

YOU CANNOT DO TODAY'S
BUSINESS

WITH YESTERDAY'S METHODS

AND BE PROFITABLE TOMORROW

WA Q LAMB

- Why?
- Market research showed consumers felt lamb was:
 - Fatty
 - Inconsistent
 - Too full of bone
 - Too seasonal
- = Serious need for improvement



Lamb Tenderloin – Retail Ready



Easy Carve Lamb Leg – Retail Ready

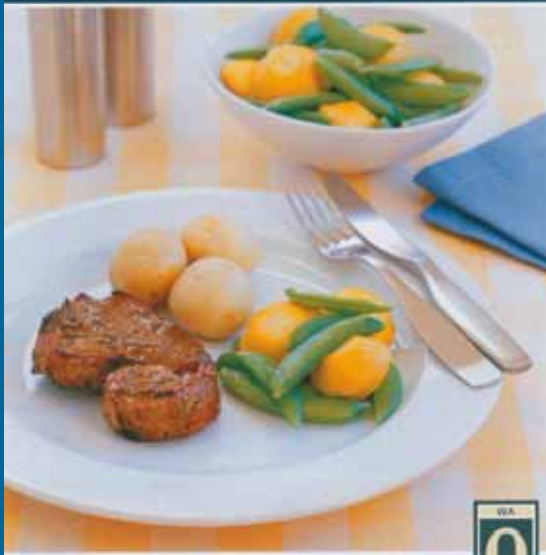


Lamb Rack Frenched – Retail Ready



Lamb Leg Mini Roast – Retail Ready

BALSAMIC GLAZED WA Q LAMB CHOPS



QUALITY AUSTRALIAN LAMB



BALSAMIC GLAZED WA Q LAMB CHOPS

Barbecued WA Q Lamb with a sweet glaze served on spring vegetables. This recipe is endorsed by The Coeliac Society of Australia as being gluten free.

SERVES 4

Preparation Time: 5 minutes
Cooking Time: 5 minutes

INGREDIENTS

12 WA Q LAMB CHOPS (OR CUTLETS)
1 tbsp balsamic vinegar
1 tbsp honey
1 tsp dried rosemary
spring vegetables (eg. asparagus, green beans, baby carrots) steamed

METHOD

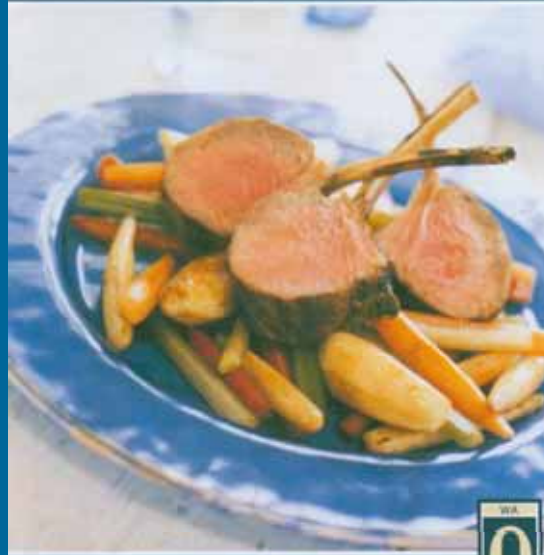
1. Heat grill or BBQ. Prepare baste by combining vinegar, honey and rosemary.
2. Cook WA Q Lamb chops for 2 mins each side, until just starting to brown. Brush with baste and cook for 3-5 mins each side, basting occasionally.
3. Serve with spring vegetables.

TIP Experiment with barbecuing vegetables to go with the meat. Try sliced cobs of corn, trimmed asparagus spears, zucchini sliced lengthwise and thinly sliced onions and potato.

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HONEY ROASTED RACK OF WA Q LAMB



QUALITY AUSTRALIAN LAMB



HONEY ROASTED RACK OF WA Q LAMB

Honey-Roasted Rack of WA Q Lamb roasted over a bed of fresh rosemary and seasonal vegetables, drizzled with a honey, soy marinade.

