MUSE

SERVING THE BEST OF AUSTRALIA ON A PLATE



EXPLORE THE NATURAL HEALTH WONDER FROM **DOWN UNDER**

SUSTAINABLE AND ALL NATURAL

A PROTEIN THAT'S EASY ON YOUR WAIST AND YOUR CONSCIENCE

EXPLORE ECONOMICAL

CUTS THAT ADD VALUE TO THE PLATE

AUSTRALIAN BEEF AND LAMB, THE PERFECT MARRIAGE OF

NUTRITION & FLAVOR





TAKE A LOOK

True Aussie is our story - one of pure enjoyment, from trusted partners, from a land in harmony with raising our animals.

We are from Meat & Livestock
Australia. We represent over 49,700
ranchers in Australia who send their
beef, lamb and goat all over the
world. Our role is to conduct research
on safety, nutrition, sustainable farm
management and breeding/ animal
husbandry, and to cooperatively
market Australian meats at retail
and in foodservice establishments
including college campuses.

Please enjoy this "Look Book" and find inspiration to fit True Aussie Beef and Lamb into the story you are telling on your campus.





CHEF ADAM MOORE

Start with a simple True Aussie grassfed beef sirloin, slow roasted. It can even be leftovers! Tuck it into some good bread, and then it's all about the condiments; tomato jam and a chimichurri relish for maximum flavor impact.

YIELD	PORTION SIZE	ALTERNATE CUTS
		Chuck Eye Roll

AMOUNT	PREPARATION	INGREDIENTS
1 each	Sliced, toasted	Ciabatta bun
1 ounce		Tomato jam, recipe follows
4 ounces	Thinly sliced	Slow roasted Australian grassfed top sirloin, recipe follows
1 ounce	Thinly sliced	Pickled red onions, recipe follows
1 ounce		Chimichurri relish

METHOD OF PREPARATION

- 1. To assemble, spread the heel of the ciabatta bread with tomato jam and top with the sliced beef.
- 2. Top beef with red onions and the chimichurri relish.
- 3. Serve immediately with your favorite side dish.

TOMATO JAM

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
28 ounces		San Marzano tomatoes
5 each	Chopped	Garlic cloves
1 each	Chopped	Jalapeno peppers
¼ cup		Apple cider vinegar
¼ cup		Extra virgin olive oil
1/4 cup	Chopped	Fresh parsley
1/4 cup	Chopped	Cilantro

METHOD OF PREPARATION

- Combine all ingredients, except for parsley and cilantro, in a small sauce pan and cook over MEDIUM heat until the mixture is thickened - about 30 minutes.
- Remove from heat and fold in parsley and cilantro.
- · Reserve under refrigeration until needed.



SLOW ROASTED AUSTRALIAN TOP SIRLOIN

Yield: 3-4 lbs cooked

AMOUNT	PREPARATION	INGREDIENTS
5 lbs	Trimmed, cap removed	Australian top sirloin
To Taste		Kosher salt
To Taste		Black pepper

METHOD OF PREPARATION

- · Preheat oven to 250°F
- · Season sirloin with salt and pepper.
- Cook for 2 hours or until the internal temperature reaches 135°F.
- Turn heat to 550°F and sear until golden about 5 minutes.
- Remove from oven and refrigerate until ready to use.

CHIMICHURRI RELISH

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
2 cups		Extra virgin olive oil
1 each	Sliced into strips	Green bell pepper
1 each	Sliced into strips	Red bell pepper
1 each	Sliced into strips	Red onion
2 each	Chopped	Jalapeno peppers
1 teaspoon		Ground cumin
½ teaspoon		Smoked paprika

AMOUNT	PREPARATION	INGREDIENTS
3 tablespoons		Lime zest
10 each	Minced	Garlic cloves
¼ cup		Red wine vinegar
2 cups		Parsley
1 cup		Cilantro
1/4 cup		Oregano
To taste		Kosher salt
To taste		Black pepper

METHOD OF PREPARATION

- · In a large skillet, cook all ingredients except parsley, cilantro and oregano.
- Add mixture to a food processor along with the parsley, cilantro and oregano. Season with salt and pepper to taste.
- Puree until smooth, yet chunky and reserve under refrigeration until ready to use.

PICKLED ONIONS

Yield: 4 cups

AMOUNT	PREPARATION	INGREDIENTS
3 cups		Rice vinegar
1 cup		Water
¼ cup		Brown sugar
4 each	Smashed	Garlic cloves
6 each	Sliced	Red onions

METHOD OF PREPARATION

- In a small saucepan, combine vinegar, water, brown sugar and garlic. Bring mixture to a boil and add onions.
- Remove from heat and pour into a heat safe container and refrigerate.
- · Reserve until ready to use.

NUTRITION FACTS

Servings per container Serving size	(275g)
Amount Per Serving Calories	470
	% Daily Value*
Total Fat 24g	31%
Saturated Fat 5.7g	29%
Trans Fat Og	
Cholestrol 40mg	13%
Sodium 710mg	31%
Total Carbohydrate 44g	16%
Dietary Fiber 3g	11%
Total Sugars 6g	
Includes Og Added Sugars	0%
Protein 20g	40%
Vitamin D Omcg	0%
Calcium 52mg	4%
Iron 5.4mg	30%
Potassium 141mg	4%

*This % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



AUSSIE BEEF & LAMB: A NATURAL CHOICE

Lamb: Over 90% of Australian lamb is grassfed and finished. Our lamb is all-natural, minimally processed, free of artificial additives and hormone growth promotants.

Beef: Over 70% of our beef is grassfed and finished. Australian Beef is all natural, minimally processed and contains no artificial additives.

Australian livestock graze native and improved pasture varieties - a natural product of a natural environment.

