

OUTBACK LAMB PTY LTD FIONA AVEYARD

www.outbacklamb.com.au



"We believe in helping consumers to be aware of their foods' provenance and importantly, to have the opportunity to know their producer."
#knowyourfarmer

Outback Lamb is produced on our family farm "Westpoint" in central NSW. Our lamb is pasture raised with a focus on ethical management and regenerative farming. We began our journey 3 years ago by wholesaling our grass fed, single origin lamb into boutique butcher stores. Building on from this we have developed a gourmet lamb sausage roll that is full of flavour and free from preservatives. Our next step will be developing our own processing facility so that we can truly embrace our philosophy of nose to tail consumption and utilisation of the entire animal.





5TH GENERATION AUSSIE FARMERS



PEOPLE | ENVIRONMENT | REGIONAL ECONOMY



TRANSITIONING FROM COMMODITY PRODUCER
TO BRANDED ENTITY VIA VALUE ADDING

We connect our customers to their food source by sharing our stories on social media, through writing a quarterly e-mag, a fortnightly recipe blog and by welcoming visitors for farm tours. We are keen to be part of the movement that connects people to the provenance of the food they are eating.

CONNECT



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