

# 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**

Hailing from Tullamore in NSW's Central West, Fiona is a 5th generation primary producer, living and working on a 5000 ha family farm. Enterprises include cereal cropping, merino sheep and prime lamb production. In addition, Fiona founded the paddock-to-plate business, "Outback Lamb".

Outback Lamb makes award-winning, farm-fresh, gourmet lamb sausage rolls. Their lamb was a state winner in the 2021 Delicious Magazine Produce Awards, and the sausage rolls took out the bronze medal at the 2021 Sydney Royal Show in the RAS Fine Food Awards.

A 2023 Nuffield Scholar, she sits on the NSW Ag Minister's Advisory Group (AGMAG), mentors in the DRLMP and advocates for the red meat industry as an MLA Meat Ambassador. She has spoken at the Australian Fine Food Expo in Melbourne and was the keynote speaker for the Asian Productivity Organisation in Taiwan, the APVMA International Conference in Armidale, various other industry events, podcasts, and radio and television appearances.

Fiona is dedicated to the future of family farming and regional prosperity. She is committed to sharing rural Australia's story and focuses on hitting that sweet spot where the planet, profits and community are all winners.



Congratulations

**Fiona Aveyard**

Finalist

2019 Australian Farmer of the Year





Fiona has modified their traditional farming model by shifting away from a productivity based focus of increasing both yield and quantity. By branding their business, sharing their story and value-adding to their lamb enterprise they have captured value further along the food chain.

## 5TH GENERATION AUSSIE FARMERS



**PEOPLE | PLANET | PROVENANCE**



**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 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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