



Nourishing Choices: The Health and Culinary Benefits of Aussie Beef and Lamb

Paul da Silva

Pam Smith, RDN

Session outline

Introductions – who we are & why we're here, Paul da Silva (5 mins)

Presentations:

- Meat: Sustainable Nutrition, Pam Smith (20 mins)
- Australia's red meat sustainability story, Paul da Silva (10 mins)
- Toolkit for connecting shoppers with health benefits of Beef, Lamb, & Goat (2 mins)

Q&A (5-10mins)



Paul da Silva

Regional Manager – North America
Meat & Livestock Australia,
Washington DC



Former Marketing Manager at
Stanbroke Beef

Former GM Marketing &
Branding at Hewitt

Former Marketing & Innovation
Director at Arcadian Organic &
Natural Meat Co

Disclosures:

Founder & Principal Consultant
at da Silva Fox

BSc, Grad Dip (Mktg)



Non-profit

R&D & marketing company

Services Australian cattle, sheep
and goat producers

International Category Branding



We're here to...

**Help you evaluate the credentials of Australian beef, lamb, and goat
in a sustainable diet**



Pam Smith, RDN

Culinary Nutritionist & Concept Innovator

Founding Principle of Shaping America's Plate, Inc.

Provides strategic menu innovation, development and insights to top hotels, restaurants, theme parks, cruise lines and commodity boards such as Disney, Hyatt, Nike, Boeing, Royal Caribbean Cruise Lines, Firebirds Wood Fired Grill and Aussie Beef and Lamb

Co-creator of Darden Restaurant's Seasons 52 and Bahama Breeze restaurants

Chairs The Culinary Institute of America's Healthy Menus R&D Collaborative

24-year Host & emcee of Disney's Epcot International Food & Wine Festival

Author of 17 books on health and wellness, including her best-sellers *Eat Well—Live Well*, *The Energy Edge*, *Diet Trap*, and *When Your Hormones Go Haywire*

Pam's Radio "Tips for Living Well" are heard on stations nationwide.



**IT'S ALL ABOUT THE
FLAVOR!**

**AND MORE THAN EVER BEFORE:
HEALTH & WELLNESS TOO**

A close-up photograph of a woman with long brown hair, smiling as she eats. She is holding a clear plastic container filled with a fresh salad, including green leafy vegetables, cherry tomatoes, and shredded carrots. She is using a wooden fork to lift a piece of lettuce. The background is a soft, out-of-focus green, suggesting an outdoor setting. The text "What health and wellness means today" is overlaid on the right side of the image in a white, sans-serif font.

What health and wellness means today

HEALTHY 1.0

WEIGHT MANAGEMENT

1980's to early 2000's

Low-fat
Low-calorie
Low-carb

HEALTHY 2.0

FEEL GOOD

early 2000's and beyond

Local
Natural
Organic

HEALTHY 3.0

FUNCTIONAL

early 2010's and beyond

Quality Protein
Antioxidants
Superfoods
Plant-Centric

Food As Medicine

"Food As Medicine" movement emphasizes using whole, minimally processed foods to prevent and treat chronic diseases, focusing on nutrient density and long-term health improvements.



Personalized Health

- Overall Wellbeing
- Functional & Flavorful
- Performance
- The Environment
- Vegan to Flexitarian
- What's in it for me?

Healthy
means different
things to
different people



IT'S ALL ABOUT WHAT FOOD HAS,
...NOT WHAT IT DOESN'T HAVE



DIET, EXERCISE, HYDRATION, AND MENTAL HEALTH ARE EVEN MORE IMPORTANT IN 2025

Gone are the days where consumers were only concerned with physical health or calorie counts: since the pandemic, consumers have had a more holistic view on health, taking into consideration diet, exercise, consumption of **functional foods**, and mental and emotional health.



Empowered Eating & Drinking

- Lifestyle and food are more intertwined than ever before -- there's a great realization that flavor doesn't need to be compromised to meet nutritional needs.
- Wellness has never tasted (or looked) so good!



Consumers – especially Millennials and Gen Z -- are becoming more informed and involved in searching for **functional food** with benefits that **boost their wellness and wellbeing**. **Proteins that are sustainable yet delicious**

Gen Z and Millennials place a high priority on protein

Protein is top benefit sought after from foods and beverages, and a “good source of protein” is the leading definition of a healthy food.



Meat & poultry: healthy, nutrient powerhouses

90% of consumers say getting enough protein is somewhat or very important

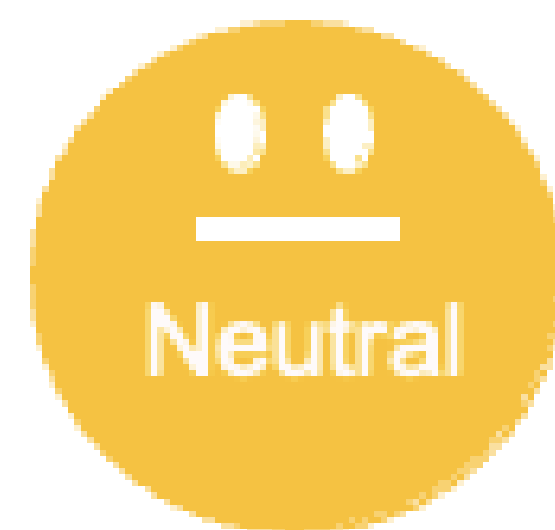
Agreement with: "Meat and poultry are an all-around nutrient powerhouse"



74%



6%



19%

Agreement with: "Meat and poultry are an overall healthy choice for me"



