



FIVE STAR LAMB

Product of Australia



GOOD LAMB TAKES TIME

THE STORY OF THE MAN AND THE LAMB FROM DOWN UNDER

October 2001. Boston. Australian lamb producer Tim Clarke and Boston lamb distributor Denis Linnane met in a crowded Boston bar and dreamt up an idea to bring Tim's best Australian lamb to the US. As they say good things take time, so nearly eight years later it looks like their idea, conjured up over a cold beer, is finally becoming a reality.

Our lamb farmers, their families and farms are the Five Star Lamb story – it's the way they farm, care for and improve their land that makes their lamb taste so good.

Look up to the clear sky at night anywhere in Australia and you'll see the Southern Cross (our Five Stars). The vast land mass that is Australia and its sheer size or the beauty and diversity of its nature. The clean green oceans of the South and the warmer tropical waters of the North. There's immense variety from rich and undulating coastal lands, through to the rugged, harsh and arid frontier of the interior. Increasingly, Australia's high quality lamb tends to come from the Southern parts of our large Island. Five Star Lamb, high quality lamb, raised with love on natural and sustainable pastures.

Five Star Lamb farmers Tim Clarke and Dugald McLachlan share a passion for raising outstanding pastures to feed their lamb. When you visit their farms and see the quality of the pasture, you understand why their lamb is so good.

And please trust us on this, these are farms you'll want to visit where the scenery is great and the warm welcome even better. Tim's wife Jen is well known to cook one of the best lamb roasts, or braised shanks down south of the equator!

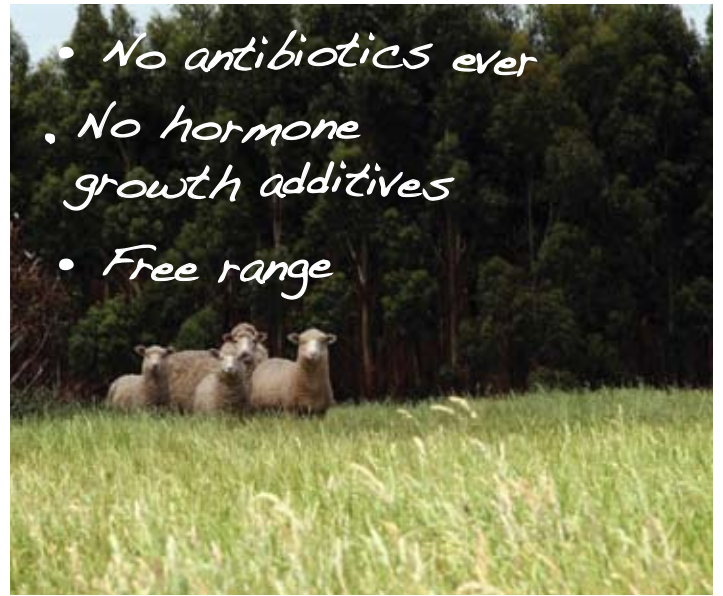
Farmer Rick Goodrich from Deniliquin, on the Wakool River just over the border in New South Wales, is a key part of the story. Rick raises a fine lamb and in his spare time just happens to be a world class yachtsman.

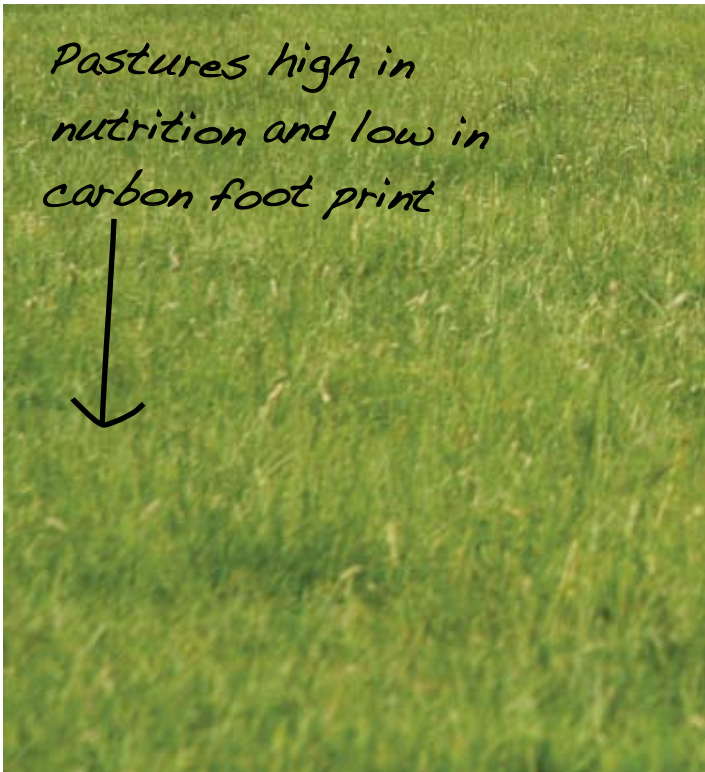
When you buy our lamb, you'll know it's produced by extraordinary farmers who have a great story but also know how to raise a great lamb.

Our farmers live and breathe sustainability. Tim and Dugald have created a natural molasses based fertilizer to enhance their pastures and ensure the best nutrition for their lamb. All natural, made on the farm so it's not eating up transport miles, it creates greater self-sufficiency in producing crops and lamb and lessens the need to use other inputs. The best thing is it all adds up to less waste and a reduced carbon foot-print.

Five Star Lamb is raised completely free range and able to behave as nature intended. Hormone growth additives and antibiotics are never used in raising our lamb.

Our farmers invite you to try our lamb and enjoy a delicious taste of Australia. We'll also make sure you can meet the producers and get the story and product traceability online. And if you happen to be down under, please make sure you stop by and we'll warm up the BBQ and crack open a cold beer.







Five Star Lamb will partner with selected customers to support sales:

- Customers will be provided complete web based traceability back to the farm, the farmers, their story and how the lamb is raised
- The development of tailored point of sales promotions material.
- Full use of photos and images from our farms to support sales.

FACTS ABOUT OUR LAMB

FREE RANGE	Declared 'free range' by the producer. Our lamb is raised on natural pasture and is free to behave in a completely natural manner.
SUPPLEMENTARY FEEDING	Consistency is absolutely critical. In order to ensure this consistency supplementary feeding will be used in order to ensure our lambs are delivered within our targeted specifications.
AVERAGE WEIGHT	Delivered at an average weight of 23kg cwt. The expectation of our professional producers is they will endeavour to deliver lamb at weights as close as possible to this average.
1ST OR 2ND CROSS	Exclusively 1st or 2nd cross lamb.
LAMB ONLY	As determined by the lamb's dentition: A female, or castrated male animal with no (zero) permanent incisor teeth.
NVD	All lamb supplied is accompanied by a national vendor declaration ['NVD'].
NLIS SYSTEM	Complies with and is identified under the National Livestock Identification System ['NLIS'], providing full lifetime traceability. Provides its own traceability - right back to the farm.
ANTIBIOTICS / HGP FREE	No antibiotics or added growth hormones are used.
FAT SCORE	A minimum fat score of two and a maximum of four.



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