

December 19, 2024

## Benchmarking at its best in the Paddock to Palate competition

Australian beef producers have the chance to gain valuable insight into their cattle genetics, with entries now open for the Royal Queensland Show's (Ekka) 2025 Paddock to Palate Competition presented by JBS Australia.

The competition offers almost \$45,000 in prize money across three classes – 100 day export, 70 day trade and 100 day Hormone Growth Promotant (HGP) free export.

Now in its 28<sup>th</sup> year, Paddock to Palate is one of the world's more commercially relevant competitions, with cutting edge data collection technology giving producers the chance to benchmark their cattle.

RNA Beef Committee Chair Gary Noller said the competition was greatly revered in the industry for its commercial reality.

"The phases of the competition, from weight gain to carcass, all deeply reflect the commercial industry," he said.

"We've seen the seedstock producers who enter the competition excel in their bull sales.

"Producers are not only benchmarking against their peers, but we now have studs and commercial producers putting their cattle into pens of seven under the one sire, so they're actually sire proving their genetics against their own genetics."

Australia produces some of the finest beef in the world, which has been reflected in the Paddock to Palate competition.

"The quality that comes out of the competition once a year is exceptional and the product goes off the shelf very quickly, which is a testament to the quality of the cattle and the genetics that are involved," Mr Noller said.

Entries in the Paddock to Palate competition, including the wagyu classes, increased by five per cent this year and are expected to increase again in 2025.

"The rise in the cattle market has buoyed confidence in the bush, so I would expect to see another increase in entries," Mr Noller said.

The competition features three phases which are best aggregate weight gain held at JBS Beef City feedlot west of Toowoomba, a carcass competition and an MSA eating quality competition.

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The exhibitor who polls the highest aggregate score across all three phases will be awarded the overall prize at the Paddock to Palate Awards and Beef Industry Dinner during Ekka Beef Week in 2025.

Entries close Monday 27 January 2025. To enter go to [www.ekka.com.au/animal-experiences/beef-cattle/paddock-to-palate](http://www.ekka.com.au/animal-experiences/beef-cattle/paddock-to-palate)

Entries for the Paddock to Paddock Wagyu Challenge will open in mid-January 2025.

Proud sponsors of the Paddock to Palate Competition include JBS Australia, 3D Genetics, Australian Wagyu Association, Coopers Animal Health, Elanco Animal Health, Thompson Longhorn, Queensland Country Life, Zoetis, Datamars Livestock, Complete Women's Healthcare, Black Box Co and Thynne + Macartney

The competition prize pool and key dates for 2025 are listed below.

Class 37 Export (100 days) – prize pool:

Sponsor/Section/Class	Placing	Prize
JBS Australia Class 37 Overall Winner	1st	\$2,500 & The Sturrock Perpetual Trophy
	2nd	\$1,700
	3rd	\$1,100
	4th	\$800
	5th	\$550
Class 37A Elanco Animal Health Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 37A Elanco Animal Health 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 in 2025:

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- Delivery of animals: Friday 28 February
- Competition start day: Wednesday 5 March
- Final weighing day: Friday 13 June
- Field Day at Beef City and the Royal Hotel Toowoomba: Tuesday 17 June
- Announcement of overall winners at the Ekka: Thursday 7 August

Class 38 Trade (70 days) – prize pool:

Sponsor/Section/Class	Placing	Prize
JBS Australia Class 38 Overall Winner	1st	\$2,500 & Ken Crotty OAM Perpetual Trophy
	2nd	\$1,700
	3rd	\$1,100
	4th	\$800
	5th	\$550
Class 38A Best Weight Gain for Pen of Six Grain-Fed Steers	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38A Highest Individual Weight Gain	1st	\$750
Class 38B Pen of Six Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38 Champion Carcass	Champ	\$750
Class 38 Reserve Champion Carcass	Res Champ	\$500
Class 38C Coopers Animal Health MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38C Coopers Animal Health Highest Individual Index Score	1st	\$500

Class 38 Trade (70 days) – key dates in 2025:

- Delivery of animals: Tuesday 1 April
- Competition start day: Thursday 3 April
- Final weighing day: Thursday 12 June
- Field Day at Beef City and the Royal Hotel Toowoomba: Tuesday 17 June
- Announcement of overall winners at the Ekka: Thursday 7 August

Class 40 HGP Free Export (100 days) – prize pool:

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Sponsor/Section/Class	Placing	Prize
Class 40 Overall Winner	1st	\$2,500 & A Basingthwaighte Perpetual Trophy
	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 Thynne + Macartney Pen of Six Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40 Thynne + Macartney Champion Carcass	Champ	\$750
Class 40 Thynne + Macartney Reserve Champion Carcass	Res Champ	\$500
Class 40C Coopers Animal Health MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40C Coopers Animal Health Highest Individual Index Score	1st	\$500

Class 40 HGP Free Export (100 days) – key dates in 2025:

- Delivery of animals: Friday 28 February
- Competition start day: Tuesday 4 March
- Final weighing day: Thursday 12 June
- Field Day at Beef City and the Royal Hotel Toowoomba: Tuesday 17 June
- Announcement of overall winners at the Ekka: Thursday 7 August

For the latest updates, follow us on social media @TheEkka



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