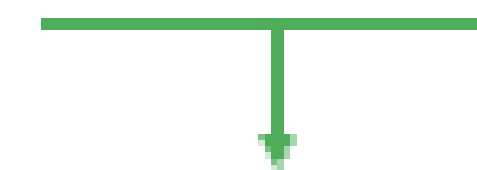
73%



7%



20%



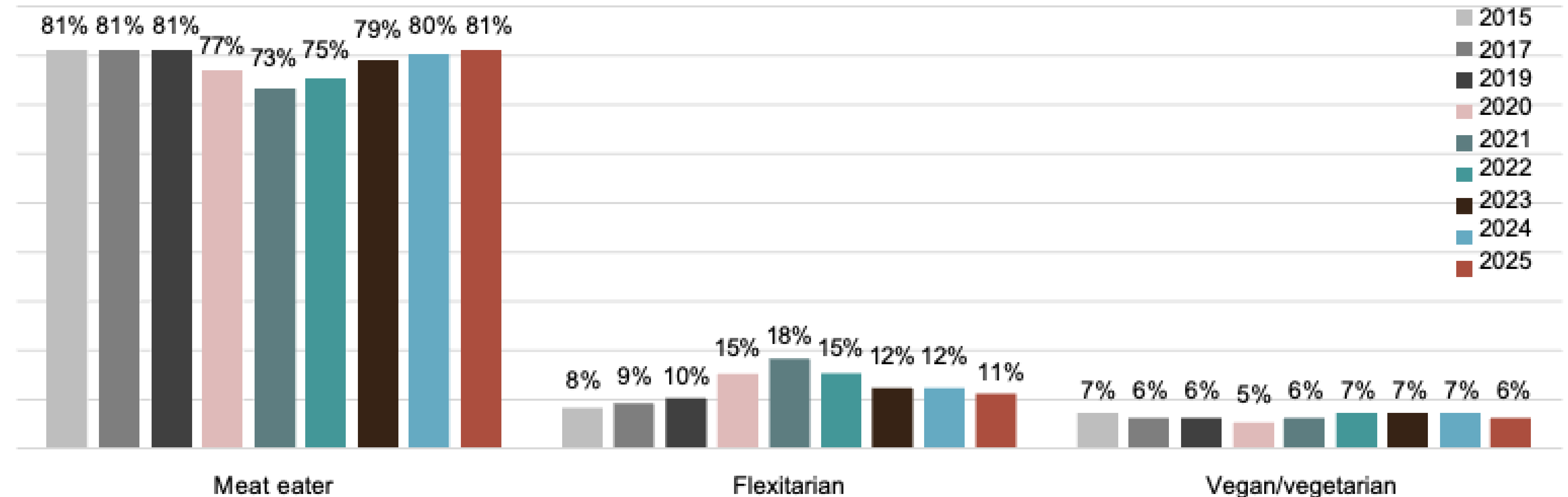
55% Flexitarians
76% Meat eaters



The carnivore is back, and was never really gone

It never was meat eater vs. vegan; flexitarians made the difference

Best description of how you eat today



Not shown: Pescatarian that has ranged from 3% in 2015 to 2% in 2025

Source: 210 Analytics, January 2024, CPG Client Research, Grocery Shopping Perceptions and Realities, 2015-2025, n=5,000

AUSSIE BEEF & LAMB – make your protein choice count

USDA DIETARY GUIDELINES



The latest dietary guidelines from USDA recommend eating 3 to 6 ounce portions of lean (less than 10% fat) or extra lean (less than 5% fat) meats- enjoy 3 to 4 times per week with vegetables for a satisfying, tasty meal which will help to meet your daily iron and zinc requirements.

HEALTHY PROTEIN FOR A HEALTHY BODY



Lean Australian beef and lamb make a delicious and healthy choice for beefing up your high-quality protein needs, providing a host of essential nutrients and minerals for good health, including Iron, Zinc, Omega-3 and B vitamins.



IRON & ZINC THE FACTS YOU SHOULD KNOW



Iron and zinc are important for a healthy immune system. Lean Australian beef and lamb are excellent sources of iron and zinc.



Iron is important for energy, brain function, and healthy growth and development, particularly in babies, toddlers and children.

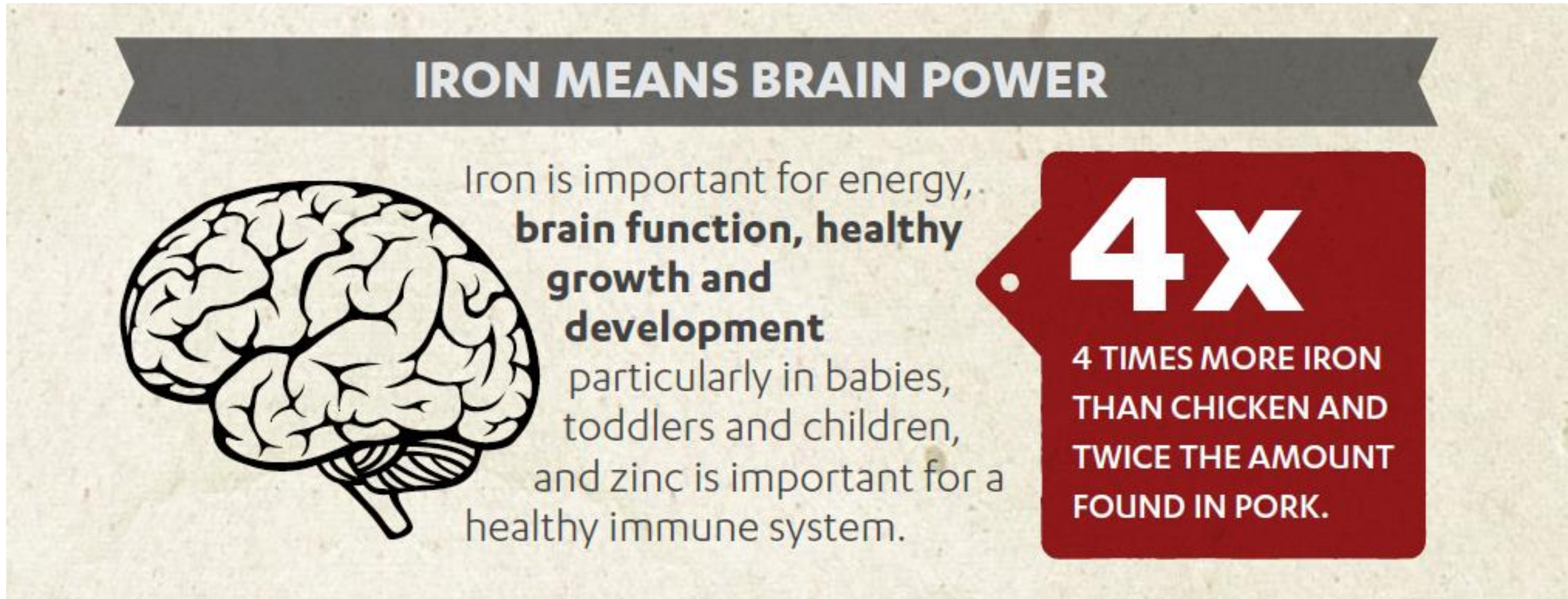


The iron in beef and lamb is the easiest type (called heme-iron) for the body to absorb and use.



AUSSIE BEEF & LAMB – best source of iron and zinc

Beef and lamb is one of the **best sources of well absorbed iron** (otherwise known as heme-iron) **and zinc**, more effective than the iron and zinc found in plant-based foods.



IRON MEANS BRAIN POWER

Iron is important for energy, **brain function, healthy growth and development** particularly in babies, toddlers and children, and zinc is important for a healthy immune system.

4x
4 TIMES MORE IRON
THAN CHICKEN AND
TWICE THE AMOUNT
FOUND IN PORK.

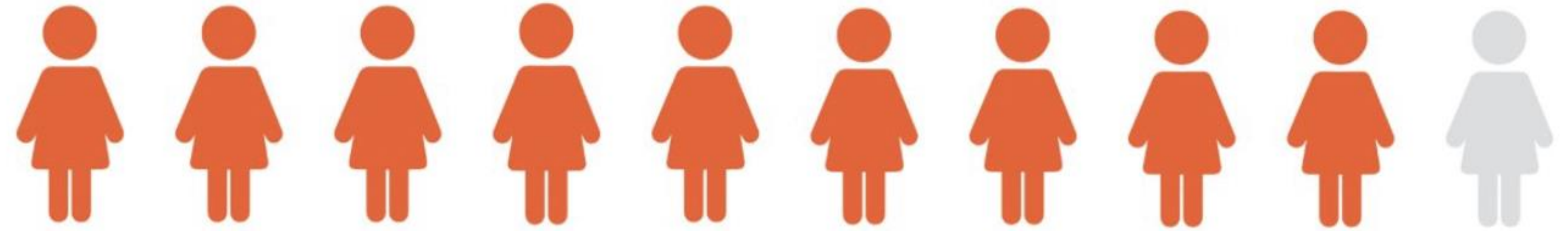
Malnutrition Across the World



Micronutrient deficiencies among preschool-aged children and women of reproductive age worldwide: a pooled analysis of individual-level data from population-representative surveys. 11/22 The Lancet. Thank you Ty Beal.

