

# BEEF + LAMB

## NEW ZEALAND

15 MAY 2018  
FOR IMMEDIATE RELEASE

### PGG WRIGHTSON STEAK OF ORIGIN SEMI-FINALISTS ANNOUNCED

Beef + Lamb New Zealand Inc are one step closer to naming the country's most tender and tasty steak for 2018 as the semi-finalists of the PGG Wrightson Steak of Origin Competition are announced today.

Of the competition's 266 entries, 53 are being sent through to the semi-finals after a series of extensive scientific tests – conducted by Carne Technologies, Hamilton – based on tenderness, % cooking loss in weight, marbling, colour, water binding capacity and pH.

The semi-final round of judging is being held on Saturday May 26 at Auckland University of Technology, where 16 of New Zealand's top chefs and foodies will form a judging panel to determine the top three steaks from each of the competition's eight classes to go through to the final. Judging criteria of the cooked steak includes; aroma, taste/flavour, tenderness, juiciness and texture.

The PGG Wrightson Steak Of Origin Grand Final is held in the PGG Wrightson tent at New Zealand Agricultural Fieldays at Mystery Creek on Wednesday June 13.

Competition Head Judge, Graham Hawkes, owner and Executive Chef of the renowned Paddington Arms in Invercargill has been involved in the competition for 15 years.

"This competition is the pinnacle for any beef producer, it sets the benchmark for quality produce, helping guide chefs on where their ingredients come from.

"It's also about ensuring New Zealanders are receiving the highest quality produce. This year, we have expanded the judging panel after searching for New Zealand's Ultimate Steak Connoisseur. We were flooded with applications and will be announcing the successful candidate this week – we believe they will be a fantastic addition to our panel," says Hawkes.

The competition is open to all New Zealand beef farmers, retailers, wholesalers and foodservice suppliers. Farmer classes are open to New Zealand beef farmers and include six classes for the different breeds - European, British Angus, British Hereford, British Other, Crossbreed & Other and Lifestyle. This year there have been 138 entries into the farmer classes. The brand competition has had 128 entries, this competition includes two classes - Retail and Wholesale & Foodservice.

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

-- ENDS --

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### 2018 PGG WRIGHTSON STEAK OF ORIGIN SEMI-FINALISTS

#### CLASS 1: BEST OF BREED – EUROPEAN

- Jon Knauf, Wairoa (Simmental), processed at Land Meat x 2
- Peter Maxwell, Auckland (Simmental), processed at Wilson Hellaby
- Hayley & Brendon Robinson, Hawera (Charolais), processed at Land Meat

#### CLASS 2: BEST OF BREED – BRITISH : ANGUS

- Chris & Karen Biddles, Tekopuru (Angus), processed at Wilson Hellaby x 2
- Tim & Kelly Brittain, Otorohanga (Angus), processed at Wilson Hellaby x2
- Colin Brown, Cambridge (Angus), processed at Wilson Hellaby
- Dave Fogarty, Te Aroha (Angus), processed at Wilson Hellaby
- Craig Hickson, Hastings (Angus), processed at Progressive Meats x 2
- Penny & Pete Hoogerbrug, Gisborne (Angus), processed at Wilson Hellaby x 2
- Paul Williams, Gisborne (Angus), processed at Progressive Meats
- Matt Wyeth, Kaituna (Angus), processed at Cabernet Foods x 2

#### CLASS 3: BEST OF BREED – BRITISH : HEREFORD

- Bill Grounds, Kaitaia (Hereford), processed at AFFCO Moerewa
- Dene Noonan, Auckland (Hereford), processed at Wilson Hellaby

#### CLASS 4: BEST OF BREED – BRITISH : OTHER

- Graeme John Dyke, Pahiatua (Red Devon), processed at Progressive Meats x 3

#### CLASS 5: BEST OF BREED – CROSSBREED & OTHER

- Colin Brown, Cambridge (Murray Grey / Wagyu), processed at Wilson Hellaby
- Don Buchanan, Taumarunui (Piedmontese X), processed at Land Meat
- Nick Perry, Pahiatua (Angus / Gelbvieh), processed at Alliance Levin
- Katherine Robertson, Piopio (Speckle Park X), processed at Wilson Hellaby
- Clem Smith, Feilding (Angus / Hereford), processed at Land Meat
- Johnny Williams, Gisborne (Angus / Hereford), processed at Land Meat

