

November 30, 2017

## Internationally awarded comp a cash cow for beef producers

Australian beef producers now have the chance to cash in on almost \$60,000, with entries opening today for the RNA's Paddock to Palate Competition presented by Mort & Co and 2018/19 Paddock to Palate Wagyu Challenge.

With \$46,000 in prize money on offer, the RNA's 21 year old Paddock to Palate Competition is the nation's richest beef competition of its kind, while the RNA Wagyu Challenge, which is now in its third year, offers \$10,000.

The competitions recently 'steaked' their claim internationally, taking out best 'agricultural exhibitor event, award, participation incentive or retention program' at the International Association of Fairs and Expositions (IAFE) Awards, which represents more than 1,100 fairs around the world.

The competitions have long been regarded as the most comprehensive beef supply chain competitions in the nation, as they follow the product all the way from the paddock to the consumer.

Almost 800 head of cattle were entered into the three phased Paddock to Palate Competition this year, which comprises best aggregate weight gain over 100 days (70 days for trade); a carcass competition and an MSA eating quality competition.

The exhibitor who polls the highest aggregate score across the three categories is then awarded the overall prize at a presentation breakfast at the Royal Queensland Show (Ekka), with this year's Class 37 (100 days) winner Ken and Kerry McKenzie for their Droughtmaster-cross and Class 38 (70 days) winner Rob and Kelly Lamoureux for their Santa/Angus/Black Simmental.

Entries for the Paddock to Palate Competition must be in by Friday 19 January 2018. The competition is capped at 777 head of cattle for Class 37 and 518 head for Class 38, so producers are encouraged to get in early.

The Paddock to Palate Wagyu Challenge is also welcoming entries into its 2018/19 competition, to be held across 370 days from May next year.

Almost 120 head of cattle were entered into the 2017/18 competition, which is now at the halfway mark, with the four phased competition comprising best aggregate weight gain; a carcass competition; carcass value and finishing in a beef taste off.

The inaugural 2016/17 winner was crowned at this year's Ekka, with Alan Hoey taking out the title for his Wagyu F2+.

Entries for the Paddock to Palate Wagyu Challenge must be in by Friday 20 April 2018, with the overall winner to be crowned in August 2019. Entries are open to Wagyu and Wagyu-cross cattle (minimum 50 per cent Wagyu blood), with nominations capped at 259 animals.

RNA Beef Cattle Committee Chairman Gary Noller said the competitions allow the nation's top beef producers to benchmark their genetics.

"Each year the exhibitors are looking at results from the Paddock to Palate Competition and Wagyu Challenge to improve their genetics through their commercial and stud operations," he said.

"They not only benchmark against others in the competition, but they benchmark their sires and genetics in their own herds.

"A win in Paddock to Palate means a big boost to a beef producer's brand and the RNA is very proud to acknowledge the efforts of these hard working primary producers."

The feedlot phase of both the Paddock to Palate Competition and Wagyu Challenge will be held at Mort & Co's Grassdale Feedlot in Dalby.

The prize pool, key dates and sponsors for 2018 are listed below:

## **Paddock to Palate Competition**

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

| Sponsor/Section/Class   | Placing | Prize   |
|---|---------|---------|
| Sturrock Trophy for the RNA and Mort & Co Class 37 Overall Winner   | 1st     | \$5,000 |
|   | 2nd     | \$2,500 |
|   | 3rd     | \$1,500 |
| Rabobank Class 37A Best Weight Gain for Pen of Six Grain-Fed Steers | 1st     | \$3,000 |
|   | 2nd     | \$1,500 |
|   | 3rd     | \$500   |
| Zoetis Class 37A Highest Individual Weight Gain                     | 1st     | \$1,500 |
| JBS Australia Class 37B Pen of 6 Carcass Competition                | 1st     | \$3,000 |
|   | 2nd     | \$1,500 |
|   | 3rd     | \$500   |

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|--|--------|---------|
| JBS Australia Class 37B Champion Carcass               | Ch     | \$1,000 |
| JBS Australia Class 37B Reserve Champion Carcass       | Res Ch | \$500   |
| Thompson Longhorn Class 37C MSA Eating Quality         | 1st    | \$400   |
|  | 2nd    | \$200   |
|  | 3rd    | \$100   |
| Super Butcher Class 37C Highest Individual Index Score | 1st    | \$500   |

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

- Induction to Grassdale Feedlot: Monday 26 February 2018
- Weigh in: Tuesday 6 March 2018
- Weight out: Thursday 14 June 2018
- Weight gain awards and tour of Grassdale Feedlot: Tuesday 19 June 2018
- Announcement of overall winners: Friday 10 August 2018 at the Ekka

