- Millions of consumer taste tests around the world have shown that consumers consider taste, tenderness and juiciness to be vital when determining eating quality of red meat. By using MSA graded product along with the recommended cooking methods, you can rest assured that you will meet consumer expectations around the world.



Marbling only accounts for 15% of a consumer's eating experience – that's why we measure and include 14 traits in the MSA model.

HOW DOES MSA COMPARE TO USDA GRADING?

The key differences between MSA and USDA grading include;

1. the USDA system only measures two factors that directly impact eating quality, compared to MSA's 14 factors, and
2. USDA grading applies a blanket grade across an entire carcass while MSA accounts for variation between cuts and grades individual cuts on their predicted eating quality.

MSA is the world's most accurate meat grading system to predict and guarantee the consumer's eating experience for tenderness, juiciness, flavour and overall liking.

Most Australian beef processors are licensed to participate in the MSA program.



Scan the code to search the MSA | Australian Exporters Database



- Whole carcass quality grade based on marbling and maturity (ossification)
- Producer-focused grading to justify carcass value
- All **primals** receive the same grade = less ability to differentiate quality.



- Individual cut-based eating quality prediction – accounts for ageing and cooking method
- Scientifically measures all 14 factors from paddock to plate that influence eating quality
- Individual **primals** receive their own grade – extract more value out of each cut

THERE ARE MANY DIFFERENT FACTORS THAT IMPACT EATING QUALITY (IT'S NOT JUST MARBLING)...

Tropical
BREED
Content

Carcass
WEIGHT

SEX

Hormonal
GROWTH
PROMOTANTS

HANGING
METHOD

CUT
Ageing

MARBLING

OSSIFICATION
(MATURITY)

.....
INDIVIDUAL
CUT

Cooking
METHOD

Via
SALEYARD

pH

★
RIB-FAT
Measurement

MILK-FED
VEAL

These are all 14 factors known to influence red meat eating quality. The MSA grading model measures all 14 factors.

SUSTAINABILITY IS IN OUR DNA

As custodians of more than half of Australia's land mass, the red meat industry is not just 'green' in its care for the environment – it is sustainable, cares for livestock and plays an important role in Australian communities and global nutrition.

KEY ENVIRONMENTAL SUSTAINABILITY ACHIEVEMENTS SO FAR



78.6% reduction in net carbon emissions since 2005 (beef and sheepmeat)



Australian beef producers have reduced the water used in raising cattle by 73% since 1985.



58% of beef producers are either purchasing renewable energy or generating their own on-farm.



81% of producers are adopting practices to improve soil water retention.



Bioenergy overtook on-site coal use as the third largest source of energy in the Australian red meat processing sector



Almost 160m ha of beef grazing land managed for biodiversity



Carbon sequestered through vegetation on beef cattle properties increases to 31.31Mt CO₂e.



New and improved genetic selection tools allowing sheep producers to select for sustainability rates.

Current as at August 2024

For more information about the Australian red meat industry's sustainable development approach, visit goodmeat.com.au



For more information scan the QR code.



The Australian red meat industry has committed to achieving carbon neutrality by 2030. For more information scan the QR code.



WORLD CLASS ANIMAL WELFARE

Australian producers are constantly striving to improve animal welfare so that their sheep, cattle and goats are healthy and happy, and produce red meat of the very best quality that is naturally high in protein and essential nutrients.

World-leading farm assurance standards are governed by the Australian Animal Welfare Standards and Guidelines. The Australian red meat industry is committed to the Five Domains of Animal Welfare, which is an internationally recognised standard for optimal animal health and welfare, caring for an animal's physical and mental needs.

The five domains are:

- **Nutrition:** availability and quality of feed and water
- **Environment:** atmospheric and environmental conditions
- **Health:** presence or absence of disease and injury; promptly treating sick or injured animals
- **Behaviour:** freedom to express natural behaviours
- **Mental state:** subjective feelings and experiences.



Australia is aiming for 100% use of pain relief for on-farm animal husbandry procedures by 2030.



The Australian Beef Sustainability Framework reports annually on industry progress toward sustainability goals. For more information scan the QR code.



Aussie BEEF

The Australian beef industry has a long, trusted legacy of producing sustainable, safe, consistently high eating quality beef for discerning consumers all around the world.

Whether you're looking for grass or grainfed beef, antibiotic free, no added hormones, regenerative, organic, Angus or Wagyu, Australia's versatile landscape means we can meet all your needs.



