



ROYAL
QUEENSLAND
AWARDS
SHOWCASING AUSTRALIA'S BEST



MEDIA RELEASE

24 January 2025

Australian red meat producers continue to raise the steaks in prestigious competition

Australian beef and lamb suppliers are invited to benchmark their branded products, with entries now open for the Royal Queensland Branded Beef and Lamb Awards.

Judging to crown Australia's best will commence in late March, conducted by 19 food experts including award-winning chefs, premium butchers and industry leaders.

The competition will feature five classes in branded beef including grain-fed, grass-fed and Wagyu, along with three in branded lamb including one specifically for the restaurant trade.

Chief Judge Elaine Millar said the quality of the entries received each year was exceptional.

"I am constantly overwhelmed by the resilience demonstrated by our agricultural community and the perseverance of its people through ongoing challenges including crippling drought, extreme floods, devastating fires and an unstable export market," she said.

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

All entries will be prepared for judging by food scientists following Meat Standards Australia and Department of Agriculture and Fisheries guidelines to ensure consistency.

The meat will be judged based on its appearance (raw), tenderness, flavour, juiciness and overall liking.

Entries close Friday 14 March 2025. Beef and lamb producers can enter now at www.rqa.com.au

Don't forget to follow us on social media [@royalqueenslandawards](https://twitter.com/royalqueenslandawards)

MEDIA ENQUIRIES:

Nicole Clifton
Media & Communications Advisor
Ph: 0417 451 775
Email: nclifton@rna.org.au