



PURE
SOUTH[®]

HANDPICKED

NEW ZEALAND



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Generations in the Making — A Carefully Curated Journey of Authenticity

The story of Pure South Handpicked Lamb is one of care, quality, and expertise, delivering a consistently exceptional meat-eating experience.

For generations, our farmers have embraced nature-intended farming, prioritising animal well-being, herd management, and sustainability. Combined with cutting-edge innovation and rigorous quality selection, we produce free-range, grass-fed, hormone-free meat, naturally rich in omega-3 fatty acids.

Only the finest cuts are hand-selected and aged to perfection — the proof is in the eating.



What Makes Us Distinctive

- 1 The Best of Nature — Free range, grass fed and antibiotic free with no added hormones. Natural, nutritious, great tasting meat
- 2 Grown with Care — Low carbon red meat.* Outstanding animal well-being, animals are grown ethically and sustainably
- 3 Meat Eating Experience, the proof is in the eating. Innovative technology independently validates meat quality and consistency to ensure an exceptional meat eating experience every time.

*Based on LCA study, GWP100 farmgate live weigh.

Source: Life Cycle Assessment, Ag Research, New Zealand, 2021



The Best of Nature

Our meat is the best of nature because the best of nature went into creating our meat. We pursue ambitious targets aimed at improving our overall environmental footprint. This is consistent with what both our global customers and consumers ask of the world.

We produce low carbon footprint red meat. Even allowing for freight, our lamb is less than half that of global average.*

*Source: Life Cycle Assessment, Ag Research, New Zealand, 2021



Meat Eating Experience (MEE_x)

Alliance is excited to launch the Meat Eating Experience — independent validation that the proof really is in the eating. The layers of nature, care and expertise are independently verified against key criteria to ensure a consistent, exceptional meat eating experience.

In pasture-based livestock production systems, intra-muscular fat (IMF) has a strong correlation with polyunsaturated fat including omega fatty acids. These are healthy fats which are good for nutrition. IMF is also a key driver of tenderness, juiciness and flavour.



ATTRIBUTES

- ✓ Grass fed & free range
- ✓ Selected from NZ's finest heritage breeds
- ✓ Antibiotic and GMO free
- ✓ No added hormones
- ✓ Traceability and guarantee of origin
- ✓ Intramuscular fat range of 3+
- ✓ Aged for 10 days
- ✓ Desirable pH level
- ✓ NZ Farm Assured
- ✓ Fat cover target: 12mm



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