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Aussie Meat Academy (AMA): A Strategic Journey of "Hidden Gems"

— Integrating Australian Wagyu and Lamb Secondary Cuts from Australian Pastures to the Vietnamese Table.

HO CHI MINH CITY, April 06, 2026 – Meat & Livestock Australia (MLA) and Austrade formally announced the inauguration of the Aussie Meat Academy (AMA) 2026 series. This flagship annual professional development initiative is strategically engineered to empower Food Service stakeholders by optimizing menu profitability through the sophisticated application of premium Australian beef and lamb.

The AMA will commence in Ho Chi Minh City on March 25, followed by a second session in Hanoi on April 2. These events serve as the strategic vanguard for a comprehensive Food Service campaign focused on the Q2 2026 fiscal period. The program centers on cost-optimisation strategies utilising premium ingredients, specifically highlighting the "hidden gems" - **secondary cuts** of Australian Wagyu and Lamb - as the definitive catalyst for enhancing operational efficiency and the gastronomic experience.

Consistent Quality at the Source: The Immutable Philosophy of Australian Sustainable Meat Production

When it comes to the heart of AMA 2026, one of the basic truths: No matter what you're going to cut, the right kind of premium quality starts with a sustainable origin. The Australian red meat industry offers the "gold standard" approach to natural pastoral care as we prepare a path toward carbon neutrality by 2030 and achieve record 59% reductions in greenhouse gas emissions since 2005. Whether it is pasture management or optimising water, everything we do is done to save the ecosystem and guarantee each fresh cut comes off with the utmost tenderness, juiciness, and nutritional density.

Furthermore, AMA 2026 advocates for a paradigm shift in professional culinary discourse. By transcending the conventional reliance on "prime cuts", the academy encourages chefs and F&B entities to harness the "treasure trove" of secondary cuts. When executed with precision



technical proficiency, these cuts preserve flavour integrity while significantly enhancing the economic viability and versatility of modern menus.

Unlocking the Potential of Wagyu and Australian Lamb: A Pragmatic Approach for Horeca Menus

The curriculum is strategically designed to address the specific requirements of the F&B industry, providing critical updates on Horeca 2026 market trends. Central to the initiative is the demonstration of specialised culinary techniques to optimise the value of Australian Wagyu and Lamb secondary cuts. When used properly, however, the cuts will not just enrich a menu; they provide substantial margins for importers, distributors and F&B operators. A strategic approach that is especially important at a time when the market demand for premium quality combined with pricing flexibility is on the rise.

"Through our global network of over 180 ambassadors, MLA shares knowledge and practical applications from diverse culinary traditions. With Korea and Japan recognised as highly developed food cultures and widely embraced by Vietnamese diners, the combined perspectives of our international and Vietnam-based ambassadors provide valuable, on-the-ground insights - particularly in leveraging secondary cuts as an effective strategy to optimise costs while maintaining quality and creativity in F&B operations", stated **Ms. Valeska, MLA Regional Manager for Southeast Asia.**

Strategic Integration: Food Service Campaign and Culinary Experiences

These training symposia serve as the foundation for a consumer-centric campaign, allowing diners to explore innovative applications of Australian Wagyu and Lamb:

- **"Limited Edition" Menu Collaboration:** This May, MLA is partnering with the **GoGi House** and **WOW! Yakiniku** to debut a bespoke, limited-edition menu featuring unique secondary cuts of Aussie Beef and Lamb. This offers loyal patrons an exclusive opportunity to experience a new culinary dimension accompanied by premium incentives.
- **Collaboration Dining Series:** This curated series of culinary encounters is the culmination of a collaborative endeavour by Australian Red Meat Ambassadors, featuring innovative '4-hand' and '6-hand' menu concepts. This creative collaboration between expert chefs brings lesser-known secondary cuts up to another level as unique



gastronomic experiences - ushering in a sophisticated yet approachable new day in fine dining.

About Meat & Livestock Australia (MLA)

Meat & Livestock Australia (MLA) is an industry-owned, non-profit organisation that invests in research, development and marketing to support Australia's red meat sector. Working across the supply chain, MLA helps enhance product quality, integrity and global market access for Australian beef and lamb.

Through its global brand Aussie Beef & Lamb, MLA promotes safe, high-quality and traceable red meat while supporting partners with market insights and marketing programs.

Since 2022, MLA has strengthened collaboration with importers, retailers and the food service sector in Vietnam, providing market support to expand distribution and build brand awareness.

For further inquiries regarding the Food Service campaign, please visit: [\[Link\]](#)