

November 19, 2020

## Beef competition a genetics game changer

Australian beef producers have the chance to prove the commercial relevance of their cattle, with entries now open for the RNA's 2021 Paddock to Palate Competition and 2021/22 Wagyu Challenge presented by JBS Australia.

Now in its 24<sup>th</sup> year, Australia's richest beef supply chain competition offers more than \$54,000 in prize money and the invaluable chance for producers to benchmark their cattle.

RNA Beef Committee Chair Gary Noller said it was evident the producers who were placing in the competition were reaping benefits from the recognition and data.

"The data coming out of the competition commercially validates the producers' seedstock breeding objectives," he said.

"We're finding the seedstock producers who are winning classes in the competition are the ones getting the highest prices and breaking records within their breeds.

"The commercial operators are topping commercial sales across the country as well.

"Producers are selling their product more easily because they've done well in our competition."

Demand for the Paddock to Palate Competition's associated beef brands, the Royal 100 and Queenslander produced by competition partner JBS Australia, has also been high.

Mr Noller said beef from the competition was sold in more than 30 pubs, clubs and restaurants across Queensland this year.

"No other competition features beef brands and the Royal 100 is completely unique to Paddock to Palate, so chefs and consumers know they're getting the very best in Australian beef," he said.

"The product is only available once a year when our competition finishes and the demand this year was outstanding – it moved very quickly."

Paddock to Palate is a three phased competition comprising best aggregate weight gain; carcass; and MSA eating quality, while the Wagyu Challenge is four phased finishing in a beef taste off judged by some of Queensland's top chefs.

The exhibitors who poll the highest aggregate scores across all phases will be awarded the overall prizes at an awards presentation dinner on Wednesday 4 August.

Entries close Friday 15 January. Exhibitors can enter up to three pens per competition class.

Proud sponsors of the Paddock to Palate Competition and Wagyu Challenge include JBS Australia; Rabobank Australia; Zoetis; Elanco Animal Health; Smithfield Cattle Co; Performance Feeds; Thompson Longhorn; Australian Wagyu Association; Queensland Country Life; Zee Tags; Complete Women's Healthcare and Wagyu 3D Genetics Pty Ltd.

The competition prize pool and key dates for 2021 are listed below.

**Class 37 export 100 days – prize pool:**

Sponsor/Section/Class	Placing	Prize
JBS Australia Class 37 Overall Winner and Sturrock Trophy	1st	\$2,500
	2nd	\$1,700
	3rd	\$1,100
	4th	\$800
	5th	\$550
Class 37A Rabobank Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 37A Rabobank Highest Individual Weight Gain	1st	\$750
Class 37B JBS Australia Pen of Six Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 37B JBS Australia Champion Carcass	Champ	\$750
Class 37B JBS Australia Reserve Champion Carcass	Res Champ	\$500
Class 37C Zoetis MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 37C Zoetis Highest Individual Index Score	1st	\$500

**Class 37 export 100 days – key dates:**

- Delivery of animals: Friday 5 March 2021
- Competition start day: Monday 8 March 2021
- Final weighing day: Wednesday 16 June 2021
- Field Day at Beef City: Tuesday 22 June 2021
- Presentation of Awards: Wednesday 4 August 2021

**Class 38 trade 70 days – prize pool:**

Sponsor/Section/Class	Placing	Prize
JBS Australia Class 38 Overall Winner and Ken Crotty Trophy	1st	\$2,500
	2nd	\$1,700
	3rd	\$1,100
	4th	\$800
	5th	\$550
Class 38A Elanco Animal Health Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38A Elanco Animal Health Highest Individual Weight Gain	1st	\$750
Class 38B Pen of 6 Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38B Champion Carcass	Champ	\$750

Class 38B Reserve Champion Carcass	Res Champ	\$500
Class 38C MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38C Highest Individual Index Score	1st	\$500

Class 38 trade 70 days – key dates:

- Delivery of animals: Tuesday 6 April 2021
- Competition start day: Thursday 8 April 2021
- Final weighing day: Thursday 17 June 2021
- Field Day at Beef City: Tuesday 22 June 2021
- Presentation of Awards: Wednesday 4 August 2021

**Class 39 Wagyu Challenge 400 days – prize pool:**

Sponsor/Section/Class	Placing	Prize
Australian Wagyu Association Paddock to Palate Wagyu Challenge Class 39 Overall Winner	1st	\$1,750
	2nd	\$1,000
	3rd	\$750
Class 39A Smithfield Cattle Co. Best Weight Gain for Pen of Six Grain-Fed Wagyu Steers	1st	\$500
	2nd	\$300
	3rd	\$150
Class 39A Smithfield Cattle Co. Highest Individual Weight Gain	1st	\$450
Class 39B Australian Wagyu Association Pen of 6 Carcass Competition	1st	\$500
	2nd	\$300
	3rd	\$150
Class 39B Australian Wagyu Association Champion Carcass	Champ	\$500
Class 39B Australian Wagyu Association Reserve Champion Carcass	Res Champ	\$300
Class 39C Pen of Six Carcass Value Competition	1st	\$500
	2nd	\$300
	3rd	\$150
Class 39C Highest Scoring Carcass Value Animal	1st	\$450
Class 39D Smithfield Cattle Co. Beef Taste-Off Competition	1st	\$500
	2nd	\$300
	3rd	\$150

Class 39 Wagyu 400 days – key dates:

- Delivery of animals: Tuesday 6 April 2021
- Competition start day: Thursday 8 April 2021
- Final weighing day: Thursday 17 June 2021
- Field Day at Sapphire: Monday 21 June 2021
- Presentation of Awards: Wednesday 4 August 2021

## Class 40 HGP free export 100 days – prize pool:

Sponsor/Section/Class	Placing	Prize
Rabobank Class 40 Overall Winner	1st	\$2,500
	2nd	\$1,700
	3rd	\$1,100
	4th	\$800
	5th	\$550
Class 40A Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40A Highest Individual Weight Gain	1st	\$750
Class 40B Pen of 6 Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40C Champion Carcass	Champ	\$750
Class 40C Reserve Champion Carcass	Res Champ	\$500
Class 40C Zoetis MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40C Zoetis Highest Individual Index Score	1st	\$500

### Class 40 HGP free export 100 days – key dates:

- Delivery of animals: Friday 5 March 2021
- Competition start day: Tuesday 9 March 2021
- Final weighing day: Thursday 17 June 2021
- Field Day at Beef City: Tuesday 22 June 2021
- Presentation of Awards: Wednesday 4 August 2021

Please find attached an image for your consideration. The RNA also has a video available to run alongside your online news story if suitable. It can be downloaded here: [bit.ly/p2pfootage](https://bit.ly/p2pfootage)

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