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

| Sponsor/Section/Class   | Placing | Prize   |
|---|---------|---------|
| Ken Crotty Trophy for the RNA and JBS Australia Class 38 Overall Winner         | 1st     | \$5,000 |
|   | 2nd     | \$2,500 |
|   | 3rd     | \$1,500 |
| Elanco Animal Health Class 38A Best Weight Gain for Pen of Six Grain-Fed Steers | 1st     | \$3,000 |
|   | 2nd     | \$1,500 |
|   | 3rd     | \$500   |
| Elanco Animal Health Class 38A Highest Individual Weight Gain                   | 1st     | \$1,500 |
| Grant Daniel & Long Class 38B Pen of 6 Carcass Competition                      | 1st     | \$3,000 |
|   | 2nd     | \$1,500 |
|   | 3rd     | \$500   |

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|--|--------|---------|
| Super Butcher Class 38 Champion Carcass                    | Ch     | \$1,000 |
| Super Butcher Class 38 Reserve Champion Carcass            | Res Ch | \$500   |
| Thompson Longhorn Class 38C MSA Eating Quality             | 1st    | \$400   |
|  | 2nd    | \$200   |
|  | 3rd    | \$100   |
| Performance Feeds Class 38C Highest Individual Index Score | 1st    | \$500   |

### Class 38 trade 70 days – key dates:

- Induction to Grassdale Feedlot: Monday 26 March 2018
- Weigh in: Friday 6 April 2018
- Weight out: Friday 15 June 2018
- Weight gain awards and tour of Grassdale Feedlot: Tuesday 19 June 2018
- Announcement of overall winners: Friday 10 August 2018 at the Ekka

Proud sponsors of the 2018 Paddock to Palate Competition (classes 37 and 38) include Mort & Co; JBS Australia; Zoetis; Elanco Animal Health; Rabobank; Grant Daniel & Long; Virbac; Super Butcher; Performance Feeds Pty Ltd; Thompson Longhorn; Queensland Country Life; and Zee Tags.

### 2018/19 Paddock to Palate Wagyu Challenge

#### Class 39 export 370 days – prize pool:

| Sponsor/Section/Class   | Placing | Prize   |
|---|---------|---------|
| Class 39 RNA Paddock to Palate Wagyu Challenge Overall Winner           | 1st     | \$2,000 |
|   | 2nd     | \$1,500 |
|   | 3rd     | \$1,000 |
| Zoetis Class 39A Best Weight Gain for Pen of Six Grain-Fed Wagyu Steers | 1st     | \$500   |
|   | 2nd     | \$300   |
|   | 3rd     | \$150   |

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|--|--------|-------|
| Performance Feeds Class 39A Highest Individual Weight Gain             | 1st    | \$450 |
| Zee Tags Class 39B Pen of Six Carcass Competition                      | 1st    | \$500 |
|  | 2nd    | \$300 |
|  | 3rd    | \$150 |
| Thompson Longhorn Class 39B Champion Carcass                           | Ch     | \$500 |
| Thompson Longhorn Class 39B Reserve Champion Carcass                   | Res Ch | \$300 |
| Virbac Class 39C Pen of Six Carcass Value Competition                  | 1st    | \$500 |
|  | 2nd    | \$300 |
|  | 3rd    | \$150 |
| Queensland Country Life Class 39C Highest Scoring Carcass Value Animal | 1st    | \$450 |
| Class 39D Beef Taste Off Competition                                   | 1st    | \$500 |
|  | 2nd    | \$300 |
|  | 3rd    | \$150 |

### Class 39 export 370 days – key dates:

- Induction to Grassdale Feedlot: Thursday 17 May 2018
- Weigh in: Thursday 7 June 2018
- Weigh out: Monday 10 June 2019
- Weight gain awards: Tuesday 18 June 2019
- Announcement of overall winners: Friday 9 August 2019 at the Ekka

Proud sponsors for the 2018/19 Paddock to Palate Wagyu Challenge (class 39) include Mort & Co; JBS Australia; Zoetis; Elanco Animal Health; Rabobank; Grant Daniel & Long; Virbac; Performance Feeds Pty Ltd; Thompson Longhorn; Queensland Country Life; Zee Tags; and the Australian Wagyu Association.

To enter the competitions or for more information please visit:

<https://www.ekka.com.au/competitions/categories/paddock-to-palate-competition-presented-by-mort-co>



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