





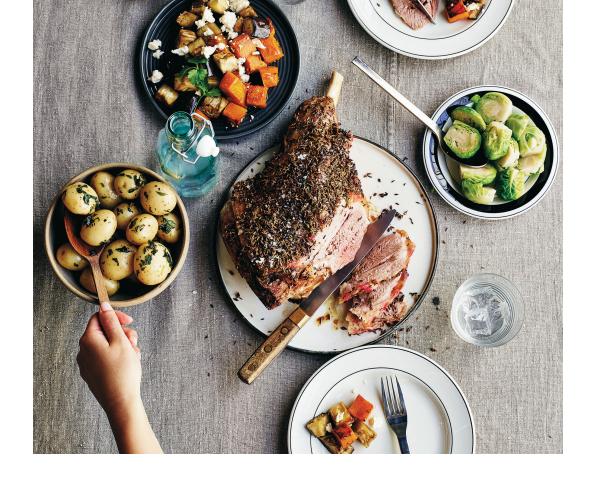
MATILDA'S NATURAL AUSTRALIAN LAMB IS A HIGH QUALITY, CHILLED ALL-NATURAL PRODUCT; PASTURE RAISED WITH NO ADDED HORMONES, RAISED WITHOUT ANTIBIOTICS AND UNDERPINNED BY ANIMAL WELFARE CERTIFICATION. A PURE PRODUCT FROM A PURE ENVIRONMENT.

AUSTRALIA IS RENOWNED GLOBALLY AS A PRODUCER OF HIGH QUALITY LAMB, MATILDA'S WORKS CLOSELY WITH RANCHERS TO DELIVER A CONSISTENT AND SUSTAINABLE SUPPLY THROUGHOUT THE YEAR TO ENSURE WE ARE MEETING THE HIGH EXPECTATIONS OF OUR CUSTOMERS.





MATILDAS NATURAL AUSTRALIAN LAMB IS GRADED AT THE PROCESSING FACILITY TO ENSURE ONLY THE VERY BEST ARE SELECTED, THE CUTS ARE THEN VACUUM SEALED FOR FRESHNESS AND SHIPPED TO YOU AS A CHILLED PRODUCT (NEVER FROZEN), ALLOWING THE PRODUCT TO AGE NATURALLY. MATILDA'S NATURAL AUSTRALIAN LAMB IS AVAILABLE IN A FULL RANGE OF WELL-TRIMMED CUTS SUITABLE FOR RETAIL AND FOOD SERVICE OUTLETS.



FREE RANGE

MATILDA'S NATURAL AUSTRALIAN LAMB SOURCES
LIVESTOCK FROM RANCHERS WHO GRAZE THEIR SHEEP
AND LAMBS ON OPEN PASTURES, THIS IS VERIFIED
THROUGH THE MANDATORY AUSTRALIAN NATIONAL VENDOR
DECLARATION (NVD) FORM AND TRACING THE LIVESTOCK
THROUGH THE NATIONAL LIVESTOCK IDENTIFICATION
SYSTEM (NLIS) - A MANDATORY LIVESTOCK TRACKING
SYSTEM REGULATED BY THE AUSTRALIAN GOVERNMENT
AND INDUSTRY BODIES. SHELTERS ARE PROVIDED IN
PASTURES FOR EXTREME WEATHER CONDITIONS.

PASTURE RAISED

MATILDA'S NATURAL AUSTRALIAN LAMB IS PRODUCED IN SOUTHERN AUSTRALIA AS A PASTURE RAISED PRODUCT; OUR SHEEP ARE GRAZED IN OPEN PASTURES AND GRASSLANDS (PADDOCKS) FOR THE MAJORITY OF THEIR LIFE. THIS MEANS OUR LAMBS RECEIVE THE SUBSTANTIAL PERCENTAGE OF THEIR FEED AND NUTRIENTS FROM OPEN PASTURES. THE ONLY TIME OUR SHEEP AND LAMBS ARE HOUSED AND FED SUPPLEMENTARY FEED (CONSISTING OF HAY, SILAGE AND INTACT GRAIN) IS IN EXTREME WEATHER CONDITIONS.

AUSTRALIAN SUMMERS CAN BE HARSH, IT'S
TYPICALLY THE LOWEST RAINFALL SEASON IN
SOUTHERN AUSTRALIA, PASTURE DRIES UP AND
LIVESTOCK SOMETIMES REQUIRES SUPPLEMENTARY
FEEDING TO ENSURE THEIR HEALTH AND WELLBEING
IS MAINTAINED. HAY MAY ALSO BE SUPPLEMENTARY
FED IN RARE OCCASIONS WHEN PASTURES ARE
TOO WET MAKING THE GRASS "WATER LOGGED"
RESULTING IN LOWER NUTRITIONAL VALUE.



