

December 14, 2023

Prestigious RNA cattle competition returns

Entries are now open for the RNA's 2024 Paddock to Palate Competition and 2025 Wagyu Challenge presented by JBS Australia.

The prestigious supply chain competition is now in its 27th year and offers almost \$55,000 in prize money, making it Australia's richest beef competition of its kind.

Australian beef producers have the chance to collect valuable data to benchmark their cattle and boost their business in this four-phase competition, which has attracted near record numbers in recent times.

Since the 1970s, the Royal Queensland Show (Ekka) has been running respected carcass data competitions, following strict protocols and evolving with the beef industry year after year.

RNA Beef Committee Chair Gary Noller said the Paddock to Palate Competition offers more phases and areas of detailed data than any other beef supply chain competition in the country.

"Our competition is recognised as one of the world's more commercially relevant competitions, with the number of cattle entered and that vast research cohort means it provides robust data to our exhibitors," Mr Noller said.

"It's that commercially relevant data and being able to benchmark against their peers in the industry that keeps the exhibitors coming back, along with the rigorous judging and protocols in place to ensure this is truly Australia's most prestigious beef supply chain competition.

"Profit margins in the beef industry can vary quickly and that can be determined by climatic changes and other changes in the market, but our competition and the data provided can place these exhibitors in a more competitive position.

"In 2023 we saw an increase in entries, along with a very high standard across the competition. We look forward to seeing the competition continue to grow in 2024."

G. Morgan & Co's co-principal Spencer Morgan said they have entered the RNA's feedlot trial competitions (now Paddock to Palate) since the late 1990s, and the competitions consistently provide important insights for them to continue to produce the best of the best.

"We have enjoyed success in the competition over the years and we have always maintained that it was the front runner in this type of trial, allowing for a totally unbiased appraisal of all cattle", Mr Morgan said.

"It is a great way for us to benchmark our program within the very best seedstock producers, and equally as important are the many leading commercial beef operations.

"It allows us to analyse the data across a broad range of animals, both purebreds and composite cattle and see what traits certain breeds are bringing to the table.

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“Come spring bull sales every year, there is a sale claiming they have the bulls which can do everything.

“We find that by having data that has been independently collated by the RNA and the feedlot and processing plant (JBS Beef City) that we can have real confidence in combining these Paddock To Palate results with our breed plan data, that our genetics are very commercially relevant and what one can expect to achieve when introducing our genetics.”

Mr Morgan said the RNA’s prestigious Paddock to Palate competition remains relevant in an ever-changing industry.

“The RNA cattle committee have always been proactive in keeping abreast of industry requirements and has included these changes as they have been able to, which only adds to the relevance of the trial.”

The Paddock to Palate competition features three classes – 100 day export, 70 day trade and 100 day Hormone Growth Promotant (HGP) free export.

Each class comprises three phases which are best aggregate weight gain held at JBS Beef City feedlot west of Toowoomba for Paddock to Palate and Smithfield Cattle Co’s Sapphire Feedlot at Yelarbon for the Wagyu Challenge; a carcass competition; and an MSA eating quality competition.

The Paddock to Palate Wagyu Challenge also includes a beef taste off judged by some of Queensland’s best chefs, making it a four phased competition.

The exhibitor who polls the highest aggregate score across all phases is awarded the overall prize at the Paddock to Palate Beef Awards Dinner presented by JBS Australia during the 2024 Royal Queensland Show (Ekka)’s Beef Week.

Entries close Monday 29 January, 2024. To enter go to:
www.ekka.com.au/competitions/animals/beef-cattle/paddock-to-palate/

Proud sponsors of the Paddock to Palate Competition and Wagyu Challenge include JBS Australia, 3D Genetics, Australian Wagyu Association, Coopers Animal Health, Elanco Animal Health, Smithfield Cattle Co., Thompson Longhorn, Queensland Country Life, Zoetis, Datamars Livestock and Complete Women’s Health.

The competition prize pool and key dates for 2024 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

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	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:

- Delivery of animals: Friday 1 March, 2024
- Competition start day: Wednesday 6 March
- Final weighing day: Friday 14 June
- Field Day at Beef City: Tuesday 18 June
- Announcement of overall winners at the Ekka: Thursday 8 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

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	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:

- Delivery of animals: Tuesday 2 April, 2024
- Competition start day: Thursday 4 April
- Final weighing day: Thursday 13 June
- Field Day at Beef City: Tuesday 18 June
- Announcement of overall winners at the Ekka: Thursday 8 August

Class 39 Wagyu Challenge 2025 (400 days) – prize pool:

Sponsor/Section/Class	Placing	Prize
Australian Wagyu Association RNA 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 Six Carcass Competition	1st	\$500
	2nd	\$300
	3rd	\$150
Class 39B Australian Wagyu Association Champion Carcass	Champion	\$500
Class 39B Australian Wagyu Association Reserve Champion Carcass	Res Champ	\$300
Class 39C Australian Wagyu Association Pen of Six Carcass Value Competition	1st	\$500
	2nd	\$300
	3rd	\$150
Class 39C Queensland Country Life Highest Scoring Carcass Value Animal	1st	\$450
Class 39D Smithfield Cattle Co. Beef Taste-Off Competition	1st	\$500
	2nd	\$300
	3rd	\$150

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Class 39 Wagyu Challenge 2025 (400 days) – key dates:

- Delivery of animals: Monday 15 April, 2024
- Competition start day: Wednesday 8 May, 2024
- Final weighing day: Thursday 12 June, 2025
- Field Day at Sapphire Feedlot: Monday 16 June, 2025
- Announcement of overall winners at the Ekka: During 2025 Ekka Beef Week

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

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 Pen of Six Carcass Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40 Champion Carcass	Champ	\$750
Class 40 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:

- Delivery of animals: Friday 1 March, 2024
- Competition start day: Tuesday 5 March
- Final weighing day: Thursday 13 June
- Field Day at Beef City: Tuesday 18 June
- Announcement of overall winners at the Ekka: Thursday 8 August

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ROYAL QUEENSLAND SHOW

MEDIA RELEASE



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