



# PACIFIC BEEF CARCASE COMPETITION - PROGRESS FIELD DAY

PRIMEX 2012 BEEF INDUSTRY PROGRAM



QUEENSLAND  
Country Life

MAYDAN FEEDLOT



THE LAND



## TIMELINE

**NOMINATIONS CLOSE 12 NOON - FRIDAY 23RD DECEMBER 2011**

First vaccination prior to feedlot entry by January 2nd | Entry to Maydan Feedlot: by January 13th

Mid Term Field Day: Date to be advised | 70 day Cattle processed: Week of March 26th

EU Grain Fed Cattle processed: Week of May 28th | Formal Presentations at Primex: June 15th

**THURSDAY, FRIDAY & SATURDAY | JUNE 14-16 2012**

**BRUXNER HIGHWAY, CASINO, NEW SOUTH WALES**

Exhibition Marketing Pty Ltd  
info@primex.net.au (07) 5531 4600

For event information and  
programming please go to

**WWW.PRIMEX.NET.AU**

**PRIMEX**  
PRIMARY INDUSTRY EXHIBITION



## IMAGINE BEING A PART OF "A FIRST FOR AUSTRALIA'S BEEF INDUSTRY!"

Primex Field Days – Pacific Beef Trade Expo and Pacific Carcass Competition will stage the first EU Class Competition in Australia, incorporated with the 3rd year of our 70 Day MSA Class, this is a great opportunity to be involved in a program focusing on both our domestic (MSA) and export (EU) markets involving leading producers throughout eastern Australia and exposure to an international audience.

Being launched in November 2011 and in conjunction with strategic partners Meat & Livestock Australia, Meat Standards Australia, Queensland Country Life, The Land, Maydan Feedlot and Northern Cooperative Meat Company, this event will generate extensive coverage for producers and suppliers to Australia's Beef Industry (including 3 Competition sponsor packages – Supporter \$550.00, Sponsor \$1100.00 and Partner \$2200.00).

The Pacific Beef Trade Expo program provides one of the most comprehensive of its kind focusing on servicing commercial and stud sectors. Primex is set to host over 900 companies including the leading suppliers to the Beef Industry, with over 20 Breeds/Studs represented from throughout NSW and QLD, Bull & Heifer Classic, Commercial Heifer Sale, Mid-Term (Inspection) Field Day, Bone-Out Demonstrations and much more.

The Pacific Beef Trade Expo and its program offers an extensive range of industry based education workshops, networking events and promotional opportunities, bringing Australia's Beef Industry and leading producers together.

As the program is formalized in conjunction with our strategic partners and sponsors, this is the time to consider becoming involved, so please let us know ASAP if you would like to find out more about what the Pacific Beef Trade Expo and Pacific Carcass Competition can do for your Company and product/s!

Packages are also available for the full Pacific Beef Trade Expo including Naming Rights opportunities.

### EU BACKGROUND

The European Union (EU) offers a reliable, high-value opportunity for Australian beef, despite access to the market traditionally being restricted due to tariffs and quotas. Cattle production in the EU is declining, whilst consumption has remained steady, causing a growing beef supply deficit that has been forecast to approach one million tonnes by 2020.

Opportunity for Australian Beef In January 2010, Australia gained access to a new 20,000-tonne tariff-free grainfed beef quota. In 2009-10, Australian beef exports to the EU increased 9% and in 2010-11 increased a further 52%. This increase is a result of maintaining exports under the "Hilton" quota and then supplying



additional tonnage of grainfed beef. Supplying grainfed beef under the new 20,000-tonne quota has opened new marketing opportunities for Australian beef in the EU.

This includes new higher value market segments and regions that have previously not used Australian beef. In 2012-13, the 20,000-tonne grainfed quota is scheduled to increase to 48,200 tonnes. As quota access to the region expands, it is essential that supply capability is increased. Processors and exporters to the region have recently expressed concern over the supply of EU eligible cattle.

Also, with increased supply of high quality chilled beef, the opportunity exists to ship additional items from EU carcasses as frozen and manufacturing beef under quotas totalling more than 100,000 tonnes.

*This document is a guide only and should be read in conjunction with European Union Cattle Accreditation Scheme (EUCAS) information such as the Pre Accreditation Fact Sheet on the AQIS website. Producers wishing to participate in the scheme should familiarise themselves with the requirements of EUCAS.*

### FURTHER INFORMATION

Please contact the EUCAS Helpline Phone: 1800 305 544  
Email: [eucas@aqis.gov.au](mailto:eucas@aqis.gov.au)  
Australian Quarantine and Inspection Service (AQIS):  
[www.daff.gov.au/aqis](http://www.daff.gov.au/aqis)  
For EUCAS requirements and links to necessary forms:  
<http://www.daff.gov.au/aqis/export/meat/elmer-3/eucas/>

The Pacific Beef Program at Primex is a Beef Industry Trade Exhibition operating annually that offers coverage for every segment of stud and commercial production.

Over 20 Breeder Groups and Studs from throughout Queensland and New South Wales participate, with programs that include Breed Promotions, Carcass Competitions, Bull & Heifer Classic, Commercial Heifer Sale, Bone-Out Demonstrations and much more. The Pacific Beef Program is the premier annual TRADE EXHIBITION for Australia's Beef Producers!

