

WAGYU BRANDED BEEF COMPETITION

2023 RESULTS



PRESENTED BY THE AUSTRALIAN WAGYU ASSOCIATION

#WorldsLuxuryBeef





☺ In 2023, Australian Wagyu Association introduced new cooking methodologies, improved protocols and a robust statistical approach to ensuring that the integrity of the competition is world-leading ☺

Wagyu Branded Beef 2023 Chief Steward, Dr Alex Ball

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WAGYU BRANDED BEEF COMPETITION

The Australian Wagyu Association (AWA) 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.

2023 COMPETITION OVERVIEW

The 2023 Wagyu Branded Beef Competition saw a record number of 58 entries from almost 28 brands across Australia. Celebrating Fullblood, Purebred, Crossbred, Open F1 and Commercial Marble score 5-7 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:

- Class one** Fullblood Wagyu
- Class two** Purebred Wagyu
- Class three** Crossbred Wagyu
- Class four** Open F1 Wagyu
- Class five** Commercial Wagyu 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. The Champion brands will be given the opportunity to showcase their brands at AWA events throughout the year.

COMPETITION OFFICIALS

Chief Steward Dr Alex Ball
Chief Judge Peter Lewis
Head Chef John Alexander
Competition Organiser Ron Fitzgerald

Judging was conducted by 36 judges appointed by the AWA, including sponsors, specialist chefs, food critics and members of the broader community. Each sample was tasted by 8 individual judges in a blind setting, with all entries coded and at no time were any of the judges aware of the brand or ownership of any samples. The scores of the 8 individual judges for each sample were totalled to derive the final score of each entry for allocation to medal classes.

A new judging process for 2023 Gold medal winners to determine the ranking of entries within each category and the overall champion entries. Entries receiving enough total points to achieve a Gold Medal for each category were resubmitted to an expert panel of judges to determine the final ranking of entries within each category.

MEDAL CUT-OFFS

CLASSES ONE to FOUR		CLASS FIVE	
Gold	876	Gold	840
Silver	816	Silver	780
Bronze	756	Bronze	720



CLASS ONE FULLBLOOD WAGYU

Class one optimises the ultimate in the Fullblood Wagyu eating experience, with elevated marble score, fineness and high levels of unsaturated fat, producing a luxury eating experience like no other.

All entries into this class must be Herdbook registered, or the Australian Wagyu Association took a DNA sample for genomic testing and parent verification.

The AWA would like to thank our class one partner
Ced Wise AB | Rocky Repro

HONOUR ROLL CLASS ONE CHAMPIONS

- 2023 JADE Wagyu by Kilcoy Global Foods
- 2022 Signature Series by Mayura Station
- 2021 Stone Axe by Stone Axe Pastoral
- 2020 Stone Axe by Stone Axe Pastoral
- 2019 Signature Series by Mayura Station
- 2018 Signature Series by Mayura Station
- 2017 2GR Premium Fullblood Wagyu
- 2016 Master Kobe by AACo
- 2015 Master Kobe by AACo
- 2014 Shiro Kin by Andrews Meat Industries

2023 CLASS ONE CHAMPION FULLBLOOD WAGYU

JADE WAGYU

By Kilcoy Global Foods



Sire ID SPWFPP6
Dam ID PSKFM007
Breeder Arubial Wagyu

SCORE 1015

Digital Marbling 58%
Digital Marbling Fineness 8.6
Eye Muscle Area 109 cm²

Days on feed (approx) 350+ days
Age at slaughter (approx) 36 months
Target CWt range 430 kg
Processor Kilcoy Global Foods

TARGET MARKET%
Domestic 10% Export 90%



The ultimate experience of rich caramelised and roasted aroma with silky smooth tenderness, umami and long lasting juiciness - deliciously balanced and succulent.

