

# GRANNY’S LAMB ROAST

SWEET SHOULDER OF LAMB, SEASONED AND ROLLED,  
READY TO ROAST. DELICIOUS!

### INGREDIENTS

- 1.5kg Lamb square cut shoulder,  
boned and trimmed

10g ground cumin
- 150g brown onion, finely chopped

5g chopped flat leaf parsley
- 75g soft white breadcrumbs

2g black cracked pepper
- 75g raisins

1g sea salt flakes
- 0.25g dried thyme leaves

### PREPARATION

1. Lay shoulder fat side down.
2. Combine onion, apple breadcrumbs, raisins, cumin, parsley, pepper, salt and thyme. Work mixture with your hands until it binds together. Spread over lamb.
3. Roll up firmly to enclose filling. Secure with food grade bands or netting.

### RETAIL PRESENTATION

Display with rolled edge underneath.

### CONSUMER INSTRUCTIONS

1. Brush roast with oil and season with salt and pepper.
2. Preheat fan forced^ oven to 160°C.
3. Place lamb in roasting dish and cover tightly with foil, pinching the edges to secure.
4. Cook lamb for 2 hours. Uncover and cook for a further 1 hour.
5. Cover loosely with foil and rest for 10 minutes.
6. Remove bands before carving into thick slices.

### RECIPE NOTE:

- ^if using a conventional oven, you may need to increase temperature or allow additional cooking time.

### YOUR CHOICE OF LAMB ROAST:

Lamb leg or shoulder (bone-in), easy carve lamb leg or shoulder	Cook at 180°C	<b>Rare</b> 20–25 mins per 500g	<b>Medium</b> 25–30 mins per 500g	<b>Well done</b> 30–35 mins per 500g
Lamb topside mini roast, lamb rump or lamb round	Cook at 220°C	<b>Rare</b> 15–20 mins per 500g	<b>Medium</b> 20–25 mins per 500g	<b>Well done</b> 25–30 mins per 500g
Rack of lamb	Cook at 200°C	<b>Rare</b> 20–25 mins total regardless of weight	<b>Medium</b> 30–35 mins total regardless of weight	<b>Well done</b> 40–45 mins total regardless of weight



## MLA MOVES TO AN “ORDER ON DEMAND” FOR POINT OF SALE MATERIALS.

According to MLA’s independent retail trade survey 90% of butcher shops value and use MLA point of sale materials, such as posters, recipe brochures, window bunting and ticket toppers. However, no two butchers are the same, some use our posters and some do not, so to maximise the value of our point-of-sale promotional material, MLA is evolving to an ‘Order on Demand’ system where butchers can customise their order by selecting the elements that work best in their business.

To commence the new ‘Order on Demand’ service, all butchers who MLA have emails for will receive notification via a personalised URL, if you click on this it will take you through to an ‘Order on Demand’ homepage where you can order your requirements and also check/update contact and delivery details. Once you have undertaken this simple step your details will be updated so all you will need to do in future is review the POS elements required and the quantities needed for future beef or lamb campaign. The system is easy to navigate through and device responsive – enabling you to place an order from your computer, tablet or mobile phone in less than a minute.

Recognising the need for a smooth transition to this system MLA will also mail each store a hardcopy of the registration form that Butchers can fill out and return to MLA for all future campaign POS materials.

Butchers will receive email notification and hard copy forms from the 10th October 2017 and have until the 20th October 2017 to complete the orders and return to MLA for the summer lamb POS. If you have multiple stores you will need to place a separate order for each store. For the first few campaigns any butcher on our database who do not respond will be sent a ‘standard POS kit’ including recipe books and pack stickers.

If you have any questions regarding MLA’s transition to an ‘Order on Demand’ system please email [butchers@mla.com.au](mailto:butchers@mla.com.au)

### UPCOMING CAMPAIGNS

- Australian Butchers Choice “Spring Family Favorites” instore promotion will commence on the 2nd October. This promotion will give your customers some fantastic Spring beef and lamb recipes as well as the chance to win 1 of 10 Kamado Joe Classic BBQ/smoker
- Summer Beef campaign commences on 6th November and will include the New Beef magazine.