Erica & Stuart Halliday
'Ben Nevis' Angus Stud,
Walcha NSW

“We are absolutely determined to leave the land in a better state than we got it. To regenerate not only the soils and the pasture but also the trees... we want to make this something that generations to come will be proud of.”



Scan the QR code
to hear Erica &
Stuart's story



Australia
represents
11% of the world's
beef exports.

GRASSFED BEEF

Seventy percent of Australia's cattle are raised and finished exclusively on pristine pastures, where they're free to roam and graze nutrient-rich grasses and other plant species specific to their climate and region, all year round.



Grassfed beef comes from animals that have spent their entire lives grazing on grass.

Grainfed beef comes from animals that graze on grass for most of their lives and then transition to grain-based diets.

Australian grassfed beef is premium, consistent, naturally nutritious and sustainable.

Cooking tip: grassfed beef is naturally lean, and as a result usually cooks about 30% faster across most cooking methods. To make the most of your delicious Aussie grassfed beef:

- Bring your meat up to room temperature before cooking to prevent it drying out.
- Lean grassfed meat requires about 30% less cooking time than highly marbled grainfed meat.
- Allow meat to rest for 5-10 minutes before cooking to help retain the juices.



Scan the QR code for more
grassfed beef cooking tips
and recipe inspiration

GRAINFED BEEF

Certified Aussie Grainfed Beef is a world class product, renowned for its marbling, tenderness, and flavour, Aussie Grainfed Beef is produced under the highest standards of sustainability and animal welfare. Aussie Grainfed Beef offers an eating quality that elevates dining experiences and satisfies the most discerning palates.

Feed mixes in Australia are developed by animal nutritionists and comprise grains (such as wheat, oats, rye, barley and sorghum), protein (sunflower and lupins), vitamins and minerals, that deliver optimal animal nutrition and meat flavour, tenderness and juiciness. Coupled with Australia's world-leading meat grading systems, Aussie Grainfed Beef is a cut above in the grainfed beef category.



Grainfed Beef can be an efficient, sustainable option as it uses less land and water, and finishes animals more quickly, meaning less emissions released throughout the animal's lifetime.

WAGYU

Prized by chefs and loved by consumers, Aussie Wagyu boasts melt-in-your-mouth tenderness with the intense Wagyu marbling your customers love.

Aussie Wagyu delivers consistently tender, rich flavour due to its softer fat composition, higher proportion of healthier unsaturated fats and finer meat texture.

Australia is the largest exporter of Wagyu beef in the world, offering a wide range of products from 50% Wagyu up to Fullblood Japanese pedigree, delivering a range of flavour profiles to suit all tastes from soft and mild, to rich and intense.

Starting from the original export of Wagyu genetics from Japan in the 1990s, a global luxury beef industry has emerged from Australia that provides the highest quality eating experience for the luxury food sector.



Estimated boxed production value for Aussie Wagyu in 2023 was AUD \$2 billion, with around 80% exported to over 40 countries.



Australia is the largest global exporter of Wagyu beef and boasts the second largest fullblood Wagyu herd in the world, behind Japan.