CLASS ONE FULLBLOOD WAGYU

CLASS ONE COMPETITION RESULTS

KIWAMI

By Stockyard Beef



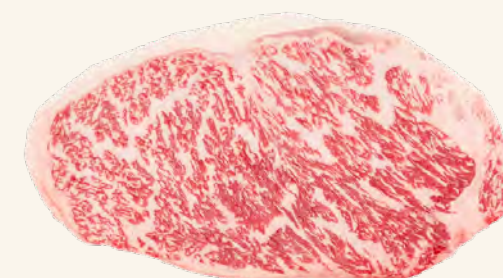
Sire ID LDFDN0150
Dam ID LDFDK0078
Breeder Longford Station

SCORE 999

Digital Marbling 52%
Digital Marbling Fineness 8.8
Eye Muscle Area 88 cm²
Days on feed (approx) 400 days
Age at slaughter (approx) 29 months
Target CWt range 420 kg
Processor John Dee

TARGET MARKET%
Domestic 20% Export 80%

DIGITAL IMAGE AND JUDGES COMMENTS



Beautifully tender with sweet aroma with melting buttery flavour, dissolving juiciness, a superb Wagyu example.

JACK'S CREEK WAGYU

By Jack's Creek



Sire ID ROCFP00810
Dam ID ROCFP00809
Breeder Rocala

SCORE 967

Digital Marbling 50%
Digital Marbling Fineness 9.6
Eye Muscle Area 74 cm²
Days on feed (approx) 490 days
Age at slaughter (approx) 30 months
Target CWt range 440 kg
Processor Australian Country Choice

TARGET MARKET%
Domestic 15% Export 85%



Delightfully balanced with nutty notes with rich undertones, tender and full of flavour, a delicate tasting experience.

T.S MORT

By Mort & Co



Sire ID ETCFP8062
Dam ID ETCFN0144
Breeder EA Blake and Sons

SCORE 965

Digital Marbling 51%
Digital Marbling Fineness 8.1
Eye Muscle Area 93 cm²
Days on feed (approx) 404 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 0% Export 100%



Complex earthy and toasty aroma, sweet buttery flavours, bursting with juiciness.

STONE AXE FULLBLOOD WAGYU

By Stone Axe Pastoral

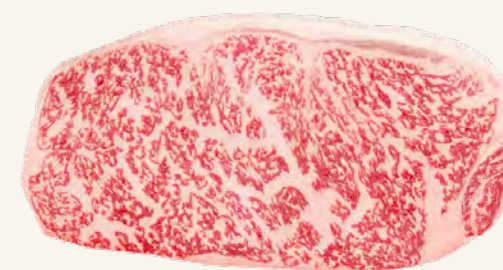


Sire ID ECHFA3001
Dam ID MOYFH198
Breeder Stone Axe Pastoral

SCORE 961

Digital Marbling 58%
Digital Marbling Fineness 9.0
Eye Muscle Area 103 cm²
Days on feed (approx) 450+ days
Age at slaughter (approx) 38 months
Target CWt range 440-460 kg
Processor John Dee

TARGET MARKET%
Domestic 50% Export 50%



Buttery caramel with an instant burst of juiciness, satisfying and tender with rich lasting flavour.

CLASS ONE FULLBLOOD WAGYU



CLASS PARTNER

CLASS ONE COMPETITION RESULTS

MACQUARIE WAGYU

By Direct Meat Company



MACQUARIE WAGYU

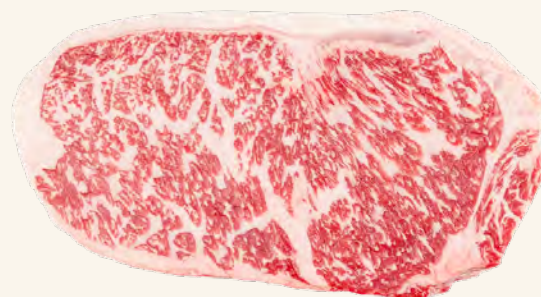
Sire ID CCOFG0113
Dam ID BDWFK1255
Breeder Macquarie Wagyu

SCORE 934

Digital Marbling 46%
Digital Marbling Fineness 7.1
Eye Muscle Area 108 cm²
Days on feed (approx) 500 days
Age at slaughter (approx)
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



Supremely tender and delicate with rich well rounded flavour, flavoursome, juicy taste, exceptional mouth feel.

