

October 19, 2026

Australia's ultimate beef supply chain competition marks 30-year milestone

Entries are now open for the 2027 RNA Paddock to Palate Competition presented by JBS Australia, as the prestigious competition celebrates its 30th anniversary.

Recognised as Australia's most commercial beef supply chain competition, Paddock to Palate offers more than \$63,000 in prize money across five classes, providing producers with the opportunity to benchmark their cattle and showcase performance from paddock to plate.

First judged in 1998, the competition continues to go from strength to strength, attracting a record number of entries in 2026, with more than 1,300 head of cattle from across Queensland and New South Wales taking part.

RNA Beef Committee Chair Gary Noller said entries were assessed from paddock performance through to feedlot efficiency, carcass quality, and consumer taste testing.

"The competition allows exhibitors to gain access to objective performance data, enabling them to refine genetics, improve herd productivity, and validate breeding strategies," he said.

"It provides exhibitors with a unique platform to benchmark their cattle, elevate their brand, and gain exposure to processors, buyers, and consumers.

"Exhibitors receive detailed feedback that supports breeding, feeding, and marketing decisions."

The competition's first phase, best aggregate weight gain, is held at the JBS Beef City feedlot west of Toowoomba, followed by a carcass competition and an MSA eating quality competition.

Exhibitors achieving the highest combined scores across all three phases will take out top honours at the Paddock to Palate Awards and Beef Industry Dinner during the 2027 Ekka Beef Week.

The RNA's prestigious competition has also built a strong reputation among consumers. It's the only beef competition in Australia to produce a commercial brand - the JBS Royal 100 - which has become a sought-after release among restaurants and butchers each year.

Entries for classes 37, 38 and 40 are open and close Friday 4 December 2026. For more information and to enter please [click here](#).

Entries for the 2028 Wagyu Challenge (classes 39 and 41) will open in January 2027.

Class 37 Export (120 days)

Prize pool:

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

Key dates (2027):

- Delivery of animals: Monday 8 February
- Competition start day: Thursday 11 February
- Final weighing day: Friday 11 June
- Field Day at Beef City: Tuesday 15 June
- Processing of cattle: Wednesday 16 June
- Announcement of overall winners during Ekka Beef Week: Thursday 5 August

Class 38 Trade (100 days)

Prize pool:

Sponsor/Section/Class	Placing	Prize
Class 38 Overall Winner presented by JBS Australia	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 Carcase Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38B Champion Carcase	Champ	\$750
Class 38B Reserve Champion Carcase	Res Champ	\$500
Class 38C MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 38C Highest Individual Index Score	1st	\$500

Key dates (2027):

- Delivery of animals: Friday 26 February
- Competition start day: Tuesday 2 March
- Final weighing day: Thursday 10 June
- Field Day at Beef City: Tuesday 15 June
- Processing of cattle: Thursday 17 June
- Announcement of overall winners at Ekka Beef Week: Thursday 5 August

Class 40 HGP Free Export (120 days)

Prize pool:

Sponsor/Section/Class	Placing	Prize
Class 40 Overall Winner	1st	\$2,500 & A Bassingthwaighe 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 Carcase Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40B Champion Carcase	Champ	\$750
Class 40 Reserve Champion Carcase	Res Champ	\$500
Class 40C MSA Eating Quality Competition	1st	\$1,000
	2nd	\$700
	3rd	\$300
Class 40C Highest Individual Index Score	1st	\$500

Key dates (2027):

- Delivery of animals: Monday 8 February
- Competition start day: Wednesday 10 February
- Final weighing day: Thursday 10 June
- Field Day at Beef City: Tuesday 15 June
- Processing of cattle: Wednesday 16 June
- Announcement of overall winners at Ekka Beef Week: Thursday 5 August

The 2027 Ekka will be held from August 7-15. Follow us on socials.



MEDIA ENQUIRIES:

Veronica Carew
General Manager Communications
Ph: 0408 323 631
Email: vcarew@rna.org.au

Nicole Clifton
Media & Communications Advisor
Ph: 0417 451 775
Email: nclifton@rna.org.au