SERVES 4

Preparation Time: 30 minutes | Cooking Time: 30 minutes

INGREDIENTS

2 racks of WA Q LAMB (6 cutlets per rack)
4 each of zucchini, parsnips and carrots
1 stick of celery
1 red capsicum
1 bunch of rosemary
2 cups vegetable stock

BASTE 3 tbsp lemon juice, 3 tbsp soy sauce, 2 tsp crushed garlic, 3 tbsp honey

METHOD

1. Heat oven to 200°C (180°C fan forced). Cut vegetables into thick strips and put into a large roasting pan and into oven for about 20 minutes or until edges start to colour.
2. Remove from oven, top with whole bunch of rosemary and pour over the stock. Place Q Lamb racks on top. Return to oven and roast allowing 20-25 minutes for rare, 30-35 minutes for well done, basting throughout with combined honey, lemon juice, soy sauce and garlic, and pan juices separately.
3. Test to see if roast is cooked to your liking by squeezing roast with tongs: rare feels soft, medium has a little resistance, well done feels quite firm. Remove lamb from roasting pan and cover loosely with foil. Allow to rest 5 mins to settle.
4. Meanwhile, drain juices from roasting pan into a saucepan and boil until reduced to thin sauce consistency. Reserve vegetable as accompaniment, discard rosemary.

TIP To keep meat juicy, it's best not to start a skewer when testing it, but to practice your touch with the tongs. It won't take long before you can 'feel' just how cooked your meat is.

SERVING SUGGESTION Serve three WA Q Lamb cutlets per person on a bed of the pan vegetables, drizzled with the sauce and with separately roasted potatoes on the side.

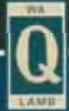
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SOY AND CHILLI WA Q LAMB CHOPS



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SOY & CHILLI WA Q LAMB CHOPS

Serve with seasonal vegetables.

INGREDIENTS

6 WA Q LAMB LOIN CHOPS
2 tsp soy sauce
3 tsp sweet chilli Sauce

METHOD

1. Prepare baste by combining soy and sweet chilli sauce.
2. Cook the lamb loin chops on a hot barbecue or hot plate for 1-2 minutes each side. Reduce heat and continue cooking for 2-3 minutes while brushing with baste.
3. Cover loosely with foil and allow to rest for 5 minutes before serving with vegetables.

Alternative baste can be made from 3 tbsp of hois sin sauce combined with 1 tbsp lemon juice or a bottled satay or barbecue sauce.

Visit your local shopping centre today to find other tasty recipe suggestions using Quality WA Q LAMB including:

- Honey Roasted Rack of WA Q Lamb
- Balsamic Glazed WA Q Lamb Chops
- WA Q Lamb Leg Roast with Chilli Mint Sauce

QUALITY AUSTRALIAN LAMB





Electrical Stimulation Tunnel

Feedback to Producers

All stock are graded using Aus-Meat Sheep Probe.

Premium Paid for
Score 2 to Low Score 3
Score 6 to 13mm Fat
Depth
at the GR site.
(18 to 25 kg)



Stock are paid-for according to weight and fat result.