COBUNGRA STATION FULLBLOOD WAGYU

By Stone Axe Pastoral

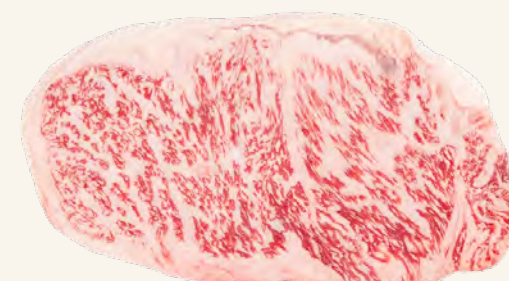


Sire ID AACFC0650
Dam ID COLFK0037
Breeder Stone Axe Pastoral

SCORE 925

Digital Marbling 65%
Digital Marbling Fineness 8.2
Eye Muscle Area 86 cm²
Days on feed (approx) 450+ days
Age at slaughter (approx) 42 months
Target CWt range 440-460 kg
Processor John Dee

TARGET MARKET%
Domestic 50% Export 50%



GARY McPHERSON PACKERS AWARD
A marbling masterpiece yielding sustained juiciness with superb mouth feel, deliciously tender and pleasing

INFINITE FULLBLOOD WAGYU

By Rangers Valley

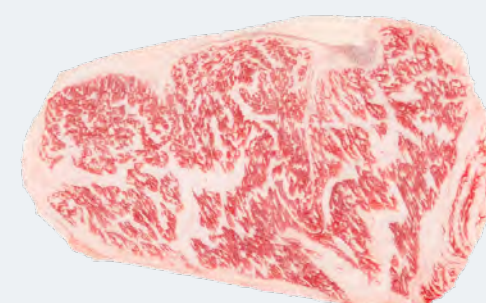


Sire ID 3DWFN0081
Dam ID WGWFE9266
Breeder Genus Pastoral Co

SCORE 841

Digital Marbling 49%
Digital Marbling Fineness 7.4
Eye Muscle Area 92 cm²
Days on feed (approx) 500 days
Age at slaughter (approx) 36 months
Target CWt range 450 kg
Processor Teys Beenleigh

TARGET MARKET%
Domestic 15% Export 85%



Succulent, toasty flavour with a rich grilled aroma, pleasantly tender and pleasing.

L'GROW

By Lotte International

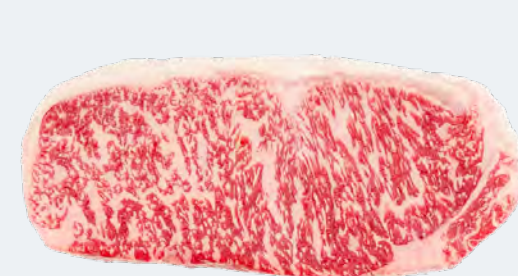


Sire ID YALFM0005
Dam ID YALFN0024
Breeder Yalandra Pastoral

SCORE 840

Digital Marbling 52%
Digital Marbling Fineness 9.1
Eye Muscle Area 85 cm²
Days on feed (approx) 550 days
Age at slaughter (approx) 33 months
Target CWt range <430 kg
Processor John Dee

TARGET MARKET%
Domestic 10% Export 90%



Sweet juiciness and light buttery flavours. Soft and tender with a rounded, beefy aroma.

WAGYU
BRANDED
BEEF
COMPETITION

CLASS TWO

PUREBRED WAGYU

Class two is a new category for the WBBC, recognising the outstanding gains being seen in the Purebred sector (93+% Wagyu). Capable of achieving very high marble scores, these Purebred entries are combining leading Fullblood genetics with new characteristics such as polled.

No marble score restriction for this class. A DNA sample was taken by Australian Wagyu Association for genomic testing, Wagyu Content testing and parent verification.

The AWA would like to thank our class two partner
Bovine Dynamics



HONOUR ROLL CLASS TWO CHAMPIONS

2023 Jack's Creek by Jack's Creek Wagyu
New category for 2023

2023 CLASS TWO CHAMPION PUREBRED WAGYU

JACK'S CREEK WAGYU

By Jack's Creek



Sire ID HPCPG0084
Dam ID N/A
Breeder Hughes Pastoral

SCORE 964

Digital Marbling 61%
Digital Marbling Fineness 7.0
Eye Muscle Area 97 cm²
Days on feed (approx) 450 days
Age at slaughter (approx) 30 months
Target CWt range 440 kg
Processor Australian Country Choice

TARGET MARKET%
Domestic 15% Export 85%



An explosion of marbling with delicate tenderness and aromas of toasted Macadamia. Soft, silky mouthfeel with and superb flavour. Delicious!