Prevalence of deficiencies in women

9 in 10 WOMEN IN SEVERAL COUNTRIES IN SOUTH ASIA AND SUB-SAHARAN AFRICA **HAVE AT LEAST ONE MICRONUTRIENT DEFICIENCY**



Women with at least
one micronutrient deficiency

1 in 2 WOMEN
IN UK



1 in 3 WOMEN
IN US



Iron deficiency

1 in 5 WOMEN IN
UK & US



Nutrients in Meat > Nutrients in Plants

- Retinol > beta carotene
- Heme iron > non-heme iron
- Full amino acids > partial amino acids
- Real B12 > B12 analogs
- This is also true in the case of essential fatty acids

AUSSIE BEEF & LAMB – Healthy Fats...

Not only is Australian grassfed beef and lamb lean (when trimmed of visible fat), because it is pasture raised, it is a valuable source of Omega 3 fatty acids, the same 'healthy' fat found in fish.



Prevents inflammation



Blood sugar regulation



Bone strength



Weight loss

AUSSIE BEEF & LAMB – nutrient dense

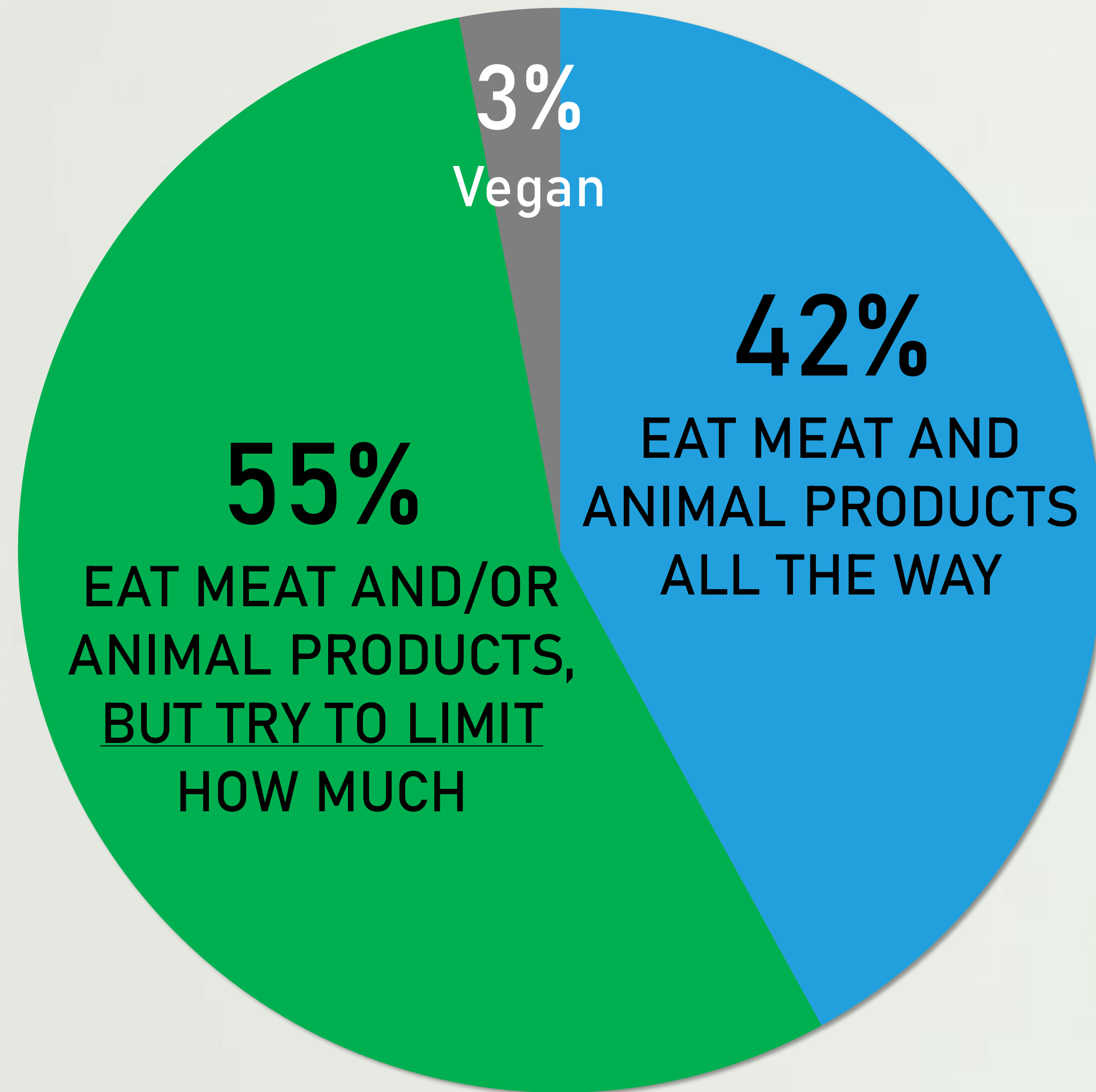
Australian beef and lamb products are rich in protein, lean and naturally contain 13 essential nutrients required for good health, including Iron, Zinc, Omega-3 and B vitamins