41.19

41.20

12.00
REDUCED PRICE

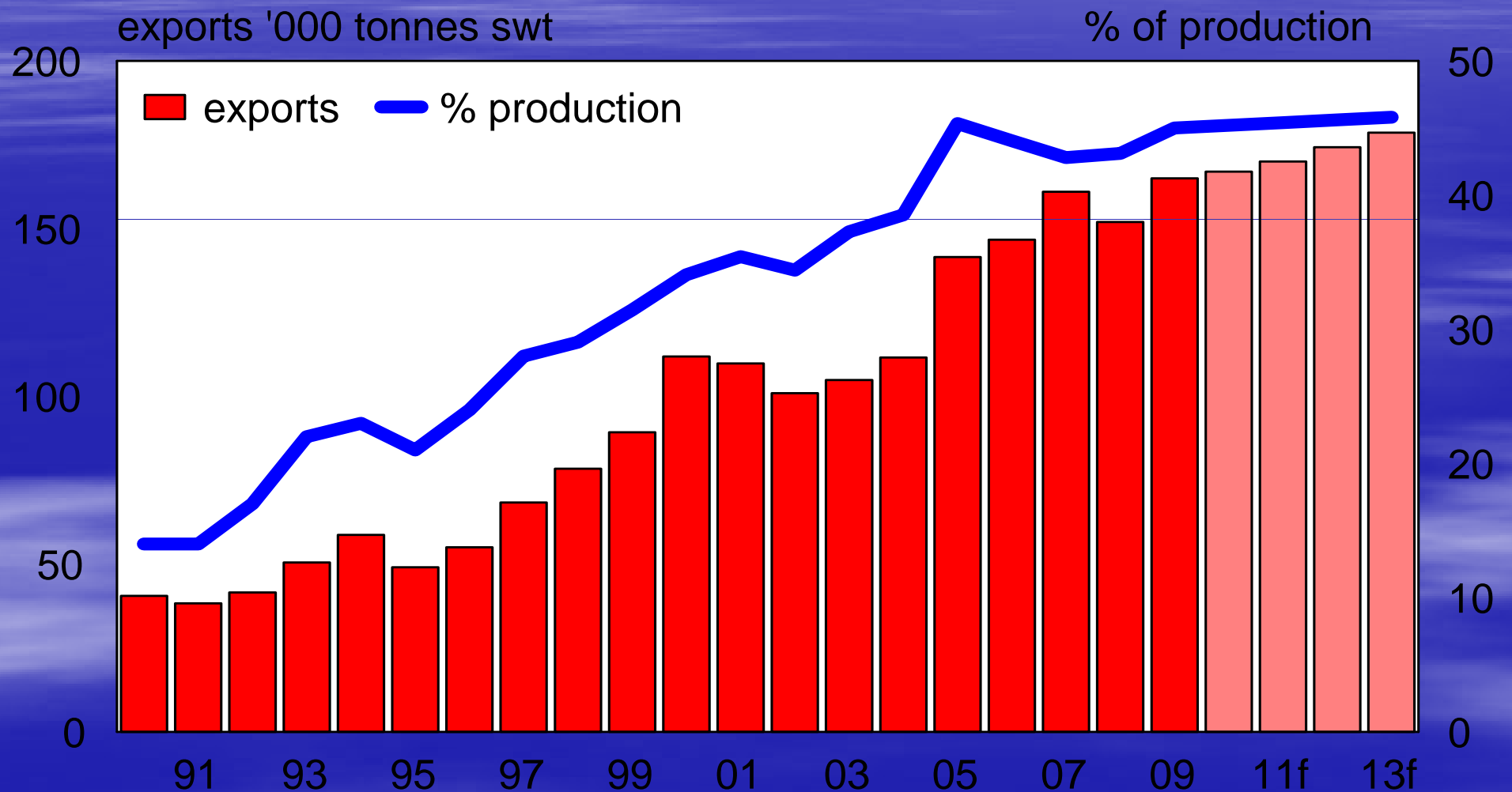
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Quality guaranteed. **Q Lamb** Packed full of flavour