IF YOU NEED ANY MORE MATERIAL  
PLEASE CONTACT 1800 550 018

## BEEF

A poor Spring rainfall outlook for southern Australia and volatile global markets have all contributed to a reduction in farm gate cattle prices for the last quarter.

With a slow but steadily increasing national cattle herd the cattle price peak is more than likely behind us, and downward pressure will continue to mount for the foreseeable future. Despite this, Australian cattle prices are unlikely to drop back to pre-2013 levels, buoyed by restocker activity when pasture conditions eventually improve, along with the likelihood of a static A\$ and reducing tariff regimes into Japan, Korea and China.

## SHEEPMEAT

Despite strong prices for first half of 2017, the outlook for the Australian sheep and lamb market for the remainder of the year is somewhat uncertain. It has been a very dry winter for many supply regions across the country, and the prospect of receiving a spring break is looking less and less likely.

Processor capacity has been reduced with temporary and permanent plant closures, this poses a risk when seasonal lamb and sheep availability increases, particularly if seasonal conditions don’t improve. The strong retention of older and replacement ewes and wethers over the last 12 months, is likely to reverse if there is no spring break resulting in an upward revision to sheep slaughter for the remainder of the year.

For updated information see market information at [www.mla.com.au](http://www.mla.com.au)

The Butcher’s Paper brought to  
you by the Australian Butcher’s Guild



BEEF BRISKET

In the past the Brisket has normally been used for mince and sausages or rolled and corned, today it is a highly valued piece of beef by chefs and Pitt Master barbequers.

There are two parts to the brisket, the point end and navel end (see images below). The point end is widely used in the USA for Texas BBQ and takes pride of place in most Pitt Master BBQ competitions. The brisket has a “special” rub applied containing various “secret” spices, then it is smoked at a low temperature for several hours, a mop sauce or “special” apple juice based spray is applied to the brisket regularly throughout the cooking process.

When you are preparing the point end for the bbq, don’t trim off all of the fat , the fat adds moisture as it renders down through the meat during the cooking process. Vacuum package the brisket in approx 2 kg pieces either plain or with a rub. The point end also suits a 4 – 5 hour slow braise, roast and diced to make an economical casserole.

The Navel end has more connective tissue and internal fat layers, this portion of the brisket is popular throughout Asia where it is sliced thinly for a stirfry and used in Gyūdon or Donburi (BBQ cooking), hot pots and broths. You can also make a streaky beef bacon with this cut.



WHOLE BRISKET



POINT END BRISKET –  
DECAL ON



POINT END BRISKET –  
DECAL REMOVED

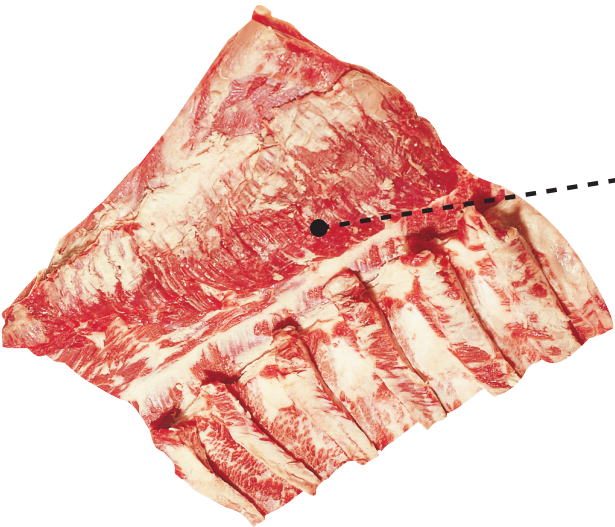


NAVEL END BRISKET



NAVEL END BRISKET

You can also pull out the inside skirt or “spider steak” from the navel end of the brisket, the inside skirt steak are the trimmed, boneless portion of the diaphragm muscle attached to the 6th through 12th ribs on the underside of the short plate. This steak is covered in a tough membrane that should be removed before cooking. This cut can be used in fajitas or as a steak but must be cooked quickly over an extremely high heat to medium rare, rested then sliced across the grain.