CLASS TWO
PUREBRED WAGYU

CLASS PARTNER

CLASS TWO COMPETITION RESULTS

OKAN WAGYU

By Pardoo Wagyu



Sire ID HPCPL1108

Dam ID N/A

Breeder Georgina Pastoral

SCORE 954

Digital Marbling 34%

Digital Marbling Fineness 6.7

Eye Muscle Area 87 cm²

Days on feed (approx) 420 days

Age at slaughter (approx) 30 months

Target CWt range 410–430 kg

Processor Stanbroke

TARGET MARKET%

Domestic 20% Export 80%

DIGITAL IMAGE AND JUDGES COMMENTS



Sweet beefy aroma, lasting juiciness, delicate texture and balanced mild buttery flavour.

MASTER SELECTION

By Mort & Co



Sire ID N/A

Dam ID N/A

Breeder Werner Rural Investments

SCORE 866

Digital Marbling 41%

Digital Marbling Fineness 7.6

Eye Muscle Area 94 cm²

Days on feed (approx) 418 days

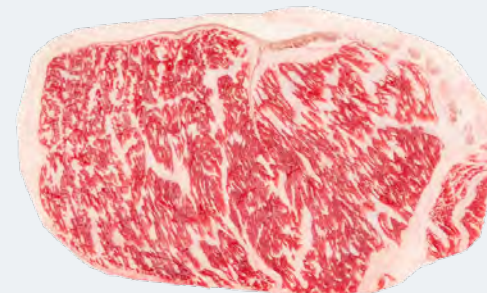
Age at slaughter (approx) 39 months

Target CWt range 440 kg

Processor Stanbroke

TARGET MARKET%

Domestic 0% Export 100%



Rich, toasty aroma with well-rounded flavour. Clean finish and lasting juiciness.

KIWAMI

By Stockyard Beef



Sire ID MPLFE2695

Dam ID N/A

Breeder Diamond Cattle Co

SCORE 862

Digital Marbling 54%

Digital Marbling Fineness 8.9

Eye Muscle Area 99 cm²

Days on feed (approx) 400 days

Age at slaughter (approx) 30 months

Target CWt range 420 kg

Processor John Dee

TARGET MARKET%

Domestic 20% Export 80%



Dissolving with succulent juiciness. Soft and tender with delicate and refined grilled aroma.

KING RIVER

By King River



Sire ID SUNFN0892

Dam ID LPA_R32636

Breeder Lotus Park Grazing Co

SCORE 850

Digital Marbling 48%

Digital Marbling Fineness 9.5

Eye Muscle Area 78 cm²

Days on feed (approx) 361 days

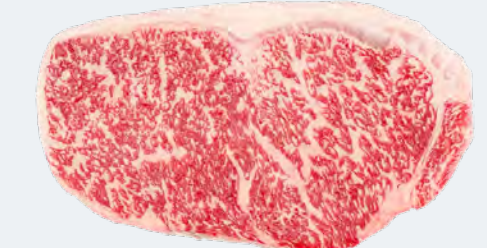
Age at slaughter (approx) 36 months

Target CWt range 400 kg

Processor Stanbroke

TARGET MARKET%

Domestic 20% Export 80%



Enjoyably tender with earthy flavours, initial burst of juiciness and clean mouth feel.

CLASS TWO
PUREBRED WAGYU STEAK

CLASS TWO COMPETITION RESULTS

IMPERIAL BLOSSOM
BEEF

By Starzen Australia



Sire ID Mirtna Home Bred Bull

Dam ID KANL087

Breeder K-Spur Pastoral Co.

