



RNA

THE ROYAL NATIONAL
AGRICULTURAL AND
INDUSTRIAL ASSOCIATION
OF QUEENSLAND

15 March 2010

Mr Russell Reed
General Manager
Santa Gertrudis Breeders' (Australia) Association

Dear Russell

2010 RNA "Paddock to Palate" Beef Competition

The Beef Committee of the RNA is pleased to advise that entries are now open for the 2010 Class 37 Paddock to Palate Beef Competition to be held in conjunction with the 2010 Royal Queensland Show.

This comprehensive beef supply chain competition, a first for any major Show in Australia, is one that should entice all end product and customer focused beef producers to accept the challenge of this event.

Breed Societies will also be eager to promote this competition amongst their members and put their breed promotional and marketing spiels to the tests in this encompassing feed chain competition.

The Competition is 4 phased:

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| 1 st Phase | 100 day Feedlot Competition for best aggregate weight gain for a pen of 6 Steers |
| 2 nd Phase | Carcase Competition for best aggregate Pen of 6 carcasses and a Champion and Reserve Champion carcase |
| 3 rd Phase | MSA Eating Quality Competition, where MSA grading models predict eating quality of 40 muscles by 6 different methods |
| 4 th Phase | Beef Taste Off, a palate competition, where a portion of strip lion (from one animal selected from the pen of 6 by the exhibitor) is prepared and cooked by DPI & F Food Scientists and judged |

Phase 1 of the competition will take place at Launcells Feedlot, Drillham from Wednesday 7 April 2010 with the arrival of the groups of seven steers (six to be judged).

Weighing of the steers for the commencement of the trial will be on Tuesday 13 April 2010.

Phase 2 and 3 of the competition will be judged at Swift Australia's Dinmore Abattoir and Phase 4 will be conducted during the 2010 Royal Queensland Show in the Woolworths FreshFood Pavilion.

Presentation of Awards will take place also on Saturday 7 August 2010.

Entries for this Competition close on Thursday 2 April 2009 at 4.30 pm.

Any exhibitor or Breed Society wanting further information can contact Andrew Tudor at the RNA on 07 3253 3921 or via email at atudor@royalqueenslandshow.com.au or Duncan Sturrock at Launcells Feedlot on telephone 07 4627 6373, 0427 276 373.

The RNA Beef Committee would encourage all Breed Societies to accept this interbreed challenge and to actively promote this exciting competition to its members and thanks them for their support.