



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



**MEDIA RELEASE**

4 February 2026

## **Bonus benefits for Australian red meat producers benchmarking their products**

Valuable imaging and commercially relevant data will be provided to Australian beef and lamb suppliers who benchmark their branded products in the 2026 Royal Queensland Branded Beef and Lamb Awards supported by King Street.

Entries to the prestigious competition open today and judging to crown Australia's best will happen on 13 and 14 April, conducted by 12 food experts including award-winning chefs with highly experienced and educated palates, 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.

For the first time exhibitors will receive imaging of their entry plus data including its marble score; percentage of fat versus meat and subcutaneous fat and eye muscle area measurements.

Chief Judge Elaine Millar said the judges were expecting a very high standard of entries.

"Given Australian beef and lamb exhibitors arguably produce the best red meat globally, we expect this year's Awards program to be an incredibly tight contest, with only one or two points differentiating the scores," she said.

"The judges are looking for flavours that have a harmonious balance of rich and delicate.

"In the Branded Beef competition we anticipate outstanding quality – textbook marbling, perfect yet retained juiciness; melt in the mouth firm silky tenderness and beautifully well-balanced complex flavours – both refined and earthy.

"In the Branded Lamb competition we expect superb rich complex flavours and fine pate-like textures, both pairing magnificently together, resulting in a generous mouthfeel and outstanding length on the palate.

"The juiciness and tenderness of the lamb will be the result of superb fine, web-like marbling that so many breeders are achieving now."

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



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

Entries close on Friday 6 March. Beef and lamb producers can enter now at [www.rqa.com.au](http://www.rqa.com.au)

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## MEDIA ENQUIRIES:

Veronica Carew  
General Manager Communications  
Ph: 07 3253 3930/ 0408 323 631  
Email: [vcarew@rna.org.au](mailto:vcarew@rna.org.au)

Nicole Clifton  
Media & Communications Advisor  
Ph: 0417 451 775  
Email: [nclifton@rna.org.au](mailto:nclifton@rna.org.au)