OR

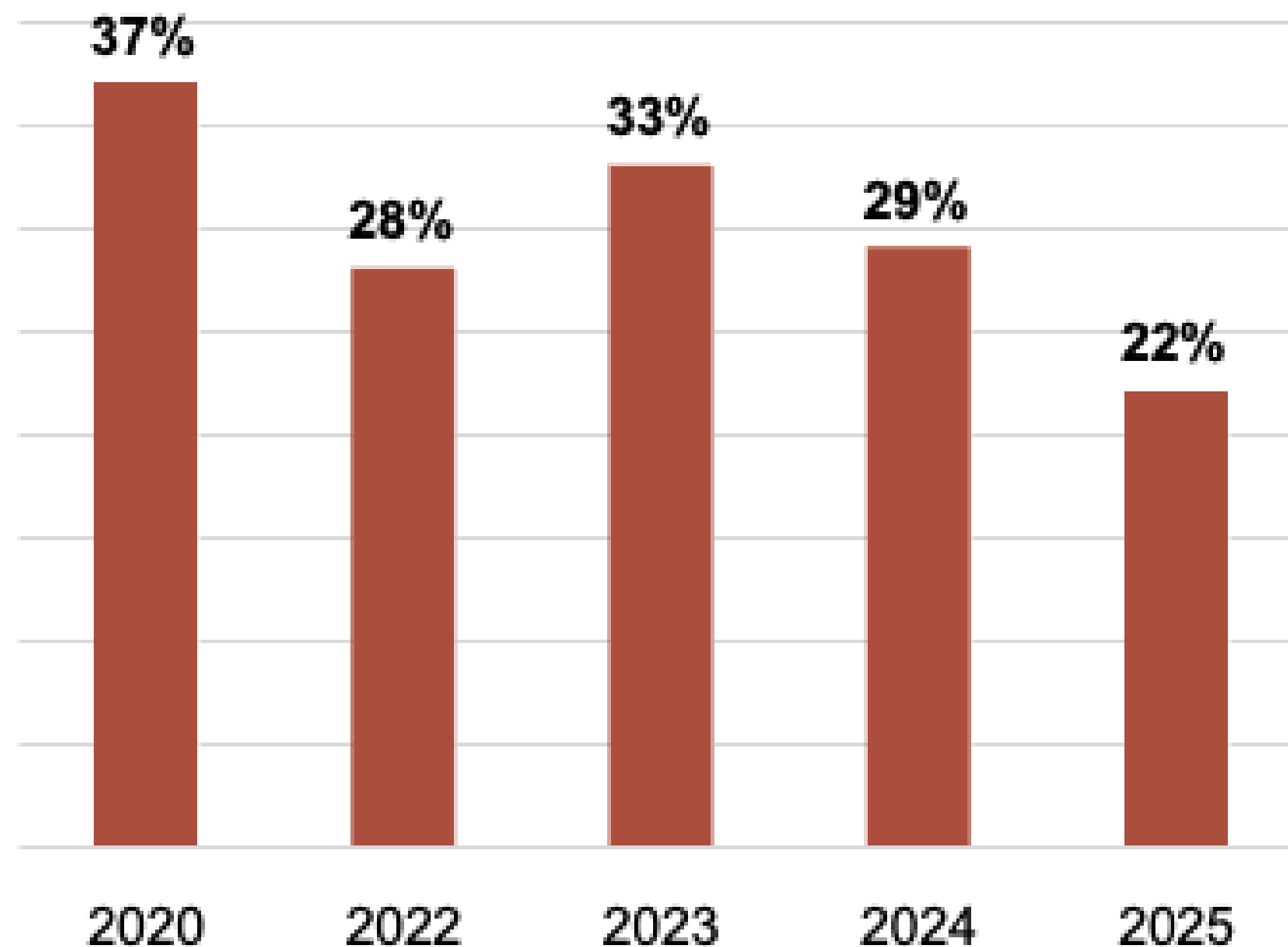


ANIMAL PRODUCTS IN OUR FOODS



Desire to reduce meat/poultry intake dropped to 22% of consumers

Actively trying to reduce meat and poultry intake (% of consumers)



Drivers if trying to eat less meat/poultry

1. Cost
2. Health concerns, along with lesser importance of protein
3. Environmental concerns
4. Animal welfare concerns

Opportunity to lean into:

1. The more positive meat sentiment
2. Telling your strong story to take away concerns by providing a solution

A vastly different approach to meals

Millennials are more adventurous, while emphasizing transparency and sustainability

Factors influencing meal choices | % completely agree

43% Love trying new types of foods and cuisines



54%



27%

32% Like to know where my food comes from

37%

24%

24% Doing my part for the planet
(in food choices, limiting waste, etc.)

30%

15%

**Opportunity for goat, lamb, etc.
especially in grinds**



Meat is a nutritional hero on college campuses

A substantially different approach to meals and meat vs. Millennials

Chartwells Higher Education 2025 Campus Dining Index

Top eating preferences

- 29%** Everything in moderation
- 21%** High-protein meals
- 21%** Athletic performance meals
- 19%** Carnivore (meat-centric)
- 18%** Functional eating
- 10%** Non-processed foods



Trending Foods

- 26%** Smoothies
- 22%** Ramen/noodles
- 19%** Authentic Mexican
- 19%** Mac & cheese
- 17%** Sushi

The role of meat in fighting obesity

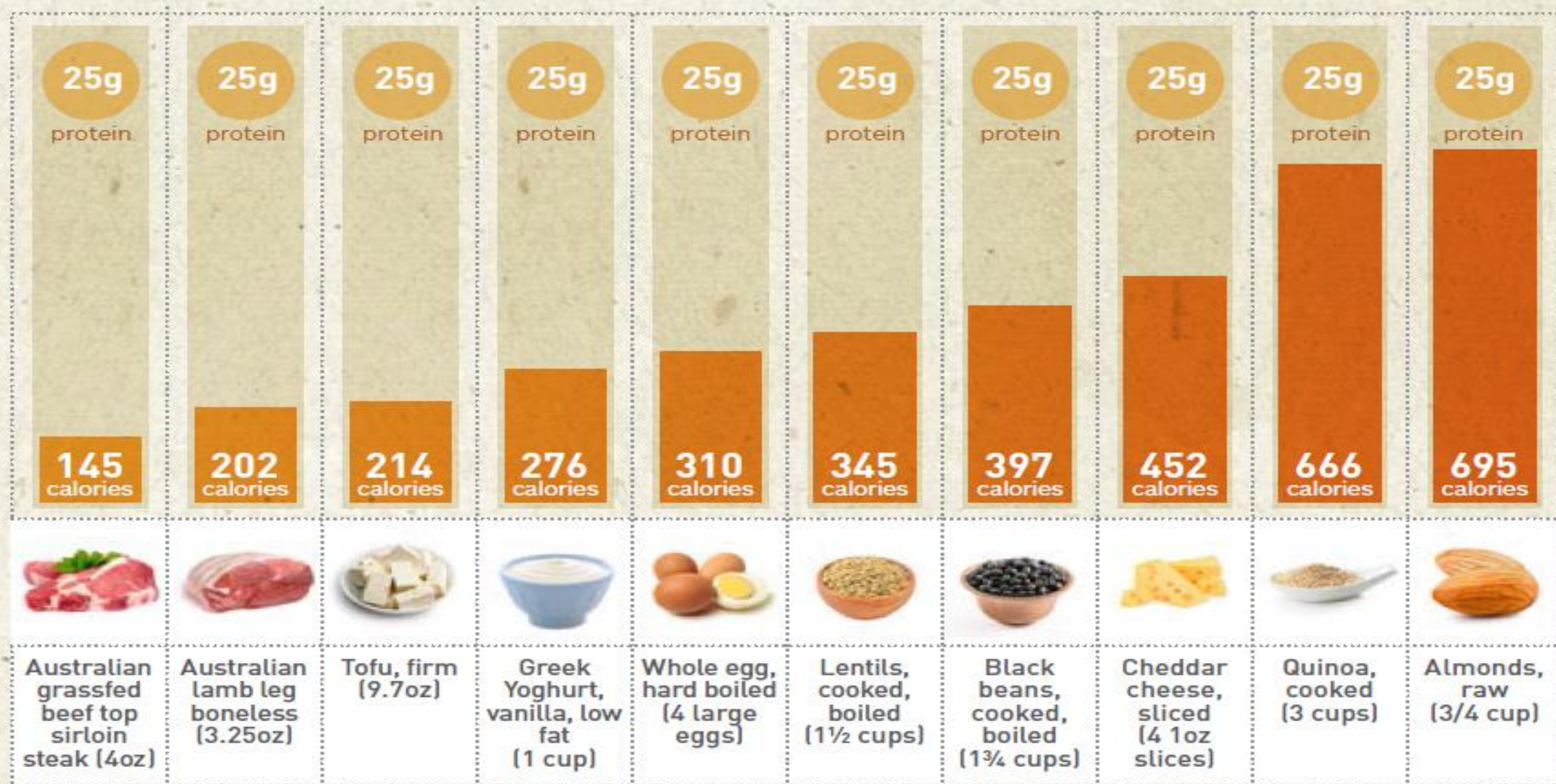
Protein is most satiating macronutrient.

