

December 2, 2019

Nation's richest beef competition brings big benefits

Australian beef producers have the chance to cash in on almost \$65,000 in prize money, with entries now open for the RNA's Paddock to Palate Competition presented by JBS Australia and entries opening in January for its Wagyu Challenge.

The competition is not only the richest of its kind in terms of prize money, but also provides an important opportunity for producers to benchmark their cattle.

RNA Beef Committee Chair Gary Noller said it was essential the RNA kept the competition running, despite the dry weather conditions.

"Nothing stops in a grazier's world, so when times are tough they have to push even harder with the promotion of their bulls," he said.

"Our competition provides a platform for producers to prove their commercial relevance which helps with promotion, and because of the benefits we're encouraging them to enter."

The competition will again feature a 100 day Hormone Growth Promotant (HGP) free export class, after attracting more than 200 cattle in its first year in 2019.

"We would expect to see even more entries in this class in 2020 due to the market increasing through China for HGP free beef – it is now a major part of Australia's export," Mr Noller said.

The competition is made up of three phases comprising best aggregate weight gain over 100 days for export and 70 days for trade; a carcass competition; and an MSA eating quality competition.

For the very first time, the weight gain phase will be held at the JBS Beef City Feedlot west of Toowoomba.

The exhibitor who polls the highest aggregate score across all three phases will be awarded the overall prize at a dinner presentation during the Royal Queensland Show (Ekka)'s Beef Week.

Entries close Friday 17 January 2020. Entry numbers will be capped, so producers are encouraged to get in early. For more information and to enter go to

<https://www.ekka.com.au/competitions/animals/beef-cattle/paddock-to-palate-competition/>

Proud sponsors of the Paddock to Palate Competition and Wagyu Challenge include JBS Australia; Rabobank; Elanco Animal Health; the Australian Wagyu Association; Performance Feeds; Zee Tags; Smithfield Cattle Company; Virbac; Queensland Country Life; Thompson Longhorn; and Zoetis.

The competition prize pool and key dates for 2020 are listed below.

Class 37 100 days – prize pool:

Sponsor/Section/Class	Placing	Prize
Sturrock Trophy JBS Australia Class 37 Overall Winner	1st	\$3,000
	2nd	\$2,000
	3rd	\$1,500
	4th	\$1,000
	5th	\$750
Class 37A Best Weight Gain for Pen of Six Grain-Fed Steers supported by Rabobank	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 37A Highest Individual Weight Gain supported by Rabobank	1st	\$750
Class 37B Pen of 6 Carcass Competition supported by JBS Australia	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 37B Champion Carcass supported by JBS Australia	Champ	\$750
Class 37B Reserve Champion Carcass supported by JBS Australia	Res Champ	\$500
Class 37C MSA Eating Quality	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 37C Highest Individual Index Score	1st	\$500

Class 37 export 100 days – key dates:

- Delivery of animals: Friday 6 March 2020
- Competition start day: Wednesday 11 March 2020
- Final weighing day: Friday 19 June 2020
- Field Day at Beef City and Jondaryan Woolshed: Tuesday 23 June 2020
- Announcement of overall winners at the Ekka: Wednesday 5 August 2020

Class 38 trade 70 days – prize pool:

Sponsor/Section/Class	Placing	Prize
Ken Crotty Trophy JBS Australia Class 38 Overall Winner	1st	\$3,000
	2nd	\$2,000
	3rd	\$1,500
	4th	\$1,000
	5th	\$750
Class 38A Best Weight Gain for Pen of Six Grain-Fed Steers supported by Elanco Animal Health	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 38A Highest Individual Weight Gain supported by Elanco Animal Health	1st	\$750
Class 38B Pen of 6 Carcass Competition	1st	\$1,200
	2nd	\$800

	3rd	\$400
Class 38 Champion Carcass	Champ	\$750
Class 38 Reserve Champion Carcass	Res Champ	\$500
Class 38C MSA Eating Quality	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 38C Highest Individual Index Score	1st	\$500

Class 38 trade 70 days – key dates:

- Delivery of animals: Friday 3 April 2020
- Competition start day: Tuesday 7 April 2020
- Final weighing day: Thursday 18 June 2020
- Field Day at Beef City and Jondaryan Woolshed: Tuesday 23 June 2020
- Announcement of overall winners at the Ekka: Wednesday 5 August 2020

Class 40 HGP free export 100 days – prize pool:

Sponsor/Section/Class	Placing	Prize
Class 40 Overall Winner supported by Rabobank	1st	\$3,000
	2nd	\$2,000
	3rd	\$1,500
	4th	\$1,000
	5th	\$750
Class 40A Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 40A Highest Individual Weight Gain	1st	\$750
Class 40B Pen of 6 Carcass Competition	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 40 Champion Carcass	Champ	\$750
Class 40 Reserve Champion Carcass	Res Champ	\$500
Class 40C MSA Eating Quality	1st	\$1,200
	2nd	\$800
	3rd	\$400
Class 40C Highest Individual Index Score	1st	\$500

Class 40 HGP free export 100 days – key dates:

- Delivery of animals: Friday 6 March 2020
- Competition start day: Tuesday 10 March 2020
- Final weighing day: Friday 19 June 2020
- Field Day at Beef City and Jondaryan Woolshed: Tuesday 23 June 2020
- Announcement of overall winners at the Ekka: Wednesday 5 August 2020



ROYAL QUEENSLAND SHOW

MEDIA RELEASE

Don't forget to follow us on social media #ekka



For more information please contact the Ekka Media Unit:
Veronica Carew
General Manager Communications
Ph: 07 3253 3930/ 0408 323 631
Email:

Nicole Clifton
Media and Communications Officer
Ph: 07 3253 3931/ 0417 451 775
Email: nclifton@rna.org.au