



# Cape Grim quality shines through

Greenham Tasmania's flagship Cape Grim premium heavy grass-fed beef brand has won a clutch of prestigious awards from Australia's premier beef producers' event.

Beef Australia 2012, held recently in Rockhampton, has grown to become the cattle industry's national exhibition, attracting more than 75,000 people from across Australia and around the world.

The event showcases more than 4000 cattle from over 30 breeds and includes a trade fair, seminars, property tours, celebrity chefs, concerts, fashion shows, a gala ball and an international genetics conference.

But the focal point for Greenham is the ANZ National Beef Carcass Competition, the only one of its kind in Australia.

This year's competition saw 336 entries from five states, with judging overseen by Beef Australia 2012 representative Wayne Davis, who visited 18 abattoirs around the country over a six-month period.

The competition gives beef producers the unique opportunity to benchmark their product on a national level.

Entries are slaughtered at multiple processing sites across the nation and measured statistically against a common set of criteria using the Australian Beef Carcass Appraisal System and Meat Standards Australia.

Greenham Tasmania backed up its strong performances at Beef 2009 by again submitting entries representing the famed Cape Grim label.

And, once again, the company's suppliers can boast of producing some of the best meat in the land, with Cape Grim beef winning six top placings across three of the competition's six classes.

Peter Greenham Jnr, who was on hand to accept the awards, said the results had been exciting news for the company and its suppliers.



- ★ First and second place in the class for best pen of three crop or pasture-fed export chiller bullocks, 300-420kg.
- ★ Best pen of three heavy trade crop or pasture-fed steers or heifers, 260.1kg to 340kg.
- ★ A second in the heavy trade steer class and third in the export chiller bullocks class.

"This carcass competition is a highly significant event and we do promote it to our farmers," Mr Greenham said.

"We also won a range of MSA beef quality awards – the first three places in the beef export awards and first and second places in the heavy yearling awards.

"For the Cape Grim brand to win six out of a possible 24 awards was tremendous – when you consider Tasmania contributes just 2 per cent of Australia's total meat production, it's a wonderful accolade, both for the brand itself and its farmer suppliers."

The Beef Australia event is held every three years, with the next due to take place again in Rockhampton in May, 2015.

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