Quality guaranteed. **Q Lamb** Packed full of flavour

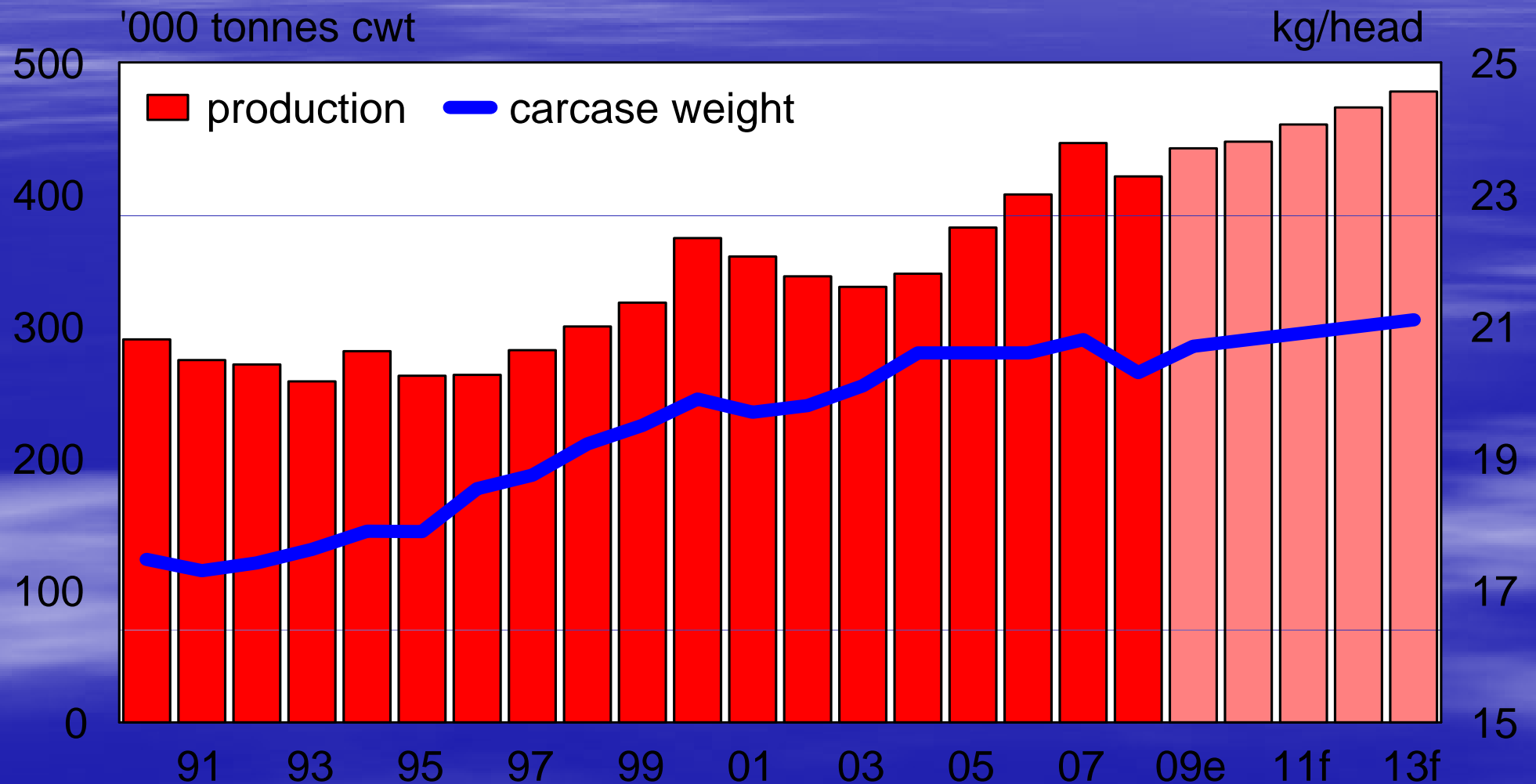
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Australian lamb exports