Meat is the most bioavailable source of protein.

Meat is relatively high in protein per calorie compared to plant-sourced proteins.

MORE PROTEIN WITH LESS CALORIES

FROM AUSTRALIAN BEEF AND LAMB



Steak vs. Beans & Rice

100g
Sirloin Steak
(3.5oz)



30.8g
protein

177
kcal

0
carbs

300g
Kidney Beans
(2 cups)



175g
Brown Rice
(1 cup)



30.8g
protein

595
kcal

107
carbs

Organic and grass-fed gained

More buyers and more trips are driving gains

Claims-based meat/poultry:

	\$ sales	\$ 	Lbs 
Antibiotic-free (NAE, no, etc.)	\$13.7B	+7.6%	+4.2%
Organic	\$3.3B	+17.9%	+19.8%
Grass-fed	\$2.1B	+34.3%	+40.6%
Ground	\$1.4B	+34.7%	+43.2%

Organic sales deep dive:



\$1.7B | +13.1% vs. YA
+13.3% lbs vs. YA



\$1.2B | +29.5% vs. YA
+39.7% lbs vs. YA



\$142M | +19.1% vs. YA
+16.7% lbs vs. YA



\$18M | +2.9% vs. YA
+3.4% lbs vs. YA



Spotlight on grassfed: What's driving the demand?

- Grassfed beef sales have increased dramatically in the last year, far outpacing the total category.
- More than 15% of American households are purchasing grassfed meats, up a robust 2% over the prior year.
- The reasons vary -- alignment with personal values, and because it carries the claims they identify with value and quality.

According to the most recent Power of Meat study, more than a third of consumers look for “better-for” options addressing the planet, people and animal welfare; and it's these attributes that add up to value for the money.

The focus on grass-fed in restaurants

Chains like Elevation Burger and Bareburger lean into “ingredients matter”



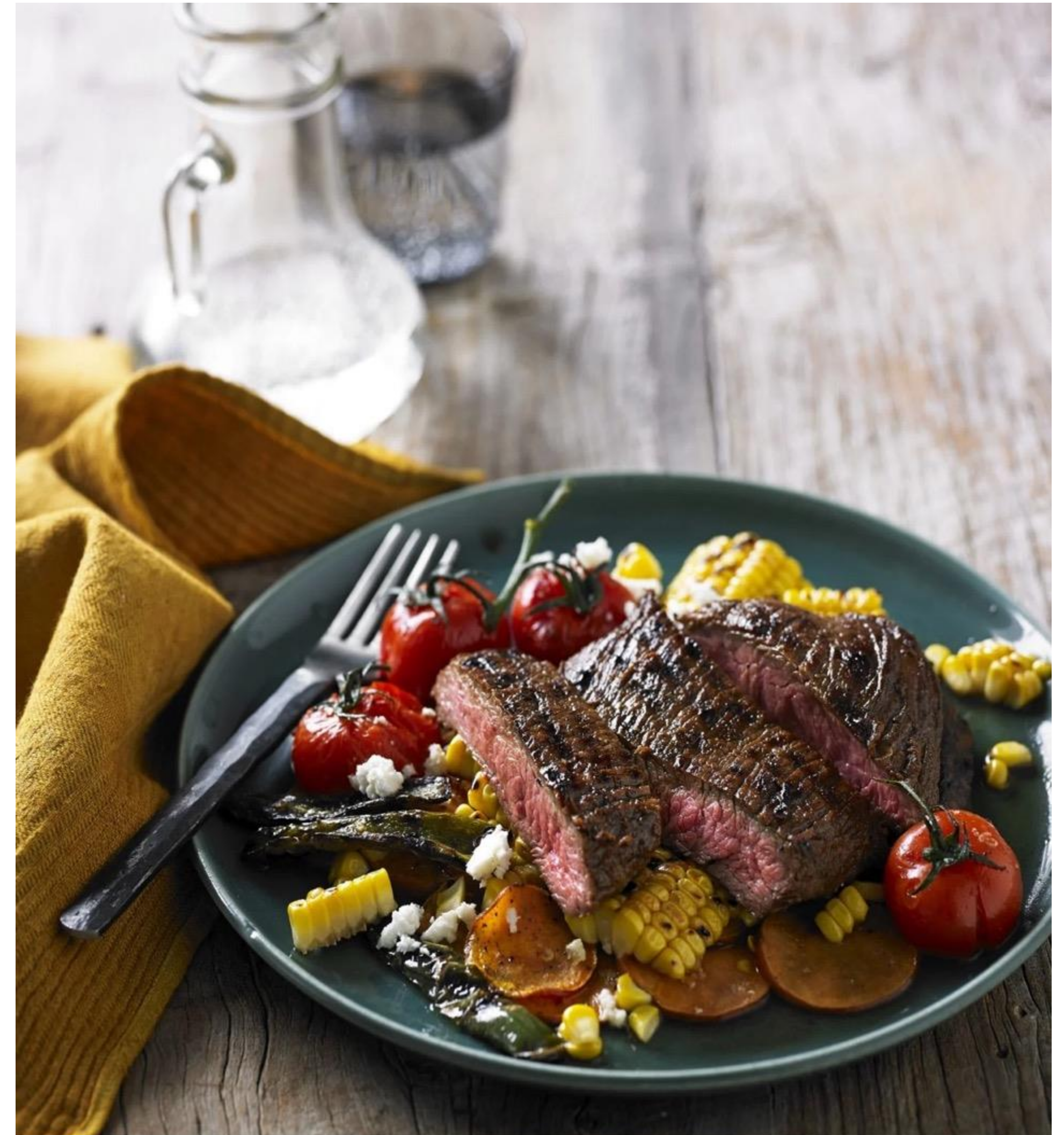
Aussie Beef & Lamb: A Natural Choice!

Over 70% of Aussie beef and over 90% of Aussie lamb is grass fed and finished

Livestock graze native and improved pasture varieties – a natural product of a natural environment

