


WAGYU BRANDED BEEF COMPETITION

2022 RESULTS

PRESENTED BY THE AUSTRALIAN WAGYU ASSOCIATION

#WorldsLuxuryBeef





The Wagyu Branded Beef Competition is a celebration for those in the industry

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WAGYU BRANDED BEEF COMPETITION

The Australian Wagyu Association established the Wagyu Branded Beef Competition in 2012. It is the only branded beef competition supported by an independent breed representative organisation.

The competition aim is to recognise and reward the most exciting and innovative Wagyu brands. At the same time, the competition recognises and pays tribute to the hard work and dedication of all those involved in the Wagyu sector, inspiring and promoting Wagyu as the World's Luxury Beef.

2022 COMPETITION OVERVIEW

The 2022 Wagyu Branded Beef Competition saw a record number of 46 entries from over 30 brands across Australia. Celebrating Fullblood, Crossbred and Commercial Wagyu classes, the competition seeks to promote excellence in Wagyu beef production. In addition, it is an opportunity for producers and brand owners to benchmark themselves against their peers.

The categories are:

1. Fullblood Japanese Black Steak
2. Open Crossbred Wagyu Steak
3. Commercial Wagyu Steak Marble Score 5-7

In addition to Gold, Silver and Bronze medals for each category, Champion awards are awarded to the highest scoring entry in each category. The highest scoring Category Champion will be presented the Grand Champion Award.

Wagyu beef is characterised by its large eye-muscle and unique high-quality fine marbling and characteristic umami flavour, giving an exceptional eating experience.

Judging of the Wagyu beef is based on five criteria: visual appeal (raw and cooked), juiciness, flavour, aroma and the physical sensation in your mouth. This year some of the best results were achieved within the Wagyu Branded Beef Competition, across all categories of entry, with the judges remarking at the consistently outstanding quality put forward.

JUDGES

Peter Lewis was appointed Chief Judge with Dr Alex Ball as Chief Steward.

A panel of 32 judges were appointed and rotated around in a “cascading” system. As much as possible, the same judges are appointed each year. The judges consisted of sponsors, chefs, restaurateurs, food critics, producers, butchers and associated industry personnel.

Each entry was eaten by eight judges with a potential total of 1040 points possible per entry.

MEDAL CUT-OFFS

CLASS 1 Fullblood Japanese Black and
CLASS 2 Crossbred Wagyu Steak were set at:

Gold	80%
Silver	75%
Bronze	70%
<hr/>	
Total	1040 points possible

CLASS 3 (Commercial Steak MS 5-7) were set at:

Gold	70%
Silver	65%
Bronze	60%
<hr/>	
Total	1040 points possible



In conjunction with AWA representatives and under the Chief Steward's supervision, the following medals were awarded. As a result, there were fifteen Gold, eleven Silver and five Bronze awarded.

PROTOCOLS AND JUDGING TERMINOLOGY

PROTOCOLS FOR ALL STEAK CLASSES

PREPARATION (the day before)

1. Each exhibit (Striploin) will be prepared separately to the same specification.
 - a. The Striploin will be removed from its packing and the packing will be disposed of.
 - b. 21mm steaks will be cut from the caudal end (rump end) until there is no evidence of the gluteus medius remaining. Each steak will be measured and cut 21mm thick.
 - c. Then, 30cm shall be measured along the striploin and the striploin shall be dissected. Cutting back from that 30cm point, steaks shall be measured and cut 21mm thick. The first steak will be used for the visual assessment. It will be identified with the coded insert, over wrapped to allow to bloom for the next day, and placed in the refrigerator.
 - d. The next two steaks will be used for cooking and taste assessment. They will be identified with the coded insert and vacuum packed.
 - e. The next two steaks will be used as backups. They will be identified with the coded insert and vacuum packed.
 - f. The remaining pieces will be identified with an insert and vacuum packed. These pieces will be packaged and sent to either AWA office or the AWA Conference Venue for display, use and/or auction at the Conference (at the discretion of the AWA).
 - g. All products will be stored appropriately in the refrigerator or freezer until judging day.

