

MEDIA RELEASE

September, 2009

TOP END RESTURANTS AND BUTCHERS SPOILT FOR CHOICE

Spring 2009 Sydney Royal Fine Food Show Branded Lamb & Branded Beef Results

Cootamundra's Jelm Pastoral Company has displayed the art of finishing lambs in winter, awarded the Champion Grain Fed Lamb exhibit at the Spring 2009 Sydney Royal Fine Food Show.

A first time exhibitor in the Branded Lamb Competition, Jelm Pastoral won a total of 12 medals, including five of the seven Gold medals awarded for 2009.

Jelm Pastoral owner / producer Mark Williams says he's thrilled with the win, which exceeded all expectations.

"We're wrapped to have walked away with a Champion award and a collection of medals from our first attempt, the results have blown us away,

"The Sydney Royal is such a prestigious competition, so we entered to get a genuine 'taste test' so to speak, to bench mark us against other producers. I expect the results will help us with our restaurant trade and butchers shops, they've already been calling us, said Mr Williams."

RAS Fine Food Chair Lyndey Milan says the quality of produce entered this year has been exceptional, with a total of 33 medals awarded in the second year of the competition, up 15 medals on last year.

"The secret to a brand is consistency, and if the products entered in this year's Fine Food Show continue to maintain this high standard the top end restaurant and retail sector will be well served," said Ms Milan.

Regarded as one of the toughest competitions in the industry for its uncompromising standards, the judging panel awarded a total of seven Gold, twenty-two Silver and four Bronze medals.

South Australia continued to produce some top quality cuts in 2009, with Murray Bridge based T&R Pastoral awarded the Champion Grass Fed Exhibit and the Grand Champion Lamb Exhibit of Show, along with one Gold and three Silver medals.

AJ Bush and Son from Homebush South demonstrated quality across the board, picking up Gold for their Crystal Spring Lamb (MSA) and Champion Grass Fed Beef Exhibit for their Riverina Blue Branded Beef.

REWARDING EXCELLENCE IN AUSTRALIAN AGRICULTURE

A division of the **Royal Agricultural Society of NSW** ABN 69 793 644 351
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In other Branded Beef Results, first time exhibitor Cabassi and Rea from Queensland won Grand Champion Beef Exhibit for their Kobe, following on from a win at this year's EKKA.

Richard Gunner's Fine Meats in SA continued to produce top quality meat, winning Champion Grain Fed Exhibit along with a Gold, Silver and Bronze Medals.

A consistent performer in the Branded Beef competition since its inception, Certified Australian Angus Beef picked up Gold in the Open class for their CAAB – Cargill Beef, Wagga Wagga.

Below is a list of Champion Award winners. For full competition results please visit: www.sydneyroyalshows.com.au.

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BRANDED LAMB

CHMAPION GRASS FED LAMB EXHIBIT
T & R PASTORAL MURRAY BRIDGE SA 5253
MURRAYLANDS PREMIUM

CHAMPION GRAIN FED LAMB EXHIBIT
JELM PASTORAL COMPANY COOTAMUNDRA NSW 2590
JELM MSA LAMB - 24-26KG - 60 DAYS GRAIN FED ()

GRAND CHAMPION LAMB EXHIBIT
T & R PASTORAL MURRAY BRIDGE SA 5253
MURRAYLANDS PREMIUM

BRANDED BEEF

CHAMPION GRASS FED BEEF EXHIBIT
A J BUSH & SONS PTY LTD HOMEBUSH SOUTH NSW 2140
RIVERINA BLUE BEEF

CHAMPION GRAIN FED BEEF EXHIBIT
RICHARD GUNNER'S FINE MEATS PTY LTD KENT TOWN SA 5071
COORONG ANGUS - GRAIN FED DRY AGED

GRAND CHAMPION BEEF EXHIBIT
CABASSI AND REA COORPAROO QLD 4151
KOB304 BBQ FAVOURITE

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