SCORE 786

Digital Marbling 51%

Digital Marbling Fineness 7.9

Eye Muscle Area 92 cm²

Days on feed (approx) 400 days

Age at slaughter (approx) 30 months

Target CWt range <350–450 kg

Processor Stanbroke

TARGET MARKET%

Domestic 80% Export 20%

DIGITAL IMAGE AND JUDGES COMMENTS



Initial juiciness and earthy, lasting flavour. Burnt butter aroma with beefy undertones.

WX BY RANGERS
VALLEY

By Rangers Valley



Sire ID HPCPK0214

Dam ID N/A

Breeder Georgina Pastoral

SCORE 757

Digital Marbling 51%

Digital Marbling Fineness 8.7

Eye Muscle Area 88 cm²

Days on feed (approx) 400 days

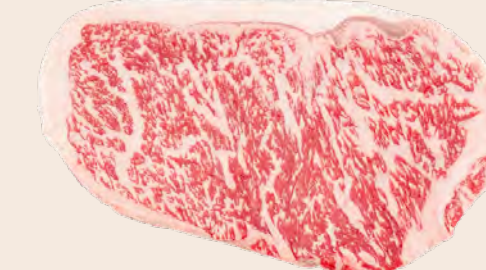
Age at slaughter (approx) 36 months

Target CWt range 450 kg

Processor John Dee

TARGET MARKET%

Domestic 15% Export 85%



Enjoyable and tender with and fresh and sweet finish. Earthy undertones with a beefy aroma.



HUGHES PASTORAL GEORGINA PASTORAL

CLASS THREE CROSSBRED WAGYU

Class three is open to all non-Fullblood and non-Purebred Crossbred Wagyu cattle of at least 50% to a maximum of 93% Wagyu (F1 – F3+). It celebrates the best of Crossbred Wagyu production. No Marble score restriction in this class.

A DNA sample was taken by Australian Wagyu Association for Wagyu Content testing and parent verification.

Class three is a long-standing feature of the competition with Fullblood and Purebred entries allocated to class one and class two.

The AWA would like to thank our class three partner
Hughes Pastoral | Georgina Pastoral

HONOUR ROLL CLASS THREE CHAMPIONS

- 2023 Okan by Pardoo Wagyu
- 2022 WX9 by Rangers Valley
- 2021 Connors Wagyu by Direct Meat Company
- 2020 Jack's Creek Wagyu X by Jack's Creek
- 2019 Strathdale Wagyu
- 2018 The Phoenix by Mort & Co
- 2017 Tajima Wagyu by Andrews Meat Industries
- 2016 Pardoo Wagyu
- 2015 MasterBeef by Hamblin Pty Ltd
- 2014 MasterBeef by Hamblin Pty Ltd

2023 CLASS THREE CHAMPION CROSSBRED WAGYU

OKAN WAGYU

By Pardoo Wagyu



Sire ID HPCPM0237
Dam ID N/A
Breeder Georgina Pastoral

SCORE 950

Digital Marbling 29%
Digital Marbling Fineness 5.7
Eye Muscle Area 77 cm²

Days on feed (approx) 420 days
Age at slaughter (approx) 30 months
Target CWt range 410–430 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%



Soft, silky and delicate, with lasting juiciness. Delicious toasty umami flavour with a sweet buttery aroma.

CLASS THREE CROSSBRED WAGYU

CLASS THREE COMPETITION RESULTS

CONNORS WAGYU BEEF

By Direct Meat Company



Sire ID MGKPN0006
Dam ID REAFN0581
Breeder Kspur Pastoral Co

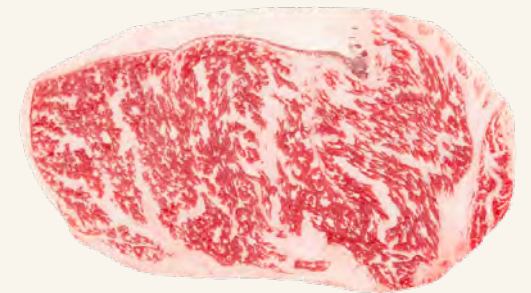
SCORE 944

Digital Marbling 46%
Digital Marbling Fineness 7.5
Eye Muscle Area 94 cm²

Days on feed (approx) 350 days
Age at slaughter (approx) 30 months
Target CWt range 420 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



Utterly divine. Sweet caramel aroma with delicate tenderness and rich, lasting marbling juiciness.

