

THE GREAT SOUTHERN™ GRASS FED LAMB STORY



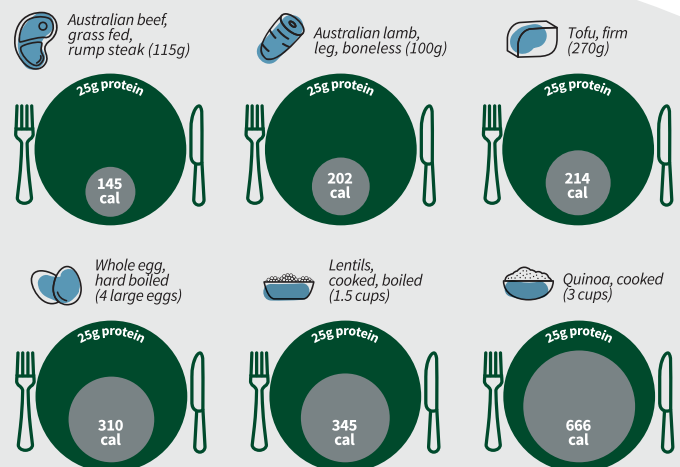
Great Southern Lamb is
100% grass fed and 100% tasty;
promoting healthier, happier sheep and people.

At Great Southern™, we are committed to producing the best possible Australian grass fed lamb. It starts by working with the region's top farmers and ensuring that our ethical farming practices are met. This approach guarantees that Great Southern™ Lamb is free range and free from any added hormones, antibiotics and GMO's, as well as tasting great.

The Grass Fed Difference

We raise our livestock naturally – giving them a pure grass diet and never confining them to a feedlot. Our livestock have access to vast tracts of farmland, roaming free and grazing upon different nutritious pastures all year long. As a result, Great Southern™ Lamb is high in protein, zinc and omega 3s. These are some of the most important nutrients that our bodies need to maintain strength, energy and growth and are an important part of a balanced diet.

More Protein with less Calories



Credit: Meat & Livestock Australia 2019

All products underpinned
by JBS Farm Assurance are
guaranteed to be:



NO ADDED
HORMONES

ANTIBIOTIC
FREE

**FREE
RANGE**

**GMO
FREE**

RESTAURANT QUALITY LAMB



Our lamb is sourced exclusively from southern Australian farmers who raise meat sheep breeds such as Dorset. These breeds have been handpicked by Great Southern™ as they guarantee a consistently higher eating quality.

Great Southern™ Lamb is underpinned by Meat Standards Australia (MSA), Australia's class-leading eating quality tool. Only lambs of the highest quality are selected for our brand, promising a tender, flavourful and succulent eating experience.

Our farmers

Being a part of the Great Southern™ program provides an ongoing exchange of information between our team and our farmers. This helps our farmers to achieve continuous improvement across their farms while maintaining long-term financial sustainability. We will always stand by our farmers as they work to making a living that supports their families and local communities.

GREATNESS GUARANTEED

JBS Farm Assurance

All Great Southern™ Lamb is underpinned by the JBS Farm Assurance Program. This certified, third party audited farm and livestock management program guarantees animal welfare, quality and assurance that our meat is what we say it is.

The JBS Farm Assurance program guarantees that our lamb is:

- ✓ 100% grass fed for life,
- ✓ Pasture raised and free-range, never confined to a feedlot,
- ✓ Free from any added hormones,
- ✓ Never treated with antibiotics, and
- ✓ Never exposed to GMOs.

It's how we know our lamb will deliver an outstanding eating experience to you every time.



VISIT US AT

GREATSOUTHERNFARMS.COM.AU

CONNECT WITH US



@greatsouthernfamily

“Our customers are looking for something on our menu to wow them when they visit us. That’s why Great Southern™ Lamb shoulder has been one of our signature dishes since opening in 2017.”

Francesco Mannelli, Restaurant Head Chef: Four Seasons, Sydney, Australia

Meet a Great Southern™ Farmer

Steven James – Victoria

Steven runs a large lamb operation in Viewbank, Victoria. With the farm's original selection dating back to 1878, Steven has five generations of farming and breeding expertise flowing through his veins. Steven says his favourite part of the job is the feeling he gets after delivering his grown-out lambs to Great Southern, knowing that he has raised them to the best of his ability.