COOKING PROTOCOLS

1. Cooking exhibits will be removed from the refrigerator 15 minutes before cooking commences.
2. The cooking of exhibits will be done as per the order sheet which will be prepared and in a random order.
3. Each exhibit will follow this protocol:
 - a. Four vacuum-packed bags containing a single steak representing four different entries will be removed from the refrigerator 15 minutes prior to cooking.
 - b. After 15 minutes, these four steaks will be placed in the sous-vide bath which will be maintained at 55°C for exactly 15 minutes.
 - c. The steaks will be removed from their bags and placed on the flat grill for 1.15 minutes either side. A Waldorf flat grill (or similar) will be set on a "medium" dial setting to achieve an instant loud sear and the exhibit will be maintained on the first side for 1.15 minutes then turned for another 1.15 minutes on the other side. Care will be taken that the coded insert remains with its correct steak throughout the process.
 - d. The steaks will be removed from the grill and placed on the warming tray for 2 minutes.
 - e. The steaks will then be prepared by;
 - i. Removing the m. multifidi dorsi.
 - ii. Removing the medial, lateral, dorsal and ventral edges.
 - iii. Cutting the steaks (lengthwise - dorsal to ventral) into two x 2.0cm strips and then cutting these strips into four x 2.0cm pieces.
 - iv. Placing 2 pieces on each plate and distributing to the judges.
 - f. The result of Item "d" in the preparation above left 2 packs of the same copies of the entries to be cooked. The first pack will be cooked in numerical order and then the second pack will be cooked in reverse numerical order following the above protocols.

JUDGING PROTOCOLS

1. A panel of 32 judges shall be nominated.
2. A "Palate-Setter" (traditionally a Marble Score 5 Wagyu striploin) shall be used as the first sample to allow the judges to correlate their scores. All 32 judges shall be allocated the first sample.
3. Each entry will be judged by 8 judges in total, split into two rounds throughout the judging day (cascading judging system).
4. The judges will be offered a new exhibit each 8-12 minutes.
5. The judges will be provided a pre-formatted sheet of paper to complete for each exhibit.
6. Each judge will be asked to provide a score for:
 - a. Tenderness (out of 30 points)
 - b. Flavour (out of 30 points)
 - c. Juiciness (out of 10 points)
 - d. Overall liking (out of 30 points)
7. Stewards will collect each sheet from the judges and enter the results into the excel model.
8. Any anomalies in the judging sheets are to be corrected immediately.

VISUAL PROTOCOLS

1. The visual exhibits will be removed from the refrigerator 45 minutes before judging.
2. The samples will be removed from their packaging and placed on an appropriate plate and let sit to bloom in an illuminated chiller cabinet at 2-4 degrees Celsius with no over-wrapping.
3. The judges will then be sent to the exhibit display for assessment.
4. Each judge will be asked to score each exhibit on their visual assessment out of 30 points.
5. Stewards will collect each sheet from the judges and enter the results into the excel model.
6. Any anomalies in the judging sheets are to be corrected immediately.

JUDGING TERMINOLOGY

TENDERNESS

The reaction of the mouth to the physical quality of the food. Includes tensile resistance and product mouth feel. Will be influenced by marbling, the firmness and texture of the beef, as well as the connective tissue.

DESCRIPTORS: *chewy, enjoyable-chewy, fibrous, granular, greasy, mushy, silky, tender, texture-less, tough, very-tender, other.*

JUICINESS

The impression given from the release of the meat's water holding capacity on first eating defines the juiciness. The melted marbling in highly marbled beef will be a major contributor to this but will also include the consumer's saliva. The salivation response will be tempered by aroma and hunger.

DESCRIPTORS: *very-dry, dry, slightly-dry, initial juiciness, very juicy, lasting juiciness.*

FLAVOUR

There are five taste receptor groups; sweet, salt, bitter, sour and the Japanese term 'umami' (which means beefy, savoury, brothy or delicious). There are up to 880 volatile compounds of different chemical classes reported in cooked beef.

DESCRIPTORS: *beany, bitter, buttery, caramel, cereal, chemical/medicinal, citrus, clean and fresh, creamy, dairy, earthy, fatty, fishy, herbal, kerosene, livery, low, putrid, metallic, nutty, popcorn, rancid, rich, rounded, salty, soapy, sour, stale, sweet, toasty, umami, other.*

AROMA

The perception of the volatile characteristics of food as perceived by receptors primarily in the nose.