INSIDE SKIRT



EVERYTHING IS BIG IN TEXAS AND  
THE FLAVOUR OF THESE RIBS IS NO EXCEPTION!

INGREDIENTS

- 1.2kg MSA Beef Chuck Short Ribs
- 20g olive oil
- 1g sea salt flakes
- 0.5g cracked black pepper
- 0.5g dried oregano

PREPARATION

1. Remove plasticky skin like membrane from bone side of ribs by placing the point of a small sharp knife under the corner and lifting the edge. The membrane will pull away easily.
2. Score meaty side of ribs, cutting slits across the meat at right angles to the bone, 5mm deep and 20mm apart.
3. Brush beef with oil, and rub in combined salt, pepper and oregano. Massage well into slits.

RETAIL PRESENTATION

Display scored side up, in foil baking trays.

CONSUMER INSTRUCTIONS

1. Prepare kettle barbeque for cooking with indirect heat.
2. Place ribs scored side up in 2 litre capacity foil baking tray. Pour in 250 - 500ml beef stock or water. Enough to half fill baking tray.
3. Cover tightly with foil, pinching around edges of the foil tray to seal.
4. Cook on upper rack of kettle barbeque over lowest possible heat for 2 hours.
5. Lift edge of foil. Baste meat with juices. Reseal foil and cook for further 30 minutes or until meat has browned and is very tender.

AMERICAN STYLE BEEF BBQ BRISKET

MELT IN YOUR MOUTH BRISKET WITH ITS OWN TANGY BARBEQUE SAUCE.  
EVERYONE WILL BE COMING BACK FOR MORE!

INGREDIENTS

- |                                   |                            |
|-----------------------------------|----------------------------|
| 1.5kg piece MSA Point End Brisket | 2.5g dried oregano         |
| 100g dark brown sugar             | 400g canned diced tomatoes |
| 5g chilli powder                  | 50g maple syrup            |
| 10g sea salt flakes               | 50g apple cider vinegar    |
| 10g garlic powder                 | 30g Worcestershire sauce   |
| 5g cracked black pepper           |                            |

PREPARATION

1. Combine one half of the brown sugar with chilli powder, salt, garlic, pepper and oregano. Rub well into brisket. Place on a non reactive tray. Cover and chill for at least 24 hours.
2. Combine remaining brown sugar with tomatoes, maple syrup, cider vinegar and Worcestershire sauce.
3. Place brisket in large vacuum bag. Add tomato mixture. Seal well.

RETAIL PRESENTATION

Display in vacuum packed bags on foil baking tray. (2 litre capacity)

CONSUMER INSTRUCTIONS

1. Empty contents of bag into the foil baking tray. Add 500ml water and 1 large brown onion, cut into thick wedges. (optional)
2. Cover tightly with foil. Pinching around top edge of the baking tray to seal.
3. Prepare kettle barbeque for cooking over indirect heat.
4. Cook on upper rack in kettle barbeque, using the lowest heat setting, for 4 hours or until meat is tender enough to pull apart with two forks. Check every hour and top up liquid as necessary. At the end of cooking the liquid should be of a saucy consistency.
5. Using two forks gently pull beef apart, discarding any fatty pieces. Return meat to sauce and mix through well.

TEXAS BBQ BEEF RIBS

SERVING SUGGESTION

SERVE WITH BEAN SALAD, MEAT JUICES  
AND YOUR FAVOURITE BBQ SAUCE.



SERVING SUGGESTION

SERVE IN CRUSTY BREAD ROLLS OR  
SOFT PITA BREAD WITH COLESLAW  
AND SLICED DILL CUCUMBERS ON  
THE SIDE.



RECIPE NOTE

This recipe can be cooked in a slow cooker  
on low heat setting for 7 – 8 hours.  
Reduce water to 250ml.