#### CLASS 6: BEST OF BREED – LIFESTYLE

- Doug Wooderson, Te Kuiti (Hereford X), processed at Wilson Hellaby

#### CLASS 7: BEST OF BRAND – RETAIL

- AngusPure, Gisborne (Angus), processed at Wilson Hellaby
- AngusPure, Kaituna (Angus), processed at Cabernet Foods
- AngusPure, Otorohanga (Angus), processed at Wilson Hellaby x 2
- Cabernet Foods (Everton Dry Aged Beef), Carterton (Hereford), processed at Cabernet Foods x 2
- Diamond Beef NZ, Gisborne (Angus), processed at Progressive Meats
- Firstlight Foods, Hastings (Wagyu), processed at Greenlea Premier Meats x 2
- Harris Meats, Cheviot (Angus X), processed at Harris Meats
- Lake Farm Beef, Cambridge (Murray Grey / Wagyu), processed at Wilson Hellaby
- Lake Farm Beef, Cambridge (Angus), processed at Wilson Hellaby
- Westmeat Blenheim (Hereford Prime, Canterbury Angus), Blenheim (Angus), processed at CMP Kokiri

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### CLASS 8: BEST OF BRAND – WHOLESALE & FOODSERVICE

- AngusPure, Ashhurst (Angus), processed at Land Meat
- AngusPure, Kaituna (Angus), processed at Wilson Hellaby
- AngusPure, Te Aroha (Angus), processed at Wilson Hellaby
- AngusPure, Tekopuru (Angus), processed at Wilson Hellaby x 2
- AngusPure, Otorohanga (Angus), processed at Cabernet Foods
- Cabernet Foods (Coldstream Beef), Carterton (Hereford), processed at Cabernet Foods
- Cabernet Foods (Everton Dry Aged Beef), Carterton (Hereford), processed at Cabernet Foods x 2
- Ken Wilson Meats (Natural Farm), Johnsonville (Fresian / Angus), processed at Taylor Preston
- Westmeat Blenheim (Hereford Prime, Canterbury Angus), Blenheim (Angus), processed at CMP Kokiri

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### EXTRA INFORMATION:

#### Semi – final judges:

- Brenton Low, Beef and Lamb Platinum Ambassador Chef
- Eugene Sokolovski, Cuff Café, Auckland
- Fraser Shenton, Fish Restaurant, Auckland
- Gerrard O’Keefe, Hectors Restaurant, Auckland
- Graham Hawkes, Head Judge, NZ Chefs Association
- Hannah Miller-Childs, A Lady Butcher, Auckland
- Janet Batley, Consulting Chef
- Joseph Midhun, Mr Toms Restaurant & Bar, Auckland
- Kate Fay, Cibo Parnell, Auckland
- Kathy Paterson, Food Writers New Zealand
- Kyle Street, Culprit Dining Room & Bar, Auckland
- Luke Wigley, Sous Chef, Cibo Parnell, Auckland
- Raymond Morrell, WelTec Wellington
- Renny Aprea, Auckland University of Technology
- Rensha Bouwer, Casita Miro, Waiheke Island
- Toby Sanderson, WelTec Wellington

#### Final judges:

- Graham Hawkes, Head Judge, NZ Chefs Association
- Andrew Clarke, Victoria Street Bistro, Hamilton
- Mat McLean, Palate Restaurant, Hamilton
- Harry Williams, Alpha Street Kitchen & Bar, Cambridge

#### Background:

The PGG Wrightston Steak of Origin Competition aims to find the most tender and tasty sirloin beef steak in New Zealand. It is open to beef farmers, retailers, wholesalers and foodservice suppliers. It originated from a national carcass competition, when a taste element was introduced to raise consumer awareness of the qualities of beef steak. This is the 15<sup>th</sup> year the competition has been running.

The competition process involves an initial assessment of the sirloin steak at Carne Technologies in Cambridge. Each steak is aged for three weeks before being tested for tenderness, pH, marbling and % cooking loss. The most tender sirloin steaks reach the semi-final and are cooked to medium rare in a neutral flavoured oil without seasoning, before being tasted by a panel of judges comprising foodwriters and chefs. The finalists (the top steak from each of the eight classes) are tasted at the Grand Final by a panel of chefs to find the most tasty and tender steak in the country. The judging criteria includes aroma, texture, flavour, tenderness and juiciness.

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