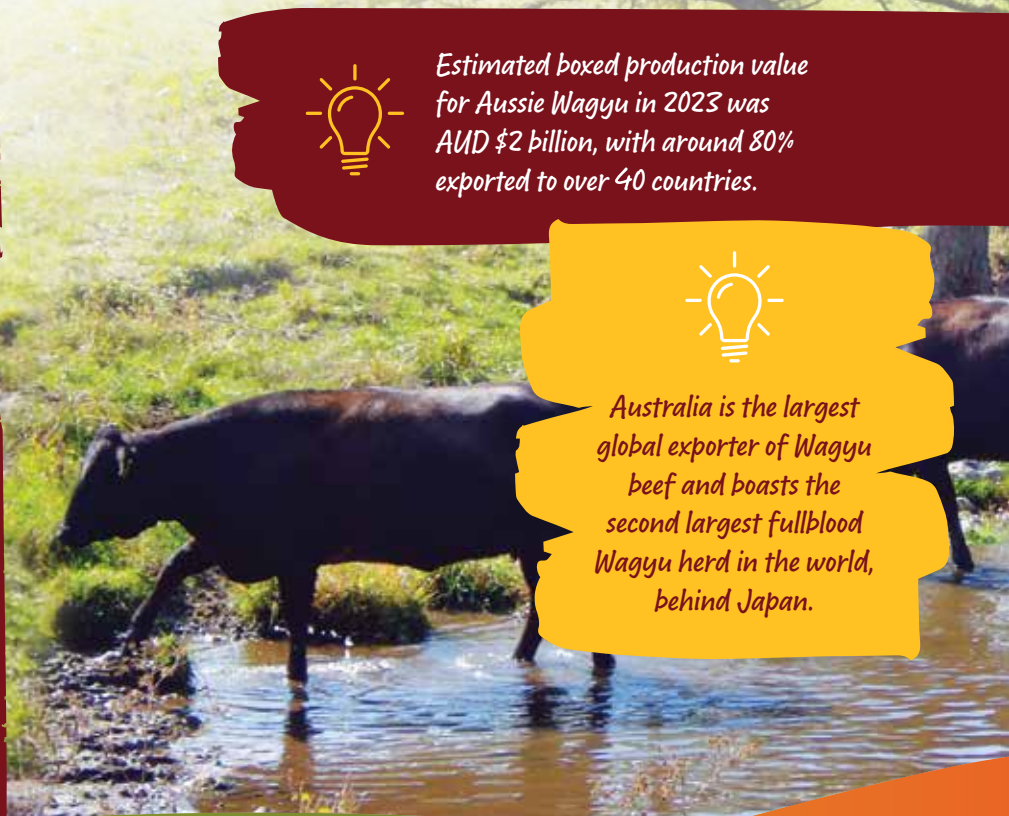


Ioannis Grammenos

Heliot Steakhouse
Executive Chef, UK



The consistency of Aussie product gives me the reassurance that I'm getting the right quality and exactly what I need to execute my menu, every time."



Aussie LAMB

Raising lamb is an Australian tradition, with a proud legacy of high animal welfare, sustainability, safety and eating quality you can count on. The combination of an unspoiled, wide-open environment with an unwavering commitment to consistently high-quality makes Aussie Lamb unique.

Aussie Lamb is free to roam on open pastures, all natural and free of artificial additives and hormonal growth promotants. Sustainably raised, mild and consistently tender. That's what sets Aussie Lamb apart.



Australia represents 37% of global sheepmeat exports.



If you look after your livestock and make sure they're free from pain, they're fit and healthy and that you're feeding them the right nutrition then it's a win-win situation."



Tim Leeming
'Paradoo Prime'
Pigeon Ponds, VIC



Aaron Brooks
Sunny's Executive Chef,
Miami



Whether grilling, braising or broiling, Aussie lamb is my go-to protein. I absolutely love the flavour and versatility of the cuts. Especially on the barbie; chops or ground lamb kebabs. If there's lamb on the plate, I'm always surrounded by happy campers."



Australia established the world's first Sheep Sustainability Framework to report on our progress towards sustainability goals



Aussie GOAT

Demand for goatmeat is increasing as traditional consumers migrate to new parts of the world and non-traditional consumers become more adventurous and are finding goatmeat increasingly accessible.

There are many reasons why goat is a protein of choice for many families; it's low in fat and a good source protein, iron, zinc and vitamin B12. It's also one of the only meats in the world with minimal religious taboos. Aussie Goat is lean, flavourful and versatile and fits a wide range of cultures and cuisines.



Goatmeat is consumed by more people worldwide than any other meat.




Scan this QR code for more information about Aussie goatmeat.



Australia is the world's largest goatmeat exporter.





AUSSIE MEAT ACADEMY

*Unlock the full potential of your business
with the Aussie Meat Academy!*



The Aussie Meat Academy is a free resource for businesses working with Aussie Beef, Lamb & Goat. We offer a wealth of knowledge and inspiration to help you achieve success!

Connect with our network of subject matter experts, chefs and butchers to solve your operational challenges and access valuable educational resources and inspiration for your team.

WE CAN HELP WITH:

- **Culinary development:** cut utilisation, menu ideation, menu and flavour trends
- **Culinary operations training:** excellent execution with red meat from QSR to fine dining
- **Market trends & consumer insights:** shape and guide your menu or shelf configuration
- **Supply forecasting**
- **Meat grading systems:** understand Australia's world-leading meat grading systems for product consistency
- **Butchery training & insights:** from cut breakdowns to portioning for the modern plate
- **Australia's farming systems:** sustainability targets, progress, and commitment to animal wellbeing
- **Educational resources** and front-of-house staff training

Education and training can be delivered in a variety of formats, virtually or in person. Contact us today for more information and take the first step towards Aussie red meat mastery!

Reach out to us to explore options at uk@mla.com.au

uk@mla.com.au | aussiebeefandlamb.co.uk