DESCRIPTORS: *beefy, caramel, cardboard, cereal, citrus, sulphury, fishy, medicinal/chemical, herbaceous, putrid, stale, musty, livery, kerosene/solvent, low/faint, toasty, popcorn, fresh, floral, pungent, other.*

EXHIBITOR / BRAND	CLASS 1 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
SIGNATURE SERIES By Mayura Station 	SCORE 976 Digital Marbling 61% Digital Marbling Fineness 93.1 Eye Muscle Area 145 cm ² Approx. days on feed 270 days Approx. age at slaughter 28 months Feed ingredients Includes cereal hay, corn, wheat and Mayura's proprietary chocolate feed Target market % Domestic 40% Export 60% Target carcass wt. range <440 kg Processor G & K O'Connor	   World class, extremely marbled, juiciness and flavour that dissolves in a rich beef and butter succulence. Exotic caramel and sweet fresh finish.
INFINITE FULLBLOOD WAGYU By Rangers Valley 	SCORE 864 Digital Marbling 55% Digital Marbling Fineness 89.5 Eye Muscle Area 113 cm ² Approx. days on feed 500 days Approx. age at slaughter 48 months Feed ingredients N/A Target market % Domestic 15% Export 85% Target carcass wt. range <470 kg Processor Teys, Beenleigh	  Extreme tenderness, buttery and caramel flavours, grilled and smokey aroma, melting succulent and moist, truly splendid.
DIRECT MEAT COMPANY By Macquarie Wagyu 	SCORE 844 Digital Marbling 47% Digital Marbling Fineness 71.8 Eye Muscle Area 109 cm ² Approx. days on feed 490 days Approx. age at slaughter 32 months Feed ingredients Barley based Target market % Domestic 10% Export 90% Target carcass wt. range <440 kg Processor Stanbroke, Grantham	  Soft and tender, quality throughout, deeply marbled butter texture bursting with juiciness and balanced umami and toasted caramel highlights.
COBUNGRA STATION By Stone Axe Pastoral Company 	SCORE 844 Digital Marbling 57% Digital Marbling Fineness 83.9 Eye Muscle Area 120 cm ² Approx. days on feed min. 450 days Approx. age at slaughter 35 months Feed ingredients Corn silage, barley and canola meal/oil Target market % Domestic 50% Export 50% Target carcass wt. range <430-450 kg Processor Oakey Beef Exports	  Caramel and cream flavours with softness and immediate tenderness, enjoyable lasting juiciness with earthy finish.

CLASS ONE FULLBLOOD JAPANESE BLACK STEAK

CHIEF STEWARD Dr Alex Ball, Director, Rural Analytics
CHIEF JUDGE Peter Lewis, Director, Way With Words
JUDGING PANEL Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR




EXHIBITOR / BRAND	CLASS 1 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
JADE WAGYU By Kilcoy Global Foods  Breeder MORGAN & CO Sire GWGFL0224 Dam GWGFG0003 Wagyu content Fullblood	SCORE 842 Digital Marbling 59% Digital Marbling Fineness 88.8 Eye Muscle Area 110 cm ² Approx. days on feed 500 days Approx. age at slaughter 36 months Feed ingredients Special grain blend Target market % Domestic 10% Export 90% Target carcass wt. range <500 kg Processor Kilcoy Global Foods	  Delicate and melting texture with sweet and smokey flavours, lasting juiciness and obvious fine quality.
STONE AXE By Stone Axe Pastoral Company  STONE AXE ORIGINAL AUSTRALIAN FULL BLOOD WAGYU Breeder Stone Axe Pastoral Sire 898FH27 Dam 898FH0035 Wagyu content Fullblood	SCORE 840 Digital Marbling 51% Digital Marbling Fineness 89.4 Eye Muscle Area 111 cm ² Approx. days on feed min. 450 days Approx. age at slaughter 46 months Feed ingredients Corn silage, barley and canola meal/oil Target market % Domestic 50% Export 50% Target carcass wt. range <430-450 kg Processor Oakey Beef Exports	  Tender and extremely juicy, mellow, well rounded complex flavours of mushroom and umami with sweetness that captivates.
MASTER SELECTION By Mort & Co  Breeder EA Blake and Sons Sire ETCFJ0104 Dam ETCFL0210 Wagyu content Fullblood	SCORE 797 Digital Marbling 44% Digital Marbling Fineness 72.9 Eye Muscle Area 119 cm ² Approx. days on feed 450 days Approx. age at slaughter 36 months Feed ingredients Mort & Co specially designed Wagyu ration Target market % Domestic 0% Export 100% Target carcass wt. range <440 kg Processor Stanbroke, Grantham	  Brilliantly tender, long-lasting flavour of mellow mushroom with rich butteryness, silky and creamy finish with a beefy aroma.
KIWAMI By Stockyard Beef  Breeder Sumo Cattle Co Sire SMOFC0151 Dam SMOFL00208 Wagyu content Fullblood	SCORE 796 Digital Marbling 57% Digital Marbling Fineness 74.2 Eye Muscle Area 96 cm ² Approx. days on feed 425 days Approx. age at slaughter 35 months Feed ingredients Stockyard's formulated Wagyu ration consisting of non-GMO and natural ingredients. Made with love; served fresh daily Target market % Domestic 15% Export 85% Target carcass wt. range <420 kg Processor John Dee Pty Ltd	  Toasty caramel bursts of flavour, tender and fine textured with visible marbling and smokey finish.