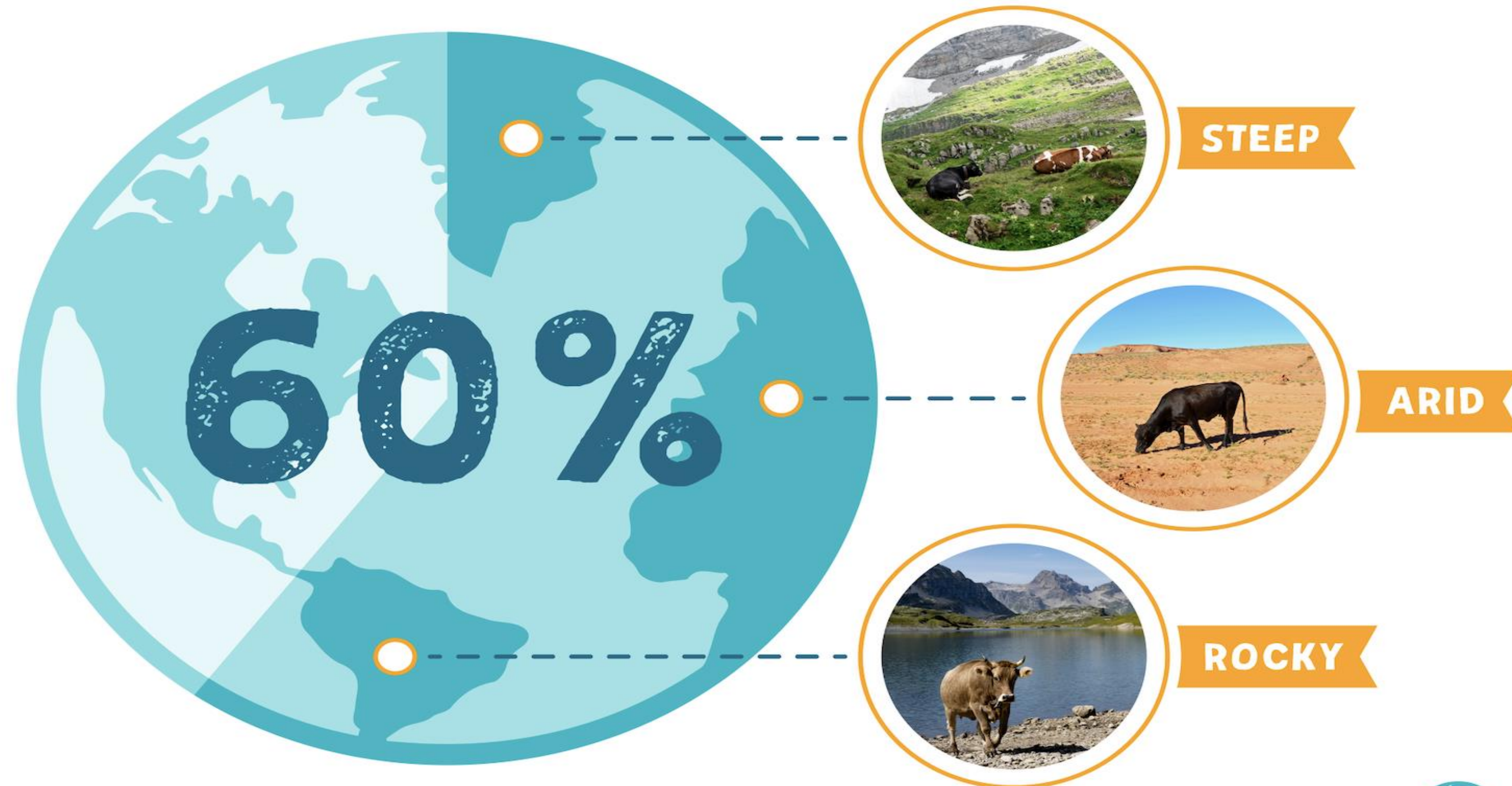
All lamb and most beef is all-natural, minimally processed, free of artificial additives and hormone growth promotants -- and delicious!

The Australian cattle and sheep industries adhere to stringent & enforced animal welfare standards



NOT ALL LAND IS SUITABLE FOR GROWING CROPS

REMOVING CATTLE DOESN'T MEAN THAT WE'LL FREE UP MORE LAND FOR CROP PRODUCTION. **MORE THAN 60%** OF AGRICULTURAL LAND GLOBALLY IS PASTURE AND RANGELAND THAT IS **TOO ROCKY, STEEP, AND/OR ARID** TO SUPPORT CULTIVATED AGRICULTURE – YET THIS LAND **CAN SUPPORT CATTLE AND PROTEIN UPCYCLING.**¹



1. [HTTP://WWW.FAO.ORG/DOCREP/X5304E/X5304E03.HTM](http://www.fao.org/docrep/x5304e/x5304e03.htm)

A Beautiful Life...



Photo courtesy of True Aussie Beef & Lamb



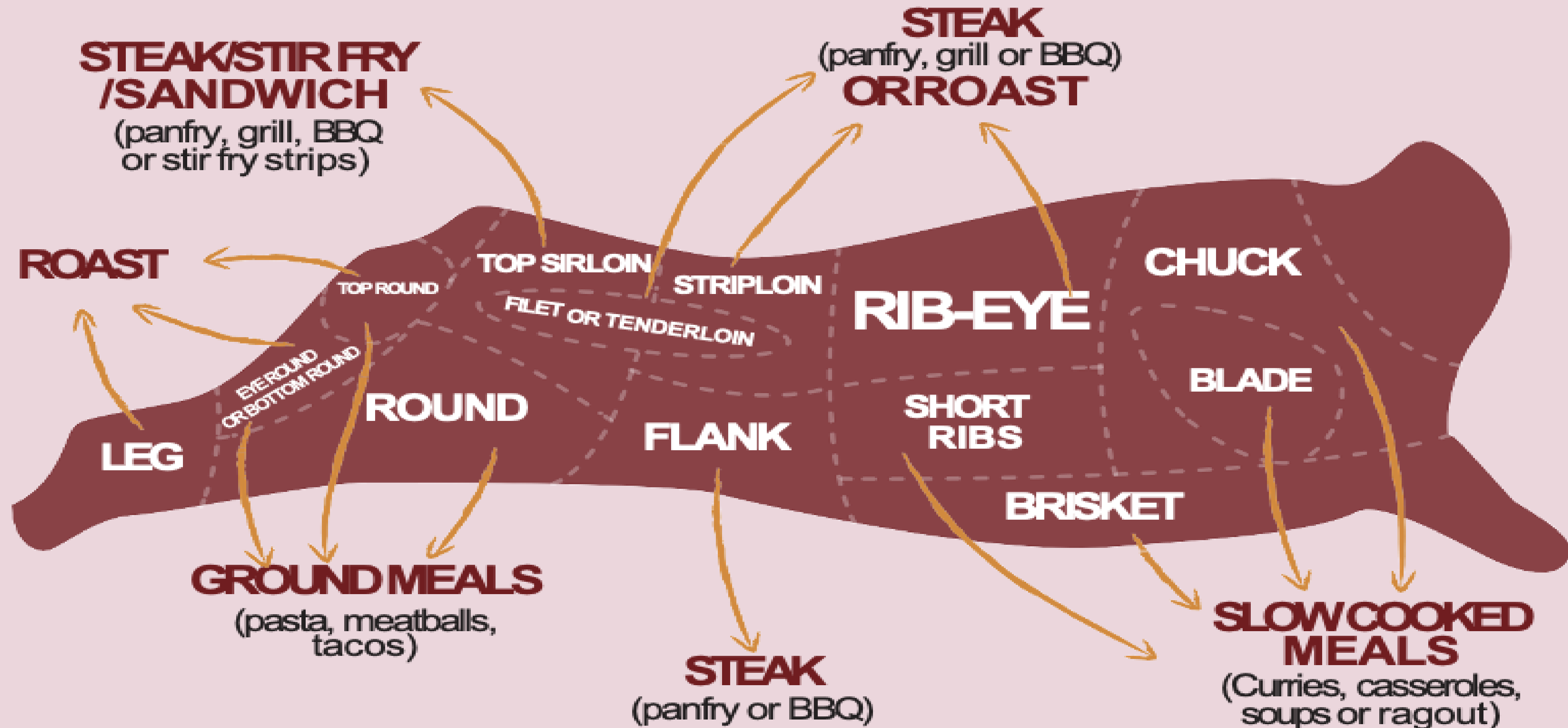
HEALTHY MEALS BY CUT

A Guide to Beef and Lamb Cuts

Use this guide to choose different cuts and a variety of healthy, balanced meals.

