

June 24, 2015

Competition beefs up in RNA's prestigious Paddock to Palate

Tomorrow, the first phase of the RNA's prestigious Paddock to Palate Competition, presented by Mort and Co, will kick off in Dalby.

The highly anticipated competition is the richest of its kind in the nation with \$45,000 in prize money on offer. The competition brings together the nation's top primary producers and sets a benchmark for the industry.

This year the competition saw a record number of entries with more than 1,000 head of cattle entered; the most in the competition's 18-year history.

The Paddock to Palate Competition is four phased comprising of the best aggregate weight gain over 100 days (70 days for trade); a carcass competition; MSA eating quality competition and finishing in a beef taste off – a palate competition where a portion of striploin is cooked and judged by expert chefs at the Royal Queensland Show (Ekka) in August.

The exhibitor who polls the highest aggregate score across these four categories is then awarded the overall prize which will be announced during the Ekka at a special Paddock to Palate Competition Awards Presentation Breakfast.

All steers will be forward sold over the hooks to JBS Australia Dinmore on a price and grid to be negotiated so that all exhibitors have full transparency on pricing. Similarly ration pricing will be advised to all exhibitors by Mort & Co.

For further information please visit <http://www.ekka.com.au/competitions/categories/beef/#paddock-to-palate>

Sponsors for the 2015 competition include – Mort & Co; JBS Australia; Rabobank; Zoetis; Elanco Animal Health; Virbac; Performance Feeds Pty Ltd; Black Truck Sales; Grant, Daniel & Long (GDL) and Thompson Longhorn.

What:

Royal Queensland Show Paddock to Palate Competition presented by Mort and Co – announcement of Phase 1 winner for the best weight gain over 100 days (Export Class 38) and 70 days (Trade Class 37).

When:

Tomorrow – Thursday June 25.



Ekka
Royal Queensland Show

Media Release

From 9.45am

Please note: Journalists wanting to travel to the feedlot for morning tea and cattle viewing are invited to board the buses from Mary's Commercial Hotel, Dalby at 8.30am.

Buses will then return to Mary's Hotel at 11.15am for the official presentation of winners at 12.15pm followed by lunch.

Where: Mort and Co Grassdale Feedlot, Grassdale Road, Dalby

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



Ends

For more information please contact the Ekka Media Unit:

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