CLASS ONE FULLBLOOD JAPANESE BLACK STEAK

CHIEF STEWARD Dr Alex Ball, Director, Rural Analytics
 CHIEF JUDGE Peter Lewis, Director, Way With Words
 JUDGING PANEL Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR

EXHIBITOR / BRAND	CLASS 1 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
JACK'S CREEK WAGYU By Jack's Creek  Breeder J & T Cameron Sire DBDFD0030 Dam ROBELFK162 Wagyu content Fullblood	SCORE 749 Digital Marbling 49% Digital Marbling Fineness 79.4 Eye Muscle Area 83 cm ² Approx. days on feed 400 days Approx. age at slaughter 30 months Feed ingredients Total mixed ration Target market % Domestic 15% Export 85% Target carcass wt. range <410 kg Processor Australian Country Choice	  Well-rounded and robust flavours, buttery and beefy, silky on the palate with caramel aroma.

CLASS TWO OPEN CROSSBRED WAGYU STEAK

CHIEF STEWARD Dr Alex Ball, Director, Rural Analytics
CHIEF JUDGE Peter Lewis, Director, Way With Words
JUDGING PANEL Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR

EXHIBITOR / BRAND	CLASS 2 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
WX9 By Rangers Valley  Breeder Muirhead Pastoral Co Sire LFDLC11686 Dam N/A Wagyu content Purebred	SCORE 905 Digital Marbling 51% Digital Marbling Fineness 82.2 Eye Muscle Area 103 cm ² Approx. days on feed 400 days Approx. age at slaughter 30 months Feed ingredients N/A Target market % Domestic 15% Export 85% Target carcass wt. range <450 kg Processor Teys Beenleigh	   <p>Rich and toasty aroma with creamy and silky fine texture, umami and savoury long lasting flavours with exquisite succulence and ultimate quality.</p>
POLL WAGYU By Poll Wagyu  Breeder Poll Wagyu Sire PWYPMQ184 Dam N/A Wagyu content Purebred	SCORE 902 Digital Marbling 51% Digital Marbling Fineness 88.2 Eye Muscle Area 132 cm ² Approx. days on feed 450 days Approx. age at slaughter 36 months Feed ingredients N/A Target market % Domestic 20% Export 80% Target carcass wt. range <460 kg Processor Greenham's Tasmania	  <p>Fresh buttery aroma, lasting juiciness, very tender with toasty caramel flavours, sweet and complex, overall wow factor.</p>
CONNORS WAGYU By Direct Meat Company  Breeder K Spur Pastoral Company Sire BDWFM0554 Dam N/A Wagyu content F4	SCORE 901 Digital Marbling 51% Digital Marbling Fineness 80.4 Eye Muscle Area 105 cm ² Approx. days on feed 400 days Approx. age at slaughter Feed ingredients Specially formulated grain ration Target market % Domestic 10% Export 90% Target carcass wt. range <420 kg Processor Stanbroke, Grantham	  <p>Rich and satisfying with toasty notes and beautifully fine texture, pleasant and creamy finish with subtle roasted aromas that delight.</p>
STOCKYARD BLACK By Stockyard Beef  Breeder Longford Station Pty Ltd Sire LFDL0911 Dam N/A Wagyu content F1	SCORE 875 Digital Marbling 52% Digital Marbling Fineness 82.1 Eye Muscle Area 105 cm ² Approx. days on feed 414 days Approx. age at slaughter 34 months Feed ingredients Stockyard's formulated Wagyu ration consisting of non-GMO and natural ingredients. Made with love; served fresh daily Target market % Domestic 15% Export 85% Target carcass wt. range <420 kg Processor John Dee Pty Ltd	  <p>Very tender and delightfully juicy with rich buttery flavour, mild smokey aroma and succulent rich finish.</p>

