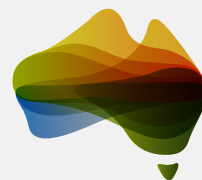

Australian Goat Product Guide



**TRUE
AUSSIE
GOAT**



GOAT FROM AN IDEAL HOME

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The Australian goat industry has been more than 200 years in the making. Foundations laid many years ago have helped it evolve into the dynamic and progressive entity it is today. The combined integrity of our farming and producers, along with the advantages of an unspoiled environment, has underpinned Australia's reputation for farming some of the highest quality goat available. Australian goat is certainly a product of its environment.

We believe there's no better place on earth to raise goat.

Our unique climate and environment allow our animals to live in their natural state and that in turn allows for consistent supply all year round. As a vast island our livestock is more protected from illness and disease and our wide open spaces have allowed us to develop a more natural approach to farming. Animals are more free to roam, living a less stressful life that delivers a better result for everyone.



THE POPULARITY OF GOAT

Goat is the most widely eaten meat in the world and has a legacy stretching back thousands of years as an integral part of the diet across most parts of the globe.

The reasons for its international popularity are clear—goatmeat is low in fat and many consider it a healthy alternative to other red meats. It is also one of the only meats in the world that has minimal religious taboos.

The demand for goat meat is increasing as traditional consumers migrate to new parts of the world and non-traditional consumers become more adventurous in their eating habits and increasingly find goatmeat easy to purchase.

Australia's high standards for quality and integrity make us one of the world's leading producers of goatmeat. Pure. Flavourful. Nutritious. And perfect by nature.



HIGH STANDARDS OF SAFETY, INTEGRITY AND TRACEABILITY

As one of the world's largest exporters of goatmeat, the Australian meat and livestock industry maintains a long-term commitment to food safety. Australia is internationally recognised as free of all major livestock diseases. Our goats have no added hormones. And they have limited exposure to chemicals as they are derived from clean, low-risk chemical residue production systems. These and other quality features complement our industry-wide focus on responsibly meeting the demands of customers in over 100 markets worldwide. From the farm to transport and processing plants, all sectors of the Australian goat industry implement integrity and traceability systems that operate under independently audited Quality Assurance (QA) programs. Australia's National Livestock Identification System (NLIS), for example, identifies and traces animals for biosecurity, food safety, product integrity and market access. These quality systems have been developed in partnership with the Australian government, industry and other relevant organisations to ensure the ongoing integrity of our product.

ON THE FARM

The Australian goat industry has robust integrity systems in place to verify and assure the food safety status and other quality attributes of livestock. Livestock Production Assurance (LPA) is an on-farm food safety and Quality Assurance (QA) certification program designed to strengthen systems currently in place across the goatmeat production sector. Farmers are randomly audited to ensure adherence to the LPA food safety standards.

Underpinning the LPA program is the National Vendor Declaration (NVD). This program links the traceability of goats from the farm through transport and processing. The NVD contains information about the location of the property, contact details of the vendor, exposure of livestock to agricultural and veterinary chemicals, grazing history, supplementary feeding and the Property Identification Code (PIC).

In Australia, each ranched goat is tagged with a National Livestock Identification System (NLIS) visual or electronic tag containing the PIC. Together, these programs form the Australian traceability system which is based on the 'whole of life' tag, enabling mob-based animal transactions to be recorded and transmitted to the central NLIS database. If animals are identified with an electronic tag, and the tag numbers are supplied to the NLIS database when a movement is recorded, their movements can be traced on an individual basis.

IN SALEYARDS AND DURING TRANSPORT

The National Standard for the Construction and Operation of Australian Saleyards forms the basis of our National Saleyards Quality Assurance (NSQA) Program. This Standard addresses the key quality issues and/or hazards within the saleyard sector, including food safety, product quality, stock identification and traceability.

TruckCare is another quality assurance program within Australia applied to livestock transportation and is centered on maximising animal welfare, meat quality and meat safety.

