



25 January 2022

Heat is on to discover Australia's best beef and lamb brands

CALL FOR ENTRIES – Australian beef and lamb suppliers are encouraged to enter the Royal Queensland Food and Wine Show's (RQFWS) Branded Beef and Lamb competitions which opened this week, for the chance to be crowned the nation's best.

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, two Wagyu classes and an open class. 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 who benchmark the hard work, endurance and commitment of the exhibitors.

"The resilience of the nation's agricultural community is extraordinary. Despite years of drought, floods, fires, a turbulent export market and more recently the COVID-19 pandemic with its distribution and staffing challenges, our beef and lamb exhibitors have continued to deliver unprecedented growth in quality, year on year," said Elaine Millar.

"Winners are given the enviable opportunity to proudly showcase their gold, silver, bronze or trophy medals on their product packaging. This ensures that the retail and restaurant sectors as well as consumers are informed about the outstanding quality of the award winner's beef and lamb, prior to purchasing," she said.

Medal winners 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 11 March, with judging taking place from Tuesday 26 April and the winners to be announced at an awards presentation on Friday 20 May.

To enter go to: www.rqfws.com.au



Media Release



ENTRIES OPEN – MONDAY 24 JANUARY

ENTRIES CLOSE – FRIDAY 11 MARCH

JUDGING – TUESDAY 26 APRIL (LAMB) AND WEDNESDAY 27 APRIL (BEEF)

AWARDS PRESENTATION – FRIDAY 20 MAY

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