CLASS TWO

CHIEF STEWARD

Dr Alex Ball, Director, Rural Analytics

CHIEF JUDGE









Peter Lewis, Director, Way With Words

JUDGING PANEL

Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR













EXHIBITOR / BRAND	CLASS 2 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
JACK'S CREEK WAGYU By Jack's Creek  Breeder Warmoll Farming Sire JASFQ00905 Dam N/A Wagyu content F4	SCORE 865 Digital Marbling 50% Digital Marbling Fineness 78.5 Eye Muscle Area 86 cm ² Approx. days on feed 400 days Approx. age at slaughter 30 months Feed ingredients total mixed ration Target market % Domestic 15% Export 85% Target carcass wt. range <410 kg Processor Australian Country Choice	 WAGYU BRANDED BEEF COMPETITION GOLD MEDAL — 2022 — OPEN CROSSBRED WAGYU STEAK Sweet and beefy aroma, melting with lasting juiciness and soft texture.
CARRARA 640 By Kilcoy Global Foods  Breeder MORGAN & CO Sire GWWFL0224 Dam N/A Wagyu content F1	SCORE 852 Digital Marbling 56% Digital Marbling Fineness 84.6 Eye Muscle Area 133 cm ² Approx. days on feed 300 days Approx. age at slaughter 36 months Feed ingredients Grain blend Target market % Domestic 30% Export 70% Target carcass wt. range <500 kg Processor Kilcoy Global Foods	 WAGYU BRANDED BEEF COMPETITION GOLD MEDAL — 2022 — OPEN CROSSBRED WAGYU STEAK Beautifully tender, burnt caramel aroma with creamy flavour, balanced silky and smooth.
L'GROW By Lotte International  Breeder Werner Rural Investments Sire N/A Dam N/A Wagyu content F4	SCORE 849 Digital Marbling 50% Digital Marbling Fineness 77.8 Eye Muscle Area 107 cm ² Approx. days on feed 400 days Approx. age at slaughter 26-32 months Feed ingredients Mixed grain ration Target market % Domestic 10% Export 90% Target carcass wt. range <430 kg Processor John Dee Pty Ltd	 WAGYU BRANDED BEEF COMPETITION GOLD MEDAL — 2022 — OPEN CROSSBRED WAGYU STEAK Buttery and tender, with soft melting umami richness. Slight toasted notes with delicate moist marbling.
OMINO By Harmony Agriculture & Food Company  Breeder JHW Paterson Sire N/A Dam Angus Wagyu content F1	SCORE 832 Digital Marbling 42% Digital Marbling Fineness 78.4 Eye Muscle Area 128 cm ² Approx. days on feed 400 days Approx. age at slaughter 36 months Feed ingredients Barley based ration Target market % Domestic 0% Export 100% Target carcass wt. range <450 kg Processor G & K O'Connor	 WAGYU BRANDED BEEF COMPETITION SILVER MEDAL — 2022 — OPEN CROSSBRED WAGYU STEAK Juicy and full of flavour, visually marbled, soft and supple with fresh notes of sweet caramel.

CLASS TWO OPEN CROSSBRED WAGYU STEAK

CHIEF STEWARD Dr Alex Ball, Director, Rural Analytics
CHIEF JUDGE Peter Lewis, Director, Way With Words
JUDGING PANEL Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR

