



February 2, 2021

## Hunt for Australia's best beef and lamb brands

Red meat suppliers could have their branded products crowned Australia's best, with entries opening today for the Royal Queensland Food and Wine Show's (RQFWS) Branded Beef and Lamb competitions.

The prestigious competitions have been running for more than 20 years and the beef competition is regarded as one of the nation's most coveted and comprehensive of its kind.

With Australia producing some of the finest beef globally, the competition attracts products recognised as the world's best, supplying high-end domestic and international markets.

The competition features five classes including grain fed, grass fed and Wagyu. Food scientists from the Queensland Government Department of Agriculture and Fisheries expertly cook each piece of meat so it's presented to the judges in its perfect state.

Meanwhile the Branded Lamb Competition features three classes, including one to cater for the restaurant trade.

Chief Judge Elaine Millar said beef and lamb judging was carried out by a team of food experts including award-winning chefs and premium butchers, benchmarking the hard work, endurance and commitment of the exhibitors.

"I am constantly overwhelmed by the resilience demonstrated by our agricultural community and the perseverance of its people through ongoing challenges – the likes of crippling drought, extreme floods, devastating fires, a turbulent export market and COVID-19," she said.

"Considering this difficult landscape, even more extraordinary is how our beef and lamb exhibitors deliver unprecedented growth in quality, year on year.

"Class winners are given the invaluable opportunity to proudly showcase their gold, silver, bronze or trophy medals on their product packaging, ensuring retail, food service and consumers are informed of the recognition the winning entrants so richly deserve, prior to purchasing these outstanding quality proteins."

Those who win medals will also have the opportunity to supply their product to the world-class Royal International Convention Centre, as well as have it featured at the Royal Queensland Show (Ekka).

Entries must be in by Friday 12 March, with judging taking place from Tuesday 27 April and the winners to be announced at an awards presentation on Friday 30 April.



## Media Release

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

ENTRIES CLOSE – FRIDAY 12 MARCH

JUDGING – TUESDAY 27 APRIL (lamb) & WEDNESDAY 28 APRIL (beef)

AWARDS PRESENTATION – FRIDAY 30 APRIL

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