NATURAL

MATILDA'S NATURAL AUSTRALIAN LAMB DOES NOT
CONTAIN ARTIFICIAL INGREDIENTS OR ADDITIVES; ALL
PRODUCTS HAVE BEEN MINIMALLY PROCESSED.

NO ADDED HORMONES

THE USE OF HORMONE GROWTH PROMOTANTS FOR SHEEP AND LAMB PRODUCTION IN AUSTRALIA IS PROHIBITED.

RAISED WITHOUT ANTIBIOTICS

IT IS NOT INDUSTRY PRACTICE TO USE ANTIBIOTICS IN LAMB
PRODUCTION IN AUSTRALIA UNLESS A LAMB IS SHOWING SIGNS OF
ILLNESS. WHEN THIS DOES OCCUR, THE RANCHER OR VETERINARIAN
WILL ADMINISTER A SUITABLE ANTIBIOTIC FOR THE TREATMENT OF
THE ILLNESS, THE LAMB IS IDENTIFIED AND RECORDED ON THE NVD
WHEN SOLD. THE NVD IS A GOVERNMENT MANDATORY STATUTORY
DECLARATION REQUIREMENT FOR ALL LIVESTOCK TRANSACTIONS.
LAMBS THAT HAVE BEEN TREATED WITH ANTIBIOTICS ARE EXCLUDED
FROM THE MATILDAS NATURAL AUSTRALIAN LAMB PROGRAM.

ANIMAL WELFARE CERTIFICATION

ON THE RANCH, LIVESTOCK WELFARE HAS BEEN

DEVELOPED BY ANIMAL HEALTH AUSTRALIA, THE SHEEP

INDUSTRY AS WELL AS STATE AND FEDERAL GOVERNMENTS

AND IS REGULATED THROUGH STATE LEGISLATION.

THE STANDARDS ARE BASED ON CURRENT SCIENTIFIC

KNOWLEDGE, RECOMMENDED INDUSTRY PRACTICE AND

COMMUNITY EXPECTATIONS.

THE AUSTRALIAN LIVESTOCK PROCESSING INDUSTRY
ANIMAL WELFARE CERTIFICATION SYSTEM (AAWCS)
IS AN INDEPENDENTLY AUDITED, USDA RECOGNISED
CERTIFICATION PROGRAM USED BY AUSTRALIAN
LIVESTOCK PROCESSORS TO DEMONSTRATE COMPLIANCE
WITH INDUSTRY BEST PRACTICE ANIMAL WELFARE
STANDARDS. THE AAWCS COVERS ALL ANIMAL WELFARE
ACTIVITIES AT A PARTICIPATING LIVESTOCK PROCESSING
ESTABLISHMENT - FROM RECEIVAL OF LIVESTOCK AT THE
ESTABLISHMENT TO THE POINT OF HUMANE PROCESSING.



THE INSPIRATION FOR THE NAME MATILDA CAME FROM THE FAMOUS AUSTRALIAN POEM BY BANJO PATTERSON, "WALTZING MATILDA", AUSTRALIA'S UNOFFICIAL NATIONAL ANTHEM. THE POEM SPEAKS OF A WANDERER, TRAVELLING THE OPEN ROAD ON FOOT (HENCE THE TERM 'WALTZING'), HIS BELONGINGS PACKED IN HIS SWAG OR BUNDLE OF POSSESSIONS. FOR MOST OF THESE MEN, SWAGMEN AS THEY WERE CALLED, THEIR BLANKET AND THEIR SWAG WAS THEIR ONLY COMPANION AT NIGHT AND BECAME KNOWN AS A 'MATILDA'.

WALTZING MATILDA REFLECTS A SIMPLE
LIFE, NOT RESTRICTED BY POSSESSIONS OR
RESPONSIBILITIES OTHER THAN THE NEED
TO FIND YOUR NEXT MEAL AND A PLACE
TO SLEEP, UNDER THE STARS. THE NAME,
MATILDA, HAS BEEN INGRAINED INTO THE
AUSTRALIAN PSYCHE AND WAY OF LIFE, IT
CAPTURES THE ESSENCE OF AUSTRALIA AND
CONJURES IMAGES OF WIDE OPEN SPACES,
GREEN PASTURES AND BLUE SKIES.



TELEPHONE	+61 (0) 8 8413 8000
128 GILBERT ST,	ADELAIDE, SA 5000

FOR MORE INFORMATION:

WEBSITE MATILDAS.COM.AU EMAIL SALES@SAMEX.COM.AU