



White Stripe Lamb...  
**The finest Lamb**  
in the world!

[WHITESTRIPEFOODS.COM](http://WHITESTRIPEFOODS.COM)

**Our White Stripe  
Lamb Program is our**

***Signature***

**Supply Chain Program  
from paddock to plate**

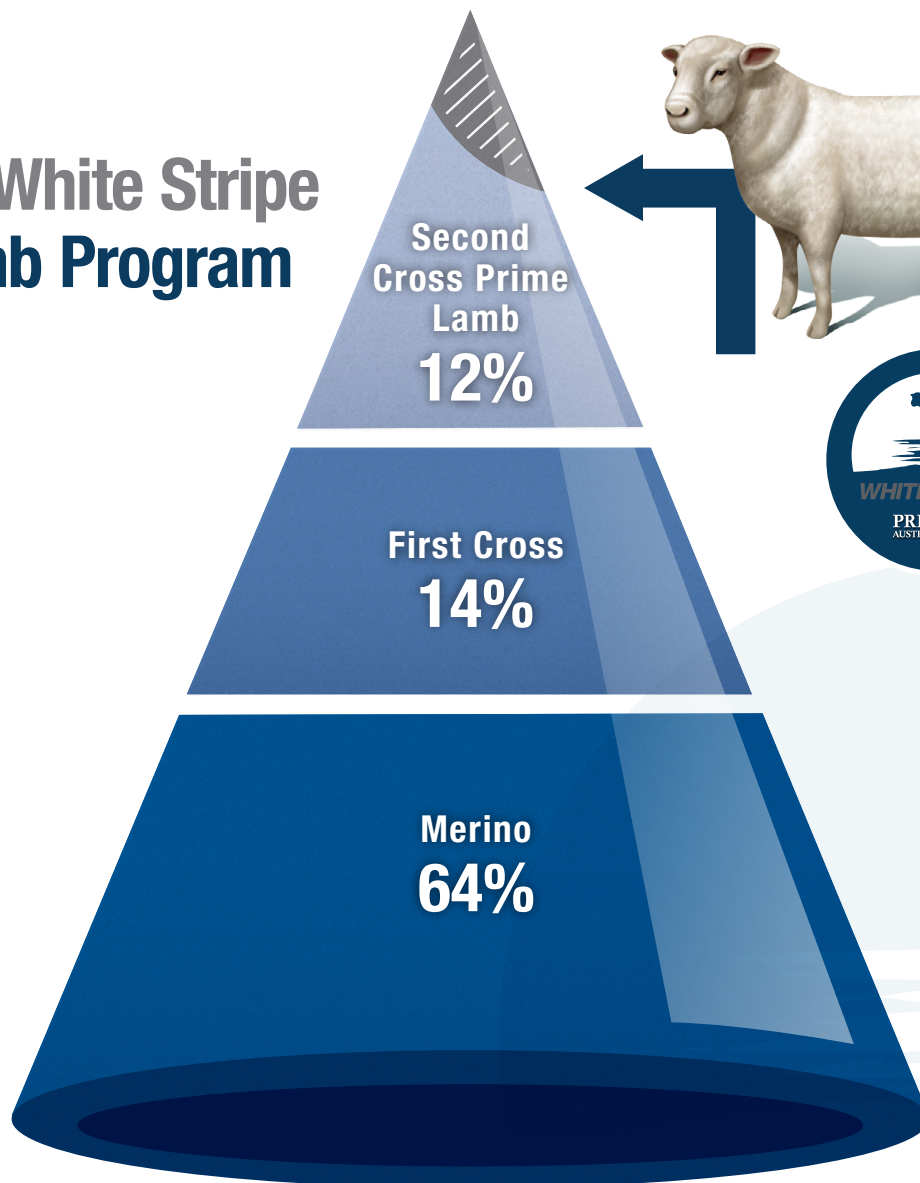
# White Stripe Australian Lamb is recognised around the world as a statement of quality and outstanding consistency

Our Lamb is bred to ensure a superior eating experience every time, this is a result of:

- Genetic Selection
- Feeding Regime
- Process Care and Ageing
- Being Hormone free and raised naturally

White Stripe Lamb is 100% “Second Cross” Prime Table Lamb, just as all Beef is not the same, all Lamb is not the same!

