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For Immediate Release

CELEBRATING A DECADE OF TOP TASTING LAMB

The search for the nation's top tasting lamb is in full swing with entries open for the special tenth anniversary Beef + Lamb New Zealand Glammies competition.

The competition aims to find the tastiest and most tender lamb in New Zealand and this year the Producer of the Decade will also be determined following the 2017 results.

Farmers and retailers nationwide are invited to enter their lamb into the Glammies, and the meat will be scientifically assessed by Carne Technologies in Cambridge for tenderness, yield, succulence and colour.

From here, the top four entries from five categories will make it through to the final stage of the competition, a taste test, held at the Wanaka A&P show on March 10.

Beef + Lamb New Zealand CEO, Sam McIvor, says the competition is a keenly anticipated event for New Zealand farmers and a way for them to display their world class produce.

"The competition is a chance to celebrate top quality lamb and the New Zealand farmers who produce it. We all know it's a kiwi favourite and our lamb is also preferred by consumers around the world," says McIvor.

Robert Gardyne from Oturehua has had huge success since receiving the 2016 Grand Champion award.

"Last year I won the competition with a high-country lamb which was the first year this has happened and goes to show the vast range of quality products us farmers produce."

"Furthermore, this competition has helped me tell my story and promote something that means so much to me and other New Zealand farmers," says Gardyne.

The five competition categories include Best of Breed – Traditional, Best of Breed – Crossbreed, Best of Breed – Terminal Cross, Best of Breed – Open, and Retail.



The competition is sponsored by Zoetis and supported by Alliance Group, ANZCO Foods Canterbury, Ashburton Meat Processors, Auckland Meat Processors/Wilson Hellaby, Blue Sky Meats, Cabernet Foods/Kintyre Meats, Harris Meats, Oamaru Meats, Progressive Meats, Silver Fern Farms and Taylor Preston.

Farmer competition entries close on December 2, 2016 with the Retailer completion entries closing on January 13, 2017.

For more information and the entry form, visit beeflambnz.co.nz

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