

May 25, 2020

Prime new location for Ekka beef competition

Entries are now open for the Royal Queensland Show's (Ekka) Prime Beef Competition, which will take place in a new location this year following the cancellation of the 2020 Ekka.

Judging and the prime beef sale will be held at Silverdale Saleyards in Queensland's Scenic Rim on Thursday 6 August, with the cattle arriving the day prior.

The 2020 Ekka was cancelled last month, due to covid-19 social distancing measures and public gathering restrictions.

The Prime Beef Competition classes include grain and pasture-fed, supermarket and local trade, with more than \$12,000 in prize money up for grabs.

RNA Beef Committee Chair Gary Noller said exhibitors had been preparing their cattle for many months and finding a new location allowed the competition to proceed.

"It's important we continue to recognise our hard working primary producers and their products, so they can continue to successfully promote the pedigrees and genetics of their cattle," he said.

"Our exhibitors use the competition and sale to promote their commercial stock, plus our seedstock producers use it to promote their bull sales.

"Food production is an essential industry, so it's business as usual for our beef producers amid the coronavirus pandemic."

Entries close Friday 26 June 2020. To enter go to www.ekka.com.au/competitions

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: VCarew@rqa.org.au

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