EXHIBITOR / BRAND	CLASS 2 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
TAJIMA By Andrews Meat Industries  Breeder DJ Graham Sire SWSFM0171 Dam N/A Wagyu content F1	SCORE 824 Digital Marbling 46% Digital Marbling Fineness 73.6 Eye Muscle Area 117 cm ² Approx. days on feed 402 days Approx. age at slaughter 26 months Feed ingredients Target market % Domestic 10% Export 90% Target carcass wt. range <410-440 kg Processor JBS Riverina	  <p>Lasting melting juiciness and moist buttery caramel finish. Soft and tender with delicate and refined aroma of toast and cereals.</p>
MASTER SELECTION By Mort & Co  Breeder Wellshot Wagyu Sire N/A Dam N/A Wagyu content F3	SCORE 824 Digital Marbling 52% Digital Marbling Fineness 89.9 Eye Muscle Area 153 cm ² Approx. days on feed 450 days Approx. age at slaughter 36 months Feed ingredients Mort & Co specially designed Wagyu ration Target market % Domestic 0% Export 100% Target carcass wt. range <440 kg Processor Stanbroke, Grantham	  <p>Tender, delicate and melting with lasting juiciness, butter and fresh beef flavour, delicate popcorn aroma.</p>
EIGHT BLOSSOM BEEF By Starzen Australia  Breeder K-Spur Pastoral Company Sire CLFFL0010 Dam N/A Wagyu content F4	SCORE 790 Digital Marbling 36% Digital Marbling Fineness 66.4 Eye Muscle Area 89 cm ² Approx. days on feed 432 days Approx. age at slaughter 33 months Feed ingredients Barley based ration Target market % Domestic 10% Export 90% Target carcass wt. range <350-440 kg Processor Stanbroke, Grantham	  <p>Bursting with initial juiciness of soft butter and cereal flavours, succulent and refined with subtle aroma of roasted cashews.</p>
KIWAMI By Stockyard Beef  Breeder CW Rea Investments (Wagyu Cattle Co) Sire N/A Dam N/A Wagyu content Purebred	SCORE 786 Digital Marbling 48% Digital Marbling Fineness 83.2 Eye Muscle Area 100 cm ² Approx. days on feed 434 days Approx. age at slaughter 34 months Feed ingredients Stockyard's formulated Wagyu ration consisting of non-GMO and natural ingredients. Made with love; served fresh daily. Target market % Domestic 15% Export 85% Target carcass wt. range <420 kg Processor John Dee Pty Ltd	  <p>Buttery and flavoursome with juiciness and supple texture, caramel aroma and clean finish with abundant richness.</p>

CLASS TWO

CHIEF STEWARD

Dr Alex Ball, Director, Rural Analytics

CHIEF JUDGE



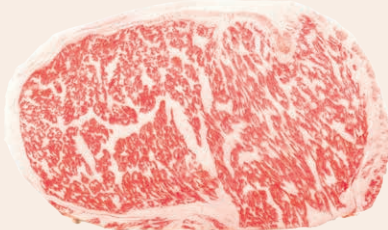



Peter Lewis, Director, Way With Words

JUDGING PANEL

Each entry was judged by 8 of the 32 judge panel



CLASS SPONSOR

EXHIBITOR / BRAND	CLASS 2 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
BLACK OPAL By Harmony Agriculture & Food Company 	SCORE 743 Digital Marbling 42% Digital Marbling Fineness 80.7 Eye Muscle Area 118 cm ² Approx. days on feed 400 days Approx. age at slaughter 36 months Feed ingredients Barley based ration Target market % Domestic 25% Export 75% Target carcass wt. range <450 kg Processor G & K O'Connor	  <p>Enjoyable and tender with sweet and fresh flavours complimented by buttery finish.</p>
THE PHOENIX By Mort & Co 	SCORE 739 Digital Marbling 40% Digital Marbling Fineness 72.3 Eye Muscle Area 129 cm ² Approx. days on feed 380 days Approx. age at slaughter 36 months Feed ingredients Mort & Co specially designed Wagyu ration Target market % Domestic 10% Export 90% Target carcass wt. range <440 kg Processor Stanbroke, Grantham	  <p>Highly marbled and rich crisp crust with beefy aroma and soft texture. Smokey notes lingering with incredible juiciness.</p>

CLASS THREE






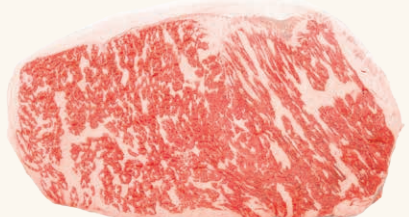






COMMERCIAL WAGYU STEAK MS 5-7



HUGHES PASTORAL
GEORGINA PASTORAL

CHIEF STEWARD	Dr Alex Ball, Director, Rural Analytics
CHIEF JUDGE	Peter Lewis, Director, Way With Words
JUDGING PANEL	Each entry was judged by 8 of the 32 judge panel