Lean red meat is recommended every other day for iron and zinc.

For variety and health, alternate between meals with larger and smaller portion sizes.



Telling the story:

- Create dishes that leverage healthy eating “cues” like grassfed proteins that are thoughtfully raised, *balanced* with vegetable-centric builds and strategic calorie design.
- Make the protein choice count
- Highlight high quality protein with a story
- And of course, always – **It’s all about the Flavor!**





Guajillo Mocha Rubbed Aussie Lamb Chops with Red Quinoa and Spring Vegetable Pilaf

**Smoked Grains add
interest; cravability**

**Adobo Crusting
drives flavor**

**Grilled Vegetables
with High Protein
grains bring
balance to the dish**

**Roasted Ragout
brings umami and
synergy to plate**

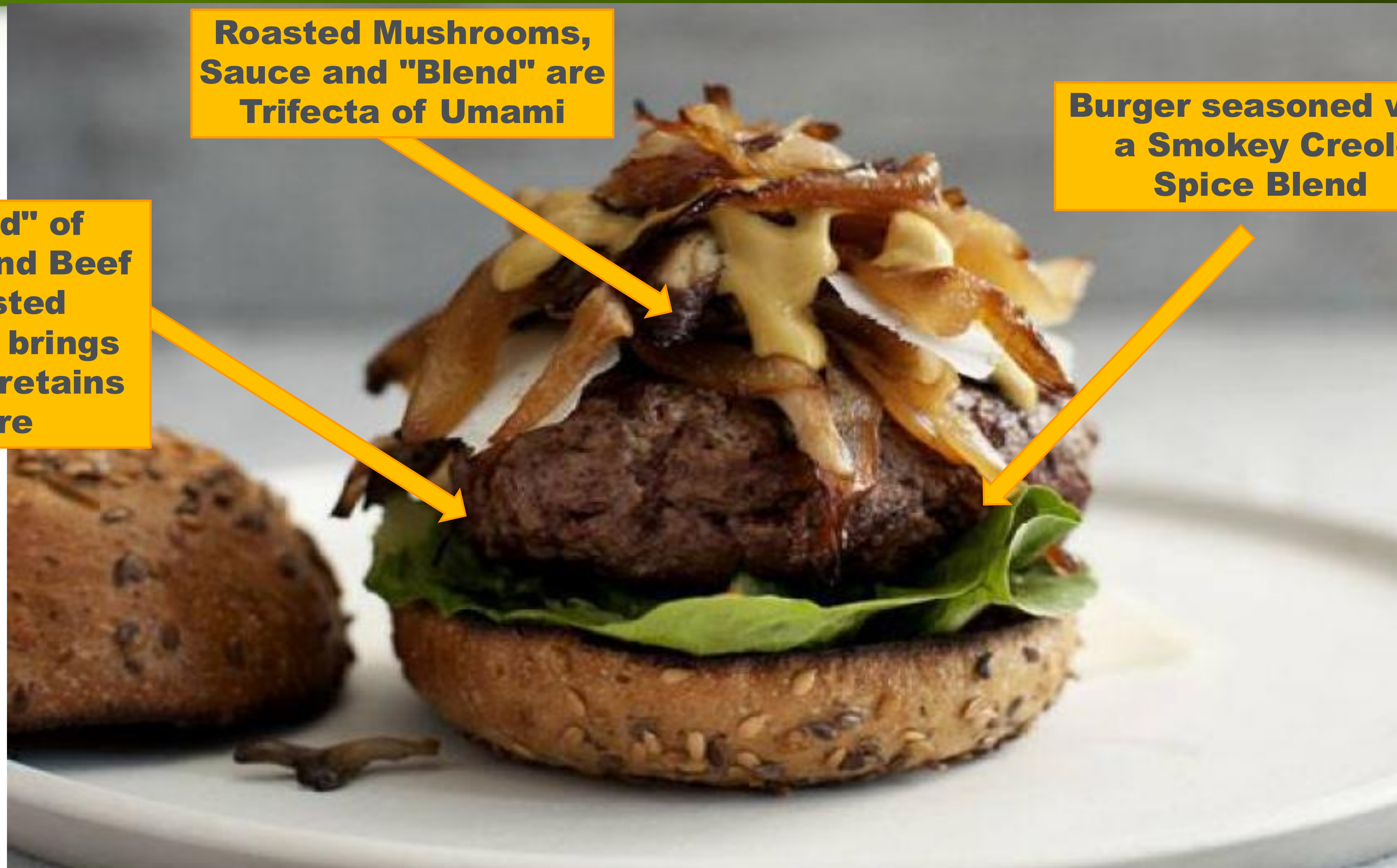


Summer Steak and Harvest: Adobo Crusted Aussie Skirt Steak, Smoked Ancient Grains and Summer Vegetables

**Roasted Mushrooms,
Sauce and "Blend" are
Trifecta of Umami**

**Burger seasoned with
a Smokey Creole
Spice Blend**

**"The Blend" of
Aussie Ground Beef
and Roasted
Mushrooms brings
Umami and retains
Moisture**



Grass-Fed Umami Burger with rich roasted mushrooms, caramelized onion, arugula, Parmigiano-Reggiano, umami sauce, flax bun

**Lamb Tenderloins are Char
crusted with Citrus Spice blend
and caramelized**

**Vegetable Stack co-
star of plate brings
balance and
increases perception
of portion**

**Roasted Shimenji
Mushrooms
build Umami and
wellness notes**

Grilled Aussie Lamb Tenderloin and Autumn Vegetable Stack



Meat as sustainable nutrition

Meat is healthy and a traditional food to most cultures

Removing/reducing animal sourced foods can result in serious nutrient deficiencies

There's no evidence reducing non processed meat will improve human health

Animal agriculture supports jobs for farmers, strengthens rural communities, and supports food security

Women and children require the nutrients in meat

Responsible animal agriculture supports the planet



Australia's red meat sustainability (short) story

Paul da Silva, BSc, Grad Dip (Mktg)

Aussie definitions of sustainable beef & sheep production

“The production of beef in a manner that is socially, environmentally and economically responsible”



“The production of sheep meat and wool by current and future generations in an ethical and environmentally, socially, and financially responsible manner”

Why buy Australian beef, lamb or goatmeat?



Export focussed,
with a world-class
reputation for
quality



World's best
approach to
grassfed beef &
lamb eating
quality assurance



Leading food
safety
standards



Ideal place for
livestock
production, with
a world-leading
commitment to
environmental
stewardship



Leading animal
wellbeing
standards &
traceability
systems



Trusted Globally
by consumers

Committed to action on Climate Change

Greenhouse gas emissions
from the Australian red
meat industry have



since 2005

The Australian red meat
industry's **contribution to**
national emissions has



since 2005

The Australian red
meat industry is the



in the Australian
economy to since 1990,
with Red Meat making by
far the greatest reduction

Methane emissions avoidance (video)



Carbon storage + biodiversity (video)



Approach to animal wellbeing



Nature is cruel but we don't have to
be

Dr Temple Grandin

AZ QUOTES

**The Australian red meat
industry is committed to the**

**5
domains of
animal welfare**

Mental state

Environment

Behaviour

Nutrition

Health

WWW.GOODMEAT.COM.AU

**Australian Animal Welfare
Standards and Guidelines**



Sustainability highlights 2022–23



In 2020, the Australian red meat sector **reduced CO₂e emissions by 64.8%** since the 2005 baseline. This is a reduction in industry's proportion of national greenhouse gas emissions from 22% in 2005 to 10.3% in 2020.