THROUGHOUT PROCESSING

All processing plants licensed for export operate under standards consistent with international ISO 9002:1994 and HACCP standards, known as the Australian Standard (AS) for hygienic production and transportation of meat and meat products for human consumption. Each goat receives an ante-mortem and post-mortem veterinary inspection, and microbial assessments are conducted throughout processing. For traceability, all goat carcasses must be correlated to their PIC number, which is stored on a central database. The Australian government verifies the legislation is being correctly implemented through placement of qualified veterinary personnel and inspectors at each export registered abattoir.

DURING TRANSPORT AND SHIPPING

Cartons of goatmeat and carcasses destined for export are loaded into refrigerated containers, where they are inspected and sealed under the Department of Agriculture. Once inspected, the container cannot be opened until it reaches its final destination. For traceability purposes, the container and seal numbers for all goat exports are stored in the Department of Agriculture database.



HOW TO ORDER AUSTRALIAN GOATMEAT

Ordering Australian goatmeat is simple, and understanding the AUS-MEAT language is the first step.

All Australian goatmeat is frozen, usually whole carcass, 6-way cut, or bone-in goat cubes. Carcasses could be skin-on or skin-off. A skin-on goat carcass can be burnt or browned which is classified as 'burnt goat'. Goatmeat primal cuts are referenced to the same specification and cut code numbers as sheep meat. To purchase goatmeat primal cuts, use the sheep meat cut code number reference and associated rib number (where applicable), and stipulate that the product is goat.

1. Generic Statement: Bone-in or boneless and identification of species
2. Country of Origin
3. Carcass Identification: Category code which identifies the carcass age and sex
4. Product Identification: Primal cut description as shown in the Handbook of Australian Meat
5. Primal Weight Range: Indicates that each primal cut in the carton is the minimum/maximum weight range as shown on the label
6. Packaging Type: AUS-MEAT packaging code
7. Bar Code: Most developed and compliant with the GS1 (EAN.UCC) international meat industry guidelines
8. Packed On Date: Day, month, year and time that the product was packed into the carton
9. Best Before Date: End of the period for meat stored in accordance with any stated storage condition. Meat marked with best before date can continue to be sold after that date provided that the meat is not damaged, deteriorated or perished. Meat marked with use by date cannot be sold after that date.
10. Net Weight: Meat content, less all the packing material, shown to two decimal places in kilograms and pounds
11. Batch Number: In-house company identification number for product tracing when required
12. Carton Serial Number: Individual identification number for carton
13. 1Establishment Number: Plant-registered identification number

GOAT MEAT LABELLING

All cartons of Australian goatmeat are identified by labels with information about the product. Carton labels consist of mandatory information that is required under Australian government regulation. In addition to mandatory information, Australian packers may include optional information on the label, providing additional description for trade purposes.

14. AI Stamp: Australia government inspected
15. Halal Approved: Product has been ritually slaughtered and certified by an approved Islamic organization
16. Refrigeration Statement: 'Keep chilled / refrigerated' indicates that the product in the carton has been held in a controlled chilled condition from the time of packing
17. Number of Pieces: Number of primal cuts in the carton
18. Company Code: In-house identification code for product in the carton
19. Company Trading Name: Name of the packer of the product

