



# Media Alert

July 3, 2013

## The weight is over for Paddock to Palate Competition

Phase one of Australia's most comprehensive beef supply chain competition will wrap up next week as six steers take out the title for best aggregate weight gain in the RNA's Paddock to Palate Competition 100-day feedlot contest.

In its 16<sup>th</sup> year, the Paddock to Palate Competition seeks to connect with Queensland's beef industry, where 480 steers have been housed at Mort & Co's Grassdale Feedlot in Dalby in anticipation of the 100-day weigh in.

The feedlot competition will be followed by the remaining three phases – the Carcase Competition on Wednesday 10 July at Dinmore Abattoir, MSA Eating Quality Competition and finally the Beef Taste Off on Tuesday 6 August at the RNA Showgrounds.

Taking the title of Australia's richest prize pool for any single prime beef contest, the Paddock to Palate Competition's overall winner will receive \$5,000.

The next phase, the Carcase Competition, which will take place at the Dinmore Abattoir, judges fat colour, meat colour, marbling and fat distribution before awarding the Champion Carcase and Reserve Champion Carcase.

**WHAT:** Royal Queensland Show Paddock to Palate Competition – Phase one: 100-day Feedlot Competition

**WHEN:** Tuesday 9 July 2013

**TIME:** 9.30am, morning tea; followed by tour of feedlot and viewing of the pens  
12 noon (approx.): Award Presentation

**WHERE:** Mort & Co's Grassdale Feedlot, 65 Grassdale Rd, Dalby

### Media Enquiries:

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