### **PACIFIC BEEF CARCASS EVENT – TARGETING THE STRATEGIC FACTORS IN IDENTIFYING & PRODUCING QUALITY AUSTRALIAN BEEF**

Commercial beef producers from around Australia can now be a part of one of the most innovative beef industry events.

Designed to inform and provide leading technologies that will enable the industry's leading cattle producers, the Pacific Beef Carcass Event offers the opportunity to be at the cutting edge in terms of their cattle through the assessment and performance in feedlot weight gain, carcass quality, carcass yield and eating quality with \$10,000.00 prize money on offer.

#### **POINTS OF DIFFERENCE**

Key Points of Difference with the Pacific Beef Carcass Event include;

- All participating commercial producers will gain strategic insight into feedlot performance of their cattle and the quality of meat produced.
- The Feedlot Performance will incorporate a special category measuring growth rate and health of the cattle through the duration of the feeding process.
- Use of ABCAS, means the judging and evaluation using the advanced technology of the world's most comprehensive grading system, Meat Standards Australia (MSA) with point score based on Market Specifications, Saleable Meat Yield and MSA Eating Quality.
- Producers will receive a full report including all results associated with the event, presented on Friday June 15th 2012 at PRIMEX – Australia's premiere primary industry exhibition.
- The winning categories and Champion will be profiled to Australia's Beef Industry within Rural Press Publications.
- The Pacific Beef Carcass Event will have 2 classes;
- 70 day MSA domestic class for grainfed steers/heifers.
- The 120 day EU Grain Fed class for steers/heifers will now be held for the first time in 2012

NOTE: All cattle entering either the MSA 70 Day or EU Grain Fed class's should also have milk teeth to avoid any qualification penalties within the category and requirements. Cattle that have more than 2 teeth at slaughter will be ineligible for awards and prize money in either class. All cattle entering the EU Grain Fed class must be eligible for sale and arrive at the feedlot accompanied by an EU vendor declaration.

Purchaser's for both categories will be confirmed and with notification presented to competitors prior to entry at Maydan

Feedlot. George and Fuhrmann are the assigned agents coordinating logistics and accounts for the competition.

- The Pacific Beef Carcass Event will provide feedback to producers about compliance to market specifications, the feedlot growth and health performance and its potential eating quality, assisting in effectively improving their ability to maximise profitability in the identification and production of Australian Beef.
- The event will offer opportunities for business networking, attracting leading industry key note speakers and a leading Chef presenting the country's best red meat.
- Exclusivity of sponsors will offer networking opportunities with Australia's commercial beef producers.

#### **COMPETITION FORMAT**

The Pacific Carcass Competition format will comprise two key areas:

##### **1. FEEDLOT PERFORMANCE:**

25 points – Growth Rate at feedlot based on average daily gain.

25 points – Animal Health Performance at feedlot. All animals will start with the same animal health pre treatment and induction. All animals will start with the full 25 points for Animal Health. Any additional animal health treatment will result in a 5 point reduction.

##### **2. ABCAS (GUIDELINE DOCUMENT ATTACHED)**

100 points

150 points total per animal

All costs associated with Maydan feedlot including induction/ animal health, feed and transport to processor/s will be deducted from sale proceeds.



## ANIMAL HEALTH

All animals will be inducted to the feedlot on the same day and given the same treatments. It is expected that all animals have been vaccinated at least 2 weeks prior to arrival at the feedlot. Animal health treatment on cattle in the competition will be at the competitor's expense.

## SPONSORSHIP

Based on minimum team entries being achieved there will be an overall total Prize Pool covering both classes of \$10,000.00 cash. Prizes will be allocated under the following three categories with the organising committee holding the right to adjust if required:

- Team Feedlot performance (prize pool \$1000).
- Individual and Team Carcase performance (prize pool \$4000).
- The competition will proceed based on minimum number of teams per category.

Minimum entry: 70 day MSA - 12 Teams

Minimum entry: EU - 9 Teams

All competitors will receive notification by COB December 23rd 2011.

- Total Team Score – Combined Feedlot and Carcase performance of the best three animals in a team (total prize pool \$5000).

Limited Sponsorships are available to maximize the benefits for those partnering the event.

Naming and Partnership Rights are available on Application with benefits including brand and product placements, formal workshops & presentations, trade stands, advertising, hospitality, Award presentations and Speaking opportunities at the Mid-Term Field Day (Maydan Feedlot) and Formal Awards Presentations (Primex). Partner Level is \$2,000.00 ex GST.

## TEAM ENTRIES

There is no limit to the number of teams entered. Numbers of cattle in each entry consist of 4, with the best 3 animals in each group being used for results, ear tags will be supplied prior to competition start.

## INDUCTION & RECOMMENDED WEIGHT

- Induction for both MSA & EU will be bought forward for Entry January 13th.  
MSA – 70 Day Category:
  - The recommended weight for Entries to the MSA Class is approximately 320-360 kgs maximum.
  - Specifications including payment will have a target carcass weight between 200-285 kgs
  - MSA 70 Day entries will be processed at Churchill Abattoir.  
EC Category:
    - The recommended weight for Entries to the EU Class is approximately 400-450 kgs.
    - EU entries will be processed at the Northern Cooperative Meat Company.