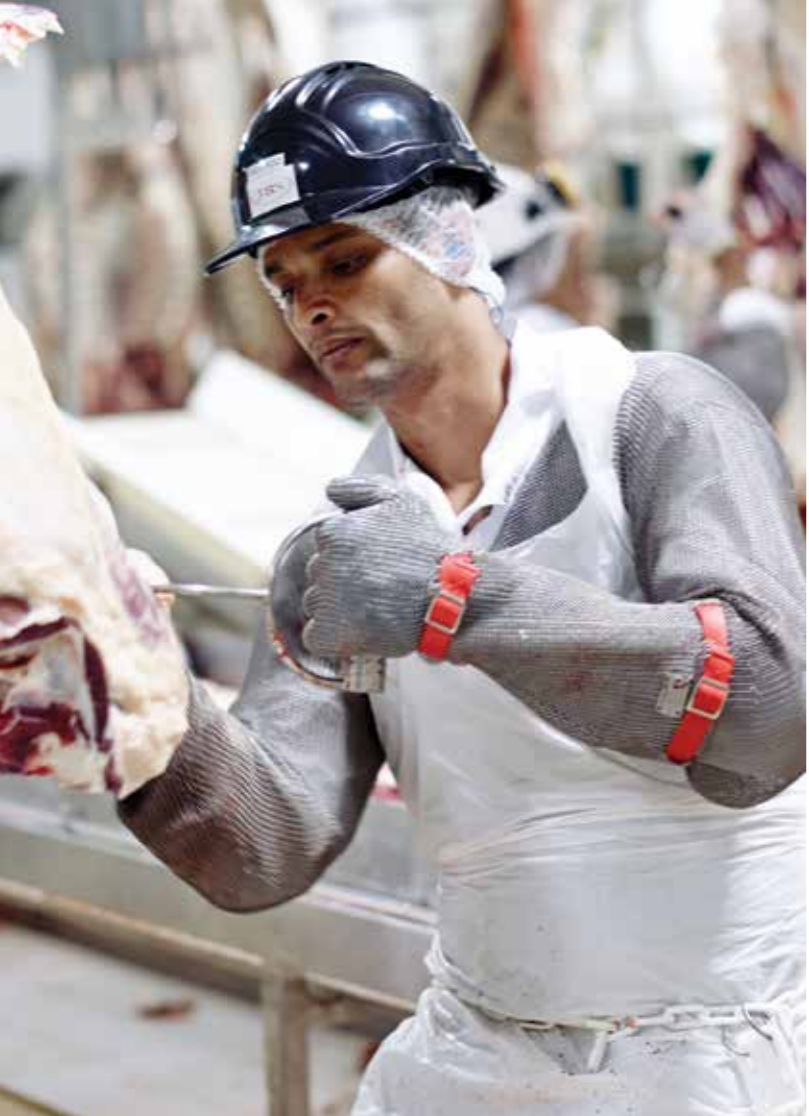




PURE ENJOYMENT PURE QUALITY

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It starts with great produce, available in abundance, but it's our sense of shared enjoyment that makes the experience so much better, we take pride in our relaxed and fun attitude to life. Australia produces a rich diversity of product, perfectly suited to different occasions whenever red meat is enjoyed. We proudly share our best produce for the rest of the world to enjoy in their own way. Life is about enjoying the moment, living well and when it comes to that we always expect the best.



TOP QUALITY GOAT

GOATMEAT AND ANIMAL WELFARE

Considering the nutritional properties, sustainability measures and high food safety standards of Australian goatmeat, you can be assured you're supplying your customers with a product that is good in every way.

Livestock processing in Australia is conducted in accordance with national laws and international requirements, and enforced by State, Territory and Commonwealth inspectors to ensure that high standards of animal welfare are maintained at all times. The Australian meat industry is committed to the highest level of animal welfare and the humane treatment of livestock.

In 2005, the Australian meat industry proactively developed and implemented the Australian Meat Industry Council (AMIC) 'National Animal Welfare Standards for Livestock Processing Establishments'. The standards, integrate Australia's Model Codes of Practice, relevant State and Commonwealth legislation, commercial requirements and community expectations into a single best practice animal welfare standard for livestock processors.

Australian processors demonstrate their superior commitment to these standards and best practice animal welfare by complying with the 'Australian Livestock Processing Industry Animal Welfare Certification System' or 'AAWCS'. The AAWCS is an independently audited certification program which covers all animal welfare activities at the processing establishment - from receipt of livestock at the establishment to the point of humane processing.

AUSTRALIAN RED MEAT AND THE ENVIRONMENT

The Australian red meat and livestock industry makes an important contribution to sustainability – environmental, economic and social. Environmental sustainability focuses on the key areas of reducing emissions, efficient water use and productive land management. This is important not only for the environment but also for producing nutritious goatmeat.

Across the country many livestock ranchers are managing weeds, pests and feral animals, while helping to maintain biodiversity and reduce the risk of destructive bushfires. Ranchers are also implementing a variety of efficient water management measures in their grazing systems, including maintaining healthy soils with adequate nutrients, minimising runoff through vegetation management and monitoring the frequency and intensity of grazing to make the best use of pastures. Australia's goat ranchers are balancing the needs of the grazing animal, the pasture and the environment.

