



**ROYAL  
QUEENSLAND  
AWARDS**  
SHOWCASING AUSTRALIA'S BEST



**MEDIA RELEASE**

24 January 2024

## **No bones about it! The search is on for Australia's superior beef and lamb**

Australian red meat suppliers have the chance to benchmark and better promote their products, with entries opening this week for the Royal Queensland Branded Beef and Lamb Awards.

The beef and lamb entries will be judged in April by a team of experts, including top chefs from award-winning restaurants, butchers, food consultants and food journalists.

The meat will be prepared for judging by food scientists following Meat Standards Australia and Department of Agriculture and Fisheries standards, to ensure each piece is cooked the same.

This year's competition will feature eight classes across beef and lamb, with entries judged on five criteria including appearance (raw), tenderness, flavour, juiciness and overall liking.

Chief Judge Elaine Millar said she expected to see a high quality of entries in the 2024 competition.

"Every year the quality of the grass fed, grain fed and wagyu beef, along with the exquisite lamb entries, escalates to new heights, therefore generating a wonderful opportunity for our producers to benchmark their commitment and hard-earned efforts," said Ms Millar.

It is a great privilege for our esteemed judges and I to be given the chance to assess the best of the best Branded Beef and Branded Lamb from regions across Australia.

"Because Australia arguably produces the best beef globally, our experienced judging panels enthusiastically embrace all entries as they evaluate the entered products' visual, tenderness and juiciness properties, and most importantly, the balance of superb flavours," she said.

Entries must be in by Friday 22 March, with judging taking place from Monday 22 April (Beef) and Tuesday 23 April (Lamb) and the winners to be announced at an awards presentation on Friday 17 May.

To enter go to [www.rqa.com.au](http://www.rqa.com.au)

**ENTRIES CLOSE – FRIDAY 22 MARCH**

**JUDGING – MONDAY 22 APRIL (BEEF) AND TUESDAY 23 APRIL (LAMB)**

**AWARDS PRESENTATION – FRIDAY 17 MAY**



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# MEDIA RELEASE

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