The Australian cattle and sheep industries adhere to stringent animal welfare standards enforced by legislation and an annual on-farm auditing process.

GREEN PAPAYA THAI FLANK STEAK

CHEFS CLAUDIA SERVIS & BRIAN STICKEL

Thai cuisine is all about balance of flavor and texture, and this salad has it all — freshness and crunch from the green papaya and bell pepper, sweetness from mango, and umami flavors from the fish-sauce vinaigrette. Slices of seared Aussie grassfed flank make it a main dish!

Green and Lean



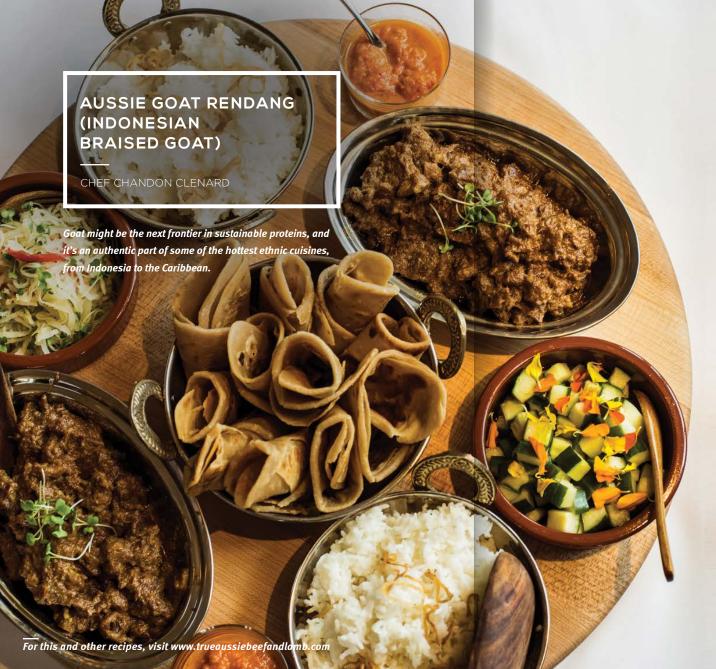


SUPPORTING FOOD SERVICE IN THE USA

At MLA our goal is to help foodservice professionals in America achieve success with Australian meats. It starts with educating chefs and the foodservice community at large about Australia's unique production practices and our place in the dynamic global protein supply chain. We also get directly involved with culinary support, through product development and menu ideation.







SUSTAINABILITY

Australia is one of the only countries in the world to conduct a full-scale Life Cycle Analysis of the environmental impact of beef & lamb production from the farm to delivery in the US. In doing so, we learned that transporting beef and lamb from Australia to the US contributes less than 5% of greenhouse gas emissions, water and land impacts.

In fact, the Australia cattle industry will be carbon neutral by 2030.

NUTRITION

Australian grassfed beef and lamb products are lean and naturally nutrient-rich foods helping people get more essential nutrients (such as iron, zinc and vitamin B12) in fewer calories.



FOOD SAFETY

From paddock to plate, the Australian beef industry operates under independently audited Quality Assurance programs.

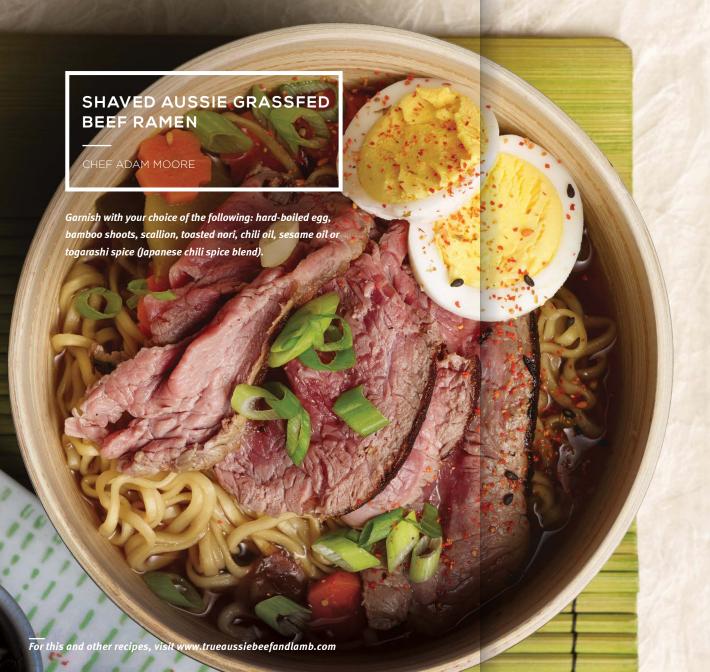
We have a legislated national wholeof-life traceability program in place and a national vendor declaration program to assure the continued high animal and product health status of Australian beef and lamb sent to market

Australia's animal health status is one of the highest in the world. Australian livestock are free of many diseases that exist in other parts of the world, and programs have been in place for decades to maintain our superior standing.









CULINARY SUPPORT

MLA is here to support you with culinary training for your backof-house staff, or conduct live presentations and demonstrations on your campus to both educate and add excitement and showmanship to your daily operations. We'd love to bring a little Down Under spirit to your campus!

For more information, contact Catherine Golding on cgolding@mla.com.au

For more inspiration, visit:







#aussiebeeflamb



lease join us in our private Chef's Only Facebook Group: True Aussie Beef and



Consumers are craving unique and interesting dining experiences. Australian grassfed beef and lamb, raised by ranchers with a passion for sustainable farming, are a delicious and easy twist on your menu repertoire and the natural choice to meet demand. For menu inspiration or to learn about the quality and sustainability of Australian grassfed beef and lamb, visit

www.trueaussiebeefandlamb.com