The Australian red meat industry, through Meat & Livestock Australia and in collaboration with the Australian Government, invests over \$13 million annually in research and development to better understand the environmental impact of meat production, and to further improve the environmental performance of the industry.

In Australia, goats are mostly grazed on large areas of semi-arid and arid rangelands, a method of production that is distinctive to Australia. Our unique production systems and commitment to continuous improvement have led to the world-wide recognition of Australian goat ranchers as leaders in producing some of the best red meat, while also leading the way in environmental ranching practices.



HEALTHY SAFE AND FLAVOURFUL

Goatmeat is lean and has nutritious qualities consistent with what health experts regard as a healthy meat alternative, particularly due to its low fat and cholesterol content.

Goatmeat's molecular structure is also easier to digest and lower in calories. Australian goatmeat has a firm texture with flavour profiles from mild to strong depending on the age of the animal, creating an ideal meat for spiced or slow-cooked dishes. It is versatile, and can be readily substituted in most lamb or mutton dishes.

Be sure to maintain consistent chill temperatures for optimum shelf life. You can increase your appeal to trendsetters by offering Australian goatmeat options.

MAKING SUSTAINABILITY A PRIORITY

Every step of the way, from paddock to plate, the Australian red meat and livestock industry recognises its responsibility to the environment. As custodians of nearly fifty percent of Australia's landmass, continuous improvement in environmental management is one of our top priorities. We're extremely proud of the nutritious, flavoursome goatmeat we provide for consumer use.

And we're equally proud of the determined and successful effort we put into environmental, economic and social sustainability.

NUTRITION FACTS

A single serving of 100 grams (3.5 ounces) provides the following nutrients:

Calories per serving	109
Calories from fat	21
	% Daily Value*
Total Fat	4%
Saturated Fat	4%
Trans Fat	-
Cholesterol 57mg	19%
Sodium 82mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	0%
Protein 21g	-
Calcium 13mg	1%
Iron 2.8mg	16%
Vitamin B12 1.1mcg	19%
Niacin 3.7mg	19%
Riboflavin 0.5mg	29%
Zinc 4mg	27%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs. Source: nutritiondata.com (USDA)

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POPULAR CUTS & LABELING





OUR POPULAR CUTS



GOATMEAT BASIC CUTS

Carcase



Skin on Skin off



Whole Burnt



Burnt Cubes



Cubed Goat, Boneless



Diced Goat, Bone In

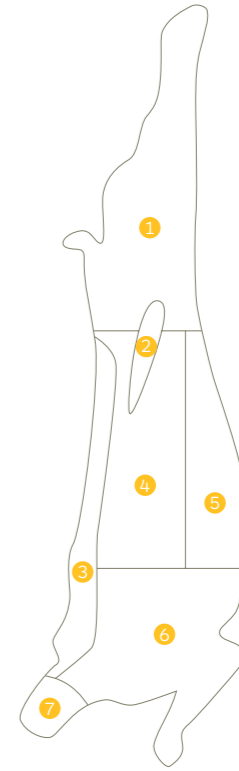


Ground Goat



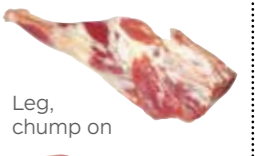
Skin On Goat

- Pasture raised
- No added hormones
- No additional additives
- Long shelf life
- Sustainable farming practice
- Traceable



*a 6-way cut carcass is comprised of these cuts: 2 legs, 2 loins and 2 forequarters

1. Leg



Leg, chump on



Leg, Bone In

2. Tenderloin



Tenderloin

3. Backstrap



Backstrap

4. Loin



Shortloin



Loin



Rack

6. Forequarter



Square-Cut Shoulder



Forequarter

5. Neck



Neck

5. Breast & Flap



Breast and Flap



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KEEPING STANDARDS HIGH

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Meat & Livestock Australia supports the Australian Red Meat industry through standards development, research and marketing focused on maintaining Australia's position as one of the largest, safest and highest quality ranchers of beef, sheep and goatmeat in the world. To learn more, visit www.australian-meat.com.

Visit trueaussie.com
for more information.