## White Stripe Lamb Program



Source: MLA and AWI Sheepmeat and Wool Survey May 2023

# Key Differences between Merino & 2nd Cross Lamb

## Merino Lamb

- Bred for wool not meat
- Backbone to the Australian Wool Industry
- Energy from feed goes into producing high quality wools
- Merinos have a smaller bone structure, resulting in a narrow frame with poorer muscle structure
- Merino meat has a stronger flavour, and can be inconsistent in terms of eating quality
- Average carcass weight 18 to 20kg

## 2nd Cross Lamb

- Bred for meat consumption
- Developed to meet the growing demands of consumers appetite for succulent eating Lamb
- Energy from feed is converted into muscle growth
- Has a large bone structure to hold greater muscle confirmation (larger eye muscle)
- Has a very mild flavour due to high deposits of intramuscular fat within the muscle (marbling)
- Average carcass weight 24kg+

## Achieving White Stripe Lamb Quality:

The Generic evolution from Wool Merino to Prime Lamb meat

Merino Ewe > Border Leicester Ram



First Cross Ewe > Poll Dorset / Suffolk Ram



White Stripe 2nd Cross Lamb



The crossing of highest quality bloodlines, including Suffolk and Poll Dorset, has resulted in a superior Lamb with large eye muscle, natural marbling and consistent eating qualities

## Feeding Regime

- All Natural Pastures – clovers, rye grasses, lucerne
- Focusing on high protein intake
- Steady development is assured by supplementary feeding of turnips, brassicas, lentils, lupins and oats

By rotating feeding regimes our farmers reduce the accumulation of excess fat tissue whilst continuing to produce intramuscular fat, commonly known as marbling. The result is consistent, high quality eating Lamb!

All White Stripe Lambs are raised without Antibiotics and are free of hormone growth promotants.



## Did you know?

- Lamb is one of the best sources of the 5 essential nutrients
- It is lean and low in cholesterol compared to other animal proteins
- 50% of the fat in Lamb is mono unsaturated (the good fats that help lower cholesterol)

**On farm nutrition, hydration and husbandry care assist in maintaining high muscle glycogen levels, which ensure lactic acid levels remain high, keeping Lamb meat “PINK” in colour and guaranteeing tenderness**

## Process Care & Ageing

- All our Lamb carcasses are chilled for 24 hours prior to processing
- Our product specifications have been designed for our Lamb to be used directly in the chef’s kitchen
- Operator training and great care is imperative to ensuring correct specifications are delivered to the end user
- Our Lamb is aged according to our customer requirements and to ensure perfect eating quality
- Our Lambs are HALAL accredited





## Primary and Secondary Cuts available

**1 LEG**

Boneless Leg      Boneless Leg, Butterflied      Diced Lamb

Leg Cuts, Denuded      Leg, Bone In

**2 TOP SIRLOIN**

Top Sirloin      Center Cut Chop

**3 TENDERLOIN**

Lamb Strips      Lamb Tenderloin

**4 LOIN**

Lamb Loin

Loin Chop      Short Loin Saddle

**5 SHANK**

Frenched Fore Shank

Hind Shank

**6 RACK**

Rib Chop

Frenched Rack of Lamb (8 Rib)      Frenched Rack of Lamb (13 Rib)

**7 BREAST**

Breast and Flap

**8 SHOULDER**

Square-Cut Shoulder, Bone In      Square-Cut Shoulder, Boneless      Diced (forequarter)

Ground Lamb      Shoulder Rack (4 Rib)      Shoulder Chop

**9 NECK**

Neck Filet      Neck Chop

- Pasture Raised
- No Added Hormones
- No Additional Additives
- Long Shelf Life
- Sustainable Farming Practices
- Traceable



**We are so confident in our product's eating quality that we provide a "White Stripe tenderness guarantee" for our fresh Lamb program.**





Exclusively available through

**Gordon**<sup>®</sup>  
FOOD SERVICE

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