



## MEDIA RELEASE

# BEEFING UP THE MEDAL TALLY

## South Australia wins gold, with QLD and Victoria hot on their heels at the Sydney Royal Branded Beef Competition

**Sydney Royal Fine Food Show: 16 – 24 August 2006**

South Australian company, **Richard Gunners Fine Meats** took out the top accolade at the **Sydney Royal Branded Beef Competition**, winning gold for its dry aged Coorong Angus Beef entry. Organised by the **Royal Agricultural Society of NSW (RAS)**, the Sydney Royal Branded Beef Competition is in its second year of operation, and organisers are pleased with the quality of entries.

"For a young competition, we are impressed with the high calibre of exhibits," said **Grahame Latham AM, Chairman of Judges**. "A Sydney Royal medal is a symbol of excellence and a great way for companies to benchmark their products against other Australian producers. We encourage all Branded Beef companies to enter their products in our Competition."

Two other South Australian companies received silver medals - **Red Gum Beef** and **Terrarossa Naturally Tender Beef**.

Victoria had considerable success with Certified Angus Beef Pty Ltd winning both silver and bronze and Castricum FoodService taking a bronze home.

Queensland companies Stockyard Pty Ltd and Australian Agricultural Company also received bronze medals.

All entrants must have MSA grading which further ensures the standard is kept in line with the RAS charter of promoting agricultural excellence.

The Competition was the first session of **Sydney Royal Fine Food Show**. Five other Competitions will take place over the next week.

### **2006 Sydney Royal Fine Food Show**

#### **Media Sessions**

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|--|---------------------|----------------|
| • <b>Deli Meat Competition</b>           | Friday 18 August    | 11am to 2pm    |
| • <b>Olive Oil Competition</b>           | Monday 21 August    | 10am to 12noon |
| • <b>Bread, Cake and Pie Competition</b> | Tuesday 22 August   | 11am to 2pm    |
| • <b>Aquaculture Competition</b>         | Wednesday 23 August | 10am to 12noon |
| • <b>Regional Foods Competition</b>      | Thursday 24 August  | 10am to 12noon |

For more information on the Sydney Royal Fine Food Show and entry details please visit: [www.sydneyroyalshows.com.au](http://www.sydneyroyalshows.com.au).

Further Information:

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Thursday 17 August 2006



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