Source: DAFF volumes, ABS values, MLA forecasts

Lamb production and carcasse weight

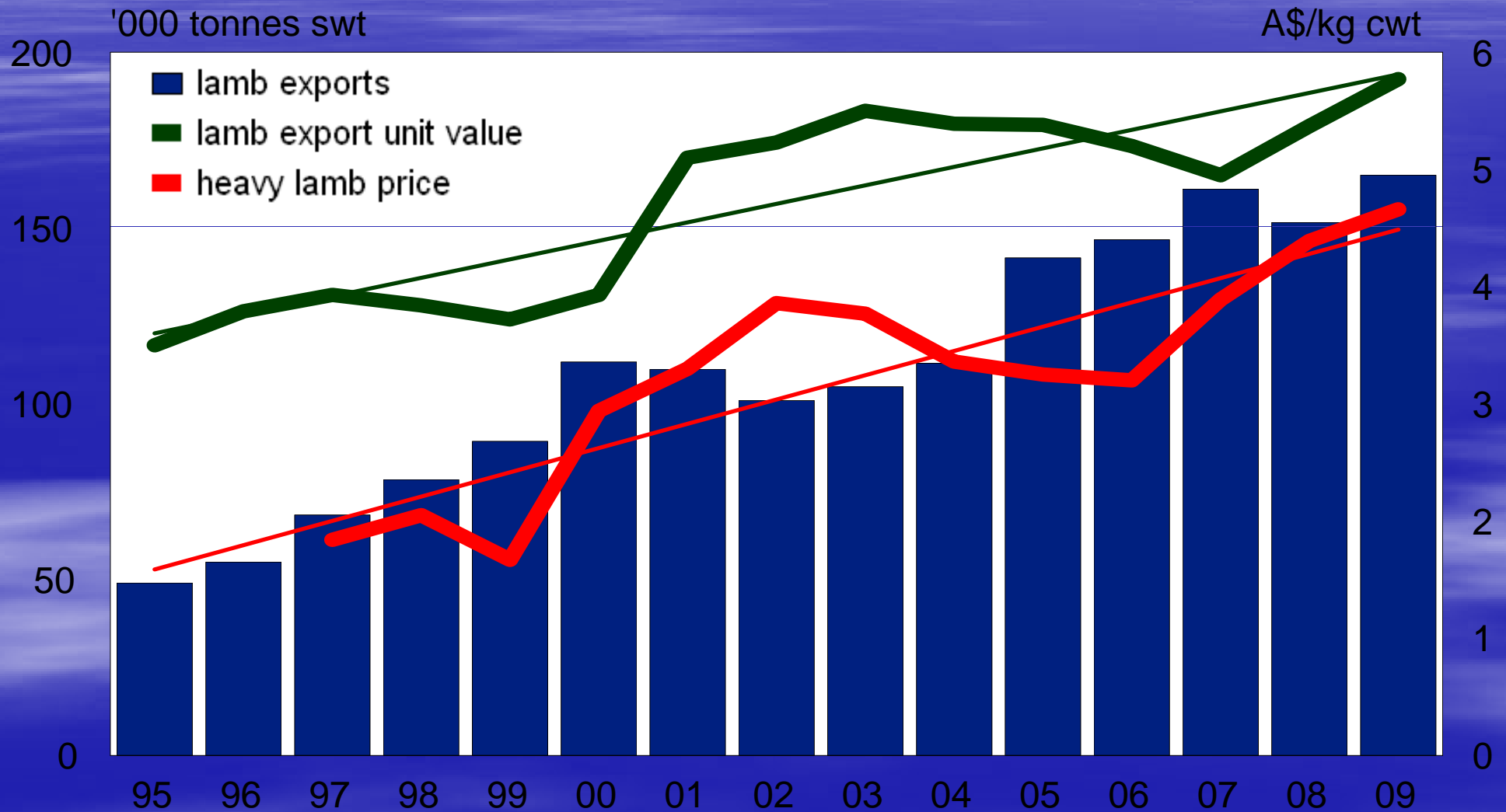


Source: ABS, MLA forecasts

e = estimate

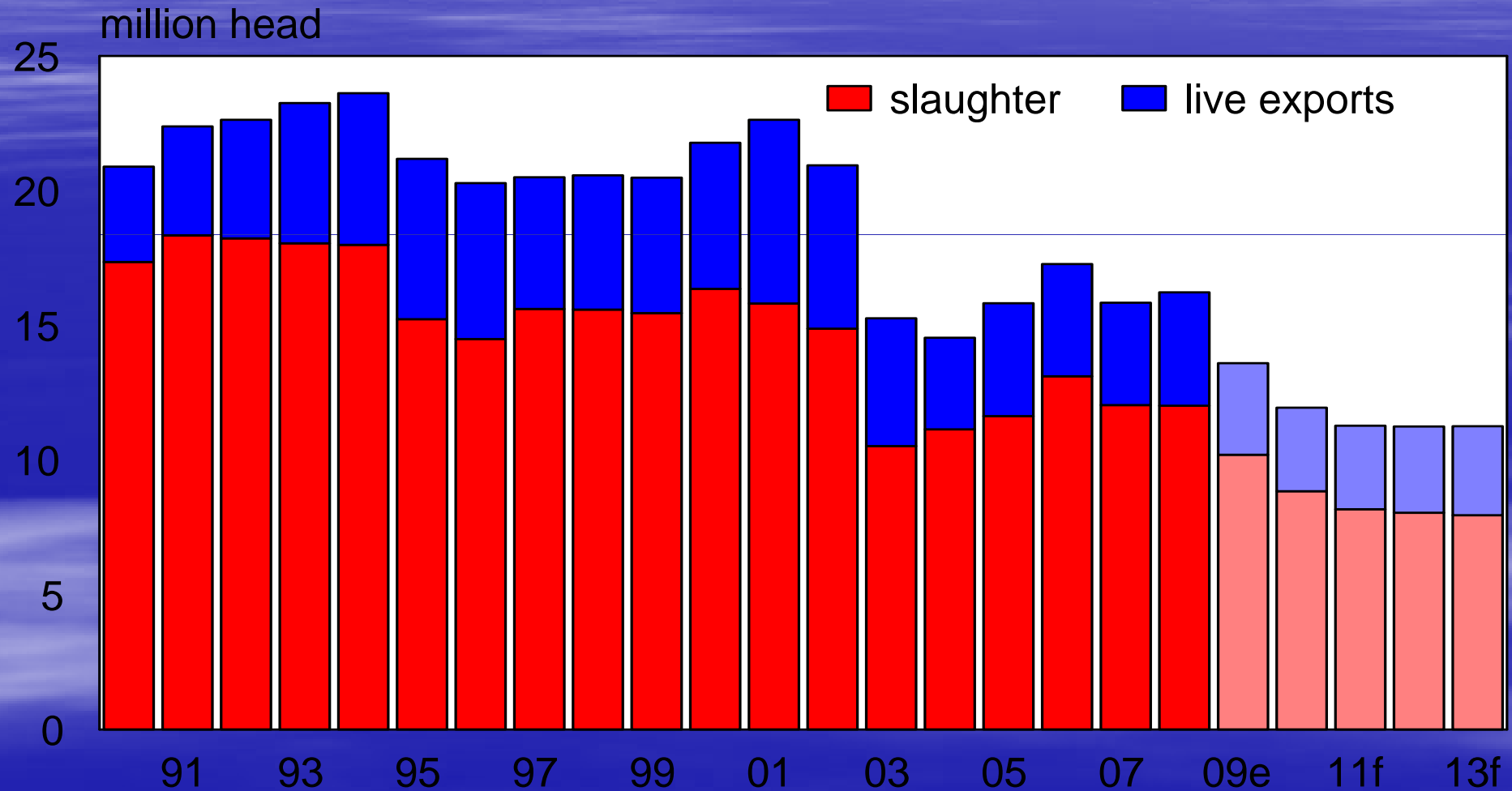
f = forecast

Lamb exports, average saleyard heavy lamb prices and per kg export price



Source: DAFF, ABS, NLRS

Australian sheep turn-off



Source: ABS, MLA forecasts

e = estimate

f = forecast





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Western Australia's best lamb
all-eyes meat, guaranteed!

Q
Packed full of flavour

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guaranteed

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A Prime Lamb Production
and Marketing Alliance.

