



**18 December 2017**  
**FOR IMMEDIATE RELEASE**

## **PGG WRIGHTSON ON BOARD AS STEAK OF ORIGIN GETS NEW HOME**

Beef + Lamb New Zealand are proud to announce PGG Wrightson have taken on naming rights of the annual Steak of Origin competition and will be hosting the Grand Final taste test at the Mystery Creek Fielddays, in Hamilton in June.

The PGG Wrightson Steak of Origin competition aims to find the country's most tender and tasty steak and since its inception sixteen years ago, has been keenly contested by New Zealand farmers and retail brands.

General Manager Livestock at PGG Wrightson, Peter Moore sees huge value in the competition and is excited to have the final judging under their Fielddays marquee next year.

"We are thrilled to be on board and support a competition that is so well established and highly regarded within our industry," says Moore.

"The industry has seen major advancements in terms of the production of beef over the years, resulting in providing both local and global consumers a quality eating experience. The competition offers a platform to showcase this skill along with the dedication our New Zealand beef farmers have."

Entries are now open to all New Zealand beef farmers, retailers, wholesalers and foodservice suppliers, who can enter into one of the eight farmer or brand categories.

All competition entries are aged for three weeks before undergoing stringent scientific testing at Carne Technologies. The sirloins are tested for tenderness and eating quality including tests for pH, marbling and the percentage of cooking loss, which will determine which steaks make the semi-final.

Those steaks will be judged on aroma, juiciness, tenderness, texture and taste by a panel of culinary trained judges at the semi-final, held in Auckland on May 30. The top seven steaks from here will then go on to the Grand Final taste test.

Beef and Lamb Ambassador Chef and competition judge, Shaun Clouston from Logan Brown in Wellington says the competition allows him to connect with New Zealand farmers to better tell their story.

"The quality of beef I've seen in this competition is a true testament to New Zealand beef farmers. As a chef, I believe it is important to champion our producers and being involved in this competition allows me to do just that, giving our customers a deeper understanding of the product and where it comes from," says Shaun.

The 2018 competition will award both a Grand Champion, from the farmer classes, and a Brand Champion, along with the top three finalists from each of the eight classes.

Entries are now open and will close Wednesday 14 February, 2018. For an entry form visit [beeflambnz.co.nz](http://beeflambnz.co.nz) or call 0800 733 466.



The competition is supported by the following processing plants; AFFCO, Alliance Group, Cabernet Foods, Harris Meats Cheviot, Land Meat NZ, Oamaru Meats, Progressive Meats, Taylor Preston and Auckland Meat Processors / Wilson Hellaby.

-- ENDS --

**For more information, please contact:**

Imogen Braddock  
Marketing Assistant, Beef + Lamb New Zealand Inc  
09 489 7119 | 021 073 7166  
[imogen@beeflambnz.co.nz](mailto:imogen@beeflambnz.co.nz)