## NOMINATION FEE

The nomination fee is \$99.00 for each team of 4 head and will include:

- Invitation and hospitality at the Mid-Term Field Day at Maydan Feedlot to be advised.
- Invitation to the formal Award Presentation and function at Primex 2012 June 15th.
- Free Entry into Primex Field Days.
- Information on performance of cattle and judges results on Competition.

## COMPETITION KEY CONTACTS

**Primex** Bruce Wright 0411 740 374

**Maydan** Geoff Willet 0408 716 960

**Meat Standards Australia** Edwina Lord 07 3620 5200

**NCMC** Merrick Blok 0447 417 406

**George and Fuhrmann** Darren Perkins 0428 660 324

## MID-TERM FIELD DAY / INSPECTION OF CATTLE FOR COMPETITORS HOST: MAYDAN FEEDLOT

Please indicate on entry form your interest to participate in the mid-term inspection / field day at Maydan.

A mid-term field day will be held at Maydan Feedlot, where Competitors can view their cattle and receive general information of the performance of their cattle. A Guest Speaker will present a summary incorporating relevant detail on subjects that may include live cattle assessment, value of back grounding etc. with Queensland Country Life and The Land also co-hosting the day with hospitality, competition and trade related activities within the program.

## FINAL RESULTS PRESENTATION AND COMMENTARY DAY

Due to food safety and WH&S regulations the processing of carcasses / eye muscles may be photographed (subject to entry numbers) and used during the formal presentations at Primex 2012 - Friday, June 15th, when all reports and statistical results are distributed and awards categories presented.

## TIMELINE

Nominations close December 23rd, 2011

First vaccination prior to feedlot entry January 2nd 2012

Entry to Maydan Feedlot: By January 13th 2012

Mid Term Field Day: To be advised

70 day Cattle processed: Week of March 26th

EU Grainfed cattle processed: Week of May 28th

Formal Presentations at Primex: June 15th

Please mail / fax your entry form back with payment of nomination fee to P.O. BOX 255 Main Beach, QLD 4217, email [info@primex.net.au](mailto:info@primex.net.au) or fax to 07 5531 3072 with nomination fee required to confirm participation payable to Exhibition Marketing Pty Ltd.

**CONDITIONS OF ENTRY**

The decision of the Stewards on all matters pertaining or incidental to the competition shall be final and binding on all nominations for the competition.

In addition, the competition organizers reserves unto itself the right at any time, without being liable, for any loss or damage which may be sustained, to alter, postpone the date of competition or cancel the same, or to change the venue of the competition. Every care will be taken of the Exhibits, however, the committee and all parties associated with the competition, its sponsors, stakeholders and the Primex event, will not be responsible for any damage, accident, loss or death.

**CONDITIONS**

1. Open to all breeds or cross breeds of cattle.
2. Entries to be bona fide property of the exhibitor at least three (3) months prior to the date of judging.
3. Cattle must be at the Maydan Feedlot by January 13th when they will be weighed. Late arrivals will not be accepted and will forfeit their entry fee in full.
4. Only poll or de-horned cattle not showing any re-growth in excess of 3cm with no sharp edges, are eligible to compete in this competition.
5. All cattle when they arrive at Maydan will be tagged with special competition ear tags in the NEAR SIDE EAR; these tags will be provided to competitors, at the feedlot according to entry numbers in the catalogue.

6. All entries will all be inducted and fed together in their class groups.
7. Ear tag numbers of beasts will correspond with the numbers in the catalogue. Pens of Four (4) will be number A, B, C & D. The exhibitor must nominate reeds to correspond for identification.
8. All cattle must be fitted with a NLIS devise and accompanied by current National Vendor Declarations).
9. Feedlot judging will be conducted from data collected by the feedlot on all cattle on the same day for weights and the animal health treatments recorded as part of the feedlot QA program.
10. Cattle will be transported to the processor as specified within the Competition schedule where they will be judged.
11. The carcasses are to remain the property of the buyer, with the organizing committee retaining the right to exhibit the carcass or product at Primex.
12. Stewards reserve the right to limit entries as it deems necessary to fulfil the best interests of the competition.
13. The results of the feedlot performance will not be taken into consideration when the carcass is being judged.
14. All entries must be nominated with paperwork and fees paid directly to Exhibition Marketing (Primex) before entry is accepted.

**ENTRY FORM CHECKLIST**

(Please use this checklist to ensure all forms are with your entries)

Have you:

1. Nominated Animal information required
2. Completed and Signed your Entry Form?
3. Completed and Enclosed your Payment Details?

(Card details or cheque/money order made payable to Exhibition Marketing Pty Ltd

4. Completed and signed GST Declaration?
5. Enclosed a photocopy of completed NVD (hoof and Hook entrants only)
8. Completed and signed John's Declaration?
9. Cattle all have NLIS Tags and Property Identification Code (PIC) provided?