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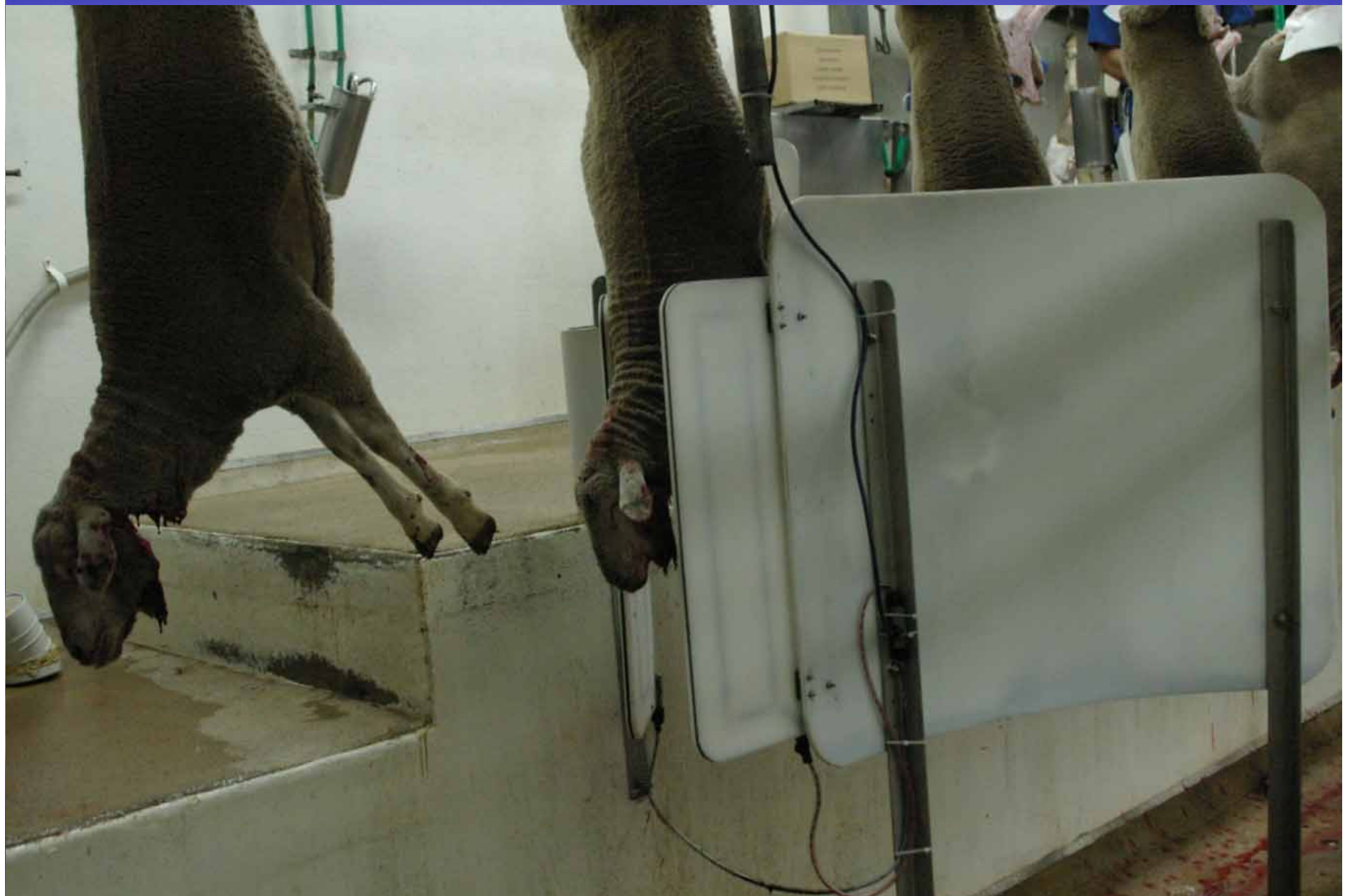

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Future Opportunities

- 
- **Genetics**
 - **Sheep Management**
 - **Market Organisation**

Conclusions

- Quality is not an option – it's essential
- Consumers must be satisfied *every* time they purchase.
- Trace back and feedback systems ensure you meet consumer's needs.
- Communication and trust are vital.
- Change... is not compulsory.....
..... nor is survival.