CLASS SPONSOR

EXHIBITOR / BRAND		CLASS 3 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS	
<div>WX</div> <div>By Rangers Valley</div> <div></div>		<div>SCORE 781</div> <div>Digital Marbling 31%</div> <div>Digital Marbling Fineness 61.2</div> <div>Eye Muscle Area 121 cm²</div> <div>Approx. days on feed 400 days</div> <div>Approx. age at slaughter 30 months</div> <div>Feed ingredients N/A</div> <div>Target market % Domestic 15%</div> <div>Export 85%</div> <div>Target carcass wt. range <460 kg</div> <div>Processor John Dee Pty Ltd</div>	<div></div>	<div></div> <div>Deliciously caramelised savoury and sweet notes, silky tenderness, and fresh creamy flavour with lasting juiciness and depth.</div>
<div>ICON XB WAGYU</div> <div>By Paradigm Foods</div> <div></div>		<div>SCORE 758</div> <div>Digital Marbling 34%</div> <div>Digital Marbling Fineness 65.2</div> <div>Eye Muscle Area 117 cm²</div> <div>Approx. days on feed 400 days</div> <div>Approx. age at slaughter 30-36 months</div> <div>Feed ingredients Barley, hay, straw, molasses and liquid supplements</div> <div>Target market % Domestic 20%</div> <div>Export 80%</div> <div>Target carcass wt. range <380-450 kg</div> <div>Processor G & K O'Connor</div>	<div></div>	<div></div> <div>Well marbled and juicy throughout, tender with mushroom, butter and cashew flavours that delight.</div>
<div>DMC BLACK</div> <div>By Direct Meat Company</div> <div></div>		<div>SCORE 726</div> <div>Digital Marbling 26%</div> <div>Digital Marbling Fineness 48.5</div> <div>Eye Muscle Area 86 cm²</div> <div>Approx. days on feed 400 days</div> <div>Approx. age at slaughter 30 months</div> <div>Feed ingredients Formulates grain ration</div> <div>Target market % Domestic 10%</div> <div>Export 90%</div> <div>Target carcass wt. range <400 kg</div> <div>Processor Stanbroke, Grantham</div>	<div></div>	<div></div> <div>Long lasting juiciness, tender with caramelised nutty flavours and umami sweetness and beefy aroma.</div>
<div>JACK'S CREEK WAGYU</div> <div>By Jack's Creek</div> <div></div>		<div>SCORE 724</div> <div>Digital Marbling 34%</div> <div>Digital Marbling Fineness 76.0</div> <div>Eye Muscle Area 78cm²</div> <div>Approx. days on feed 400 days</div> <div>Approx. age at slaughter 30 months</div> <div>Feed ingredients Total mixed ration</div> <div>Target market % Domestic 85%</div> <div>Export 15%</div> <div>Target carcass wt. range <410 kg</div> <div>Processor NCMC, Casino</div>	<div></div>	<div></div> <div>Enjoyable tender with earthy robust flavours, initial burst of juiciness and clean mouth feel.</div>