The **world-first Australian Feedbase Monitor tool** was



launched, now supporting more than 1,900 producers (covering 2,400 farms) with their grazing management decisions.

43.7%



of cattle producing land managed for biodiversity through active management, including weed and pest management, prescribed burning, revegetation and soil remedy work.

Bioenergy overtook on-site coal use

as the third largest source of energy in the Australian red meat processing sector.



68.5%



of Australian natural resource management regions are achieving above healthy ground cover thresholds, protecting soil health and ecosystem services.



First **Australian beef collagen supplements shipped** to the United States.

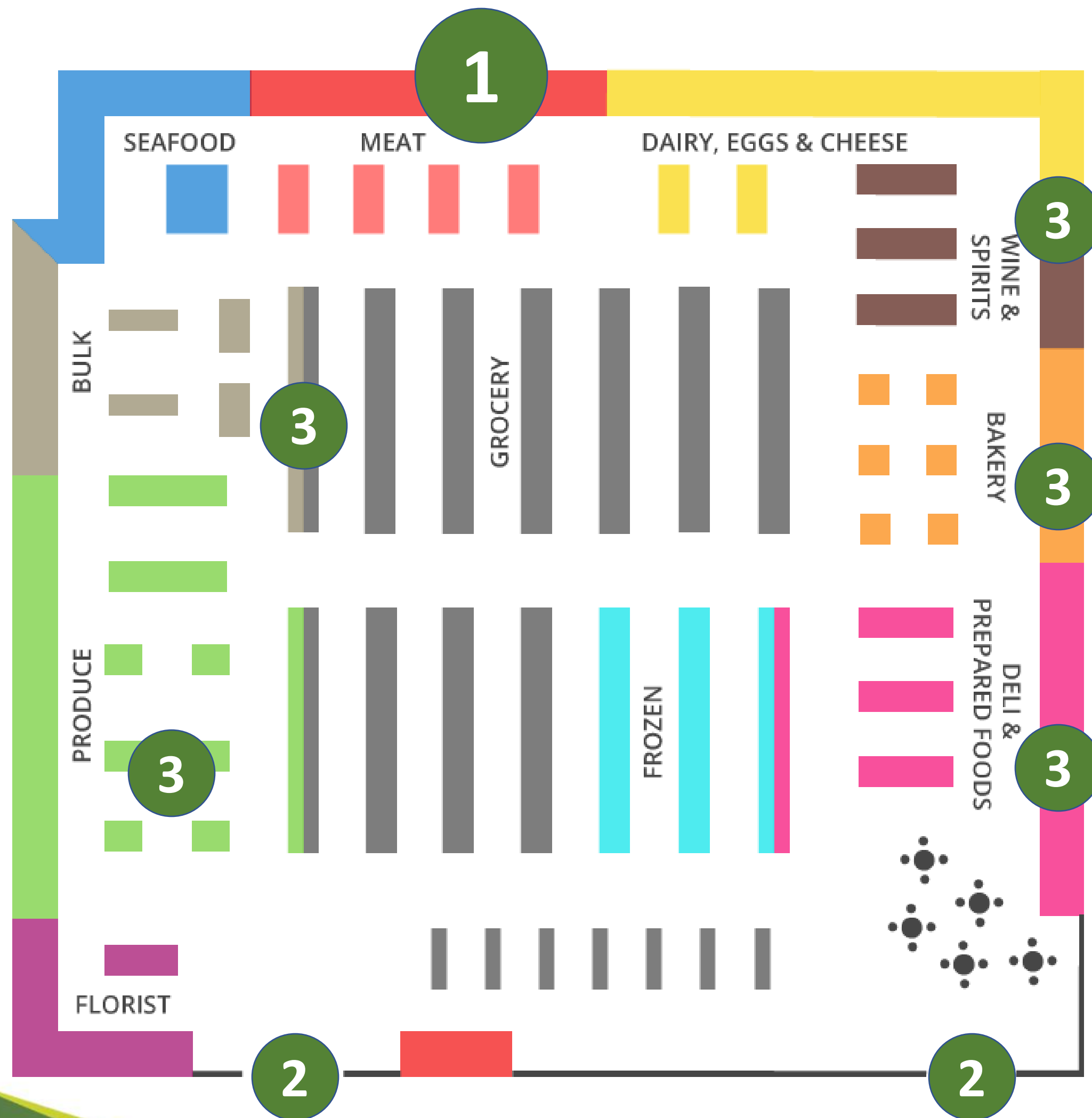
Source: www.mla.com.au/news-and-events/industry-news/meat-livestock-australia-launches-sustainability-impact-report-for-2023



A toolkit for connecting shoppers with health benefits of Beef, Lamb, & Goat



Where to relay nutrition info in-store



1

Case dividers, shelf tags highlighting lean protein options
Recipe and How to Cook Cards to reduce purchase barriers
Booklets to reinforce health & sustainability credentials

2

Weekly Ad highlighting lean protein options
Seasonal Marketing to get consumers into shopping mode
Posters drive traffic to meat category

3

Cross-merchandising point-of-sale to drive bigger baskets
Directional Signage to drive traffic to meat category
Shelf Tags to highlight simple recipe swaps

Where to relay nutritional info out-of-store



- 1 **Digital Circular Ads** interrupt the Digital Shopper Journey
- 2 **E-Commerce Category and Product Detail Pages**
Shoppable Recipes integrated into e-commerce
- 3 **Retail Media Ads** to reinforce purchase
- 4 **Social Media** (health & sustainability, recipe swaps, webinars)
- 5 **Email** (seasonal messaging, recipe clubs, nutrition, how to cook, etc.)

Key takeaways

Bioavailable nutrients found naturally in beef, lamb and goatmeat uniquely affect cognition, growth and overall wellbeing

Aussie beef, lamb and goatmeat offers a unique sustainability story

MLA offers retailers marketing support to grow awareness and sales of beef, lamb and goat meat

Reach out to us...



Paul da Silva
Regional Manager

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+1 202 674 8873



Follow us on social media
@AussieBeefLamb

The advertisement features a large background image of a rolling green landscape under a blue sky with scattered clouds. In the foreground, three black cows stand in a grassy field. To the left, there is an inset photo of a man in a blue shirt and khaki shorts standing in a field with sheep. The text "Australian Grassfed Beef and Lamb" is at the top in a serif font, followed by "RAISED WITH HEART" in large, bold, yellow, all-caps serif font. A dotted line separates the title from the main image. On the right side, a yellow box contains the text "Learn why Aussie grassfed beef and lamb is 'good for you and the planet too'" in a green serif font. Below this text is a QR code and a green box with the text "SCAN THE QR CODE TO GET THE FACTS" in white, all-caps sans-serif font. The Aussie Beef & Lamb logo is in the bottom right corner.