CLASS THREE

CHIEF STEWARD

Dr Alex Ball, Director, Rural Analytics

CHIEF JUDGE

Peter Lewis, Director, Way With Words

JUDGING PANEL

Each entry was judged by 8 of the 32 judge panel



GEORGINA PASTORAL

CLASS SPONSOR

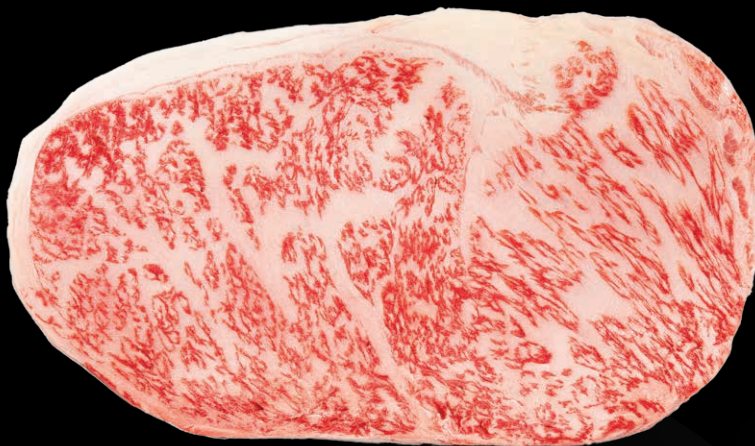
EXHIBITOR / BRAND	CLASS 3 RESULTS	DIGITAL IMAGE & JUDGES COMMENTS
EIGHT BLOSSOM BEEF By Starzen Australia 	SCORE 706 Digital Marbling 30% Digital Marbling Fineness 55.6 Eye Muscle Area 88 cm² Approx. days on feed 432 days Approx. age at slaughter 33 months Feed ingredients Barley based ration Target market % Domestic 10% Export 90% Target carcass wt. range <350-450 kg Processor Stanbroke, Grantham	  Pleasant softness with roasted walnuts and beefy flavour, citrus aroma, and juicy clean finish.
TAJIMA By Andrews Meat Industries 	SCORE 702 Digital Marbling 34% Digital Marbling Fineness 67.4 Eye Muscle Area 104 cm² Approx. days on feed 393 days Approx. age at slaughter 26 months Feed ingredients N/A Target market % Domestic 10% Export 90% Target carcass wt. range <410-440 kg Processor JBS Riverina	  Tender, soft and buttery, juicy with fresh citrus and rich toasty aromas.
OMINO By Harmony Agriculture & Food Company 	SCORE 649 Digital Marbling 32% Digital Marbling Fineness 61.6 Eye Muscle Area 113 cm² Approx. days on feed 400 days Approx. age at slaughter 36 months Feed ingredients Barley based ration Target market % Domestic 0% Export 100% Target carcass wt. range <450 kg Processor G & K O'Connor	  Delicate caramel and earthy flavours, enjoyable tenderness with clean and fresh sensations, grilled beef aroma with earthy notes.
L'GROW By Lotte International 	SCORE 639 Digital Marbling 37% Digital Marbling Fineness 74.0 Eye Muscle Area 96 cm² Approx. days on feed 365 days Approx. age at slaughter 24-30 months Feed ingredients Mixed grain ration Target market % Domestic 10% Export 90% Target carcass wt. range <430 kg Processor John Dee Pty Ltd	  Fantastic toasty caramel aroma with tender and juicy softness and umami flavour.
Breeder K-Spur Pastoral Company Sire BDWFK01267 Dam N/A Wagyu content F4		
Breeder Southern Tablelands Produce Sire Koolang Wagyu Bull Dam N/A Wagyu content F1		
Breeder JHW Paterson Sire AACFK0220 Dam N/A Wagyu content F1		
Breeder Farleigh Armidale Pty Ltd Sire N/A Dam N/A Wagyu content F1		

WAGYU BRANDED BEEF COMPETITION

2022 GRAND CHAMPION WINNER

AWARDED TO THE HIGHEST SCORING ENTRY ACROSS ALL THREE CLASSES

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FULL-BLOODED WAGYU BEEF
和牛肉



World class, extremely marbled, juiciness and flavour that dissolves in a rich beef and butter succulence. Exotic caramel and sweet fresh finish.

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BRANDED
BEEF
COMPETITION

CHAMPION

— 2022 —
GRAND CHAMPION
WAGYU

WAGYU
BRANDED
BEEF
COMPETITION

CHAMPION

— 2022 —
FULLBLOOD
JAPANESE BLACK

WAGYU
BRANDED
BEEF
COMPETITION

GOLD MEDAL

— 2022 —
FULLBLOOD
JAPANESE BLACK

SIGNATURE SERIES BY MAYURA STATION

SCORE **976**

Wagyu content **Fullblood 100%**

Breeder **Mayura Station**

Digital Marbling **61%**

Digital Marbling Fineness **93.1**

Eye Muscle Area **145 cm²**

Days on feed (approx) **270**

Feed ingredients include cereal hay, corn, wheat and Mayura's proprietary chocolate feed

Approx. age at slaughter **28 months**

Target carcass wt. range **<440 kg**

Processor **G & K O'Connor**



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WAGYU BRANDED BEEF COMPETITION

#WorldsLuxuryBeef

The highly regarded Wagyu Branded Beef Competition seeks to promote excellence in Wagyu – world's luxury beef.

The AWA would like to thank all entrants, sponsors and event partners in the 2022 Wagyu Branded Beef Competition for their support. Congratulations to all winning entries on their achievement.

SPECIAL THANKS TO OUR SPONSORS

The Australian Wagyu Association would like to thank the following sponsors who have contributed to the Wagyu Branded Beef Competition



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