ICON XB WAGYU

By Paradigm Foods



Sire ID PSKFM0091
Dam ID N/A
Breeder Hugh McMurtrie

SCORE 928

Digital Marbling 45%
Digital Marbling Fineness 8.4
Eye Muscle Area 80 cm²

Days on feed (approx) 365 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%



Melting juiciness and soft, tender mouth feel. Long lasting succulent flavour with toasty, umami flavours.

STOCKYARD BLACK

By Stockyard Beef



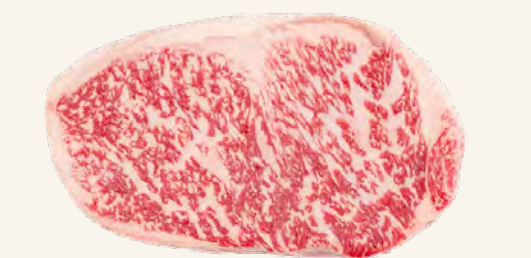
Sire ID N/A
Dam ID N/A
Breeder Diamond Cattle Co

SCORE 926

Digital Marbling 53%
Digital Marbling Fineness 8.5
Eye Muscle Area 73 cm²

Days on feed (approx) 400 days
Age at slaughter (approx) 30 months
Target CWt range 420 kg
Processor John Dee

TARGET MARKET%
Domestic 20% Export 80%



Beautiful and silky, very tender, lasting juiciness with nice sweet undertone. Succulent, moist with buttery notes.

OMINO

By Harmony Agriculture & Food Company



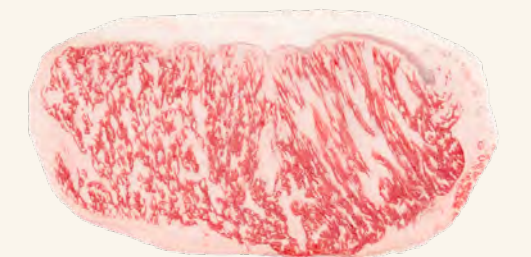
Sire ID N/A
Dam ID N/A
Breeder JHW Paterson

SCORE 922

Digital Marbling 55%
Digital Marbling Fineness 8.7
Eye Muscle Area 83 cm²

Days on feed (approx) 360+ days
Age at slaughter (approx) 28 months
Target CWt range 440 kg
Processor G & K O'Connor

TARGET MARKET%
Domestic 10% Export 90%



Highly marbled with light caramel beef aroma, silky soft and subtle and tender, lasting juiciness, buttery earthy flavour.

CLASS THREE
CROSSBRED WAGYU


HUGHES PASTORAL
GEORGINA PASTORAL
CLASS PARTNER

CLASS THREE COMPETITION RESULTS

CARRARA 640

By Kilcoy Global Foods



Sire ID TBRFN115
Dam ID N/A
Breeder Arubial Wagyu

SCORE 922

Digital Marbling 47%
Digital Marbling Fineness 7.4
Eye Muscle Area 87 cm²
Days on feed (approx) 350+ days
Age at slaughter (approx) 36 months
Target CWt range 430 kg
Processor Kilcoy Global Foods

TARGET MARKET%
Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



Soft, melting tenderness, beautifully moist and lasting juiciness, rounded caramel flavour with a grilled aroma.

DIAMANTINA WAGYU

By Stanbroke Beef

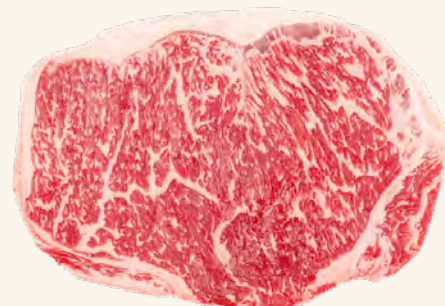


Sire ID RNTFH0020
Dam ID N/A
Breeder Stanbroke (Ringtank)

SCORE 878

Digital Marbling 38%
Digital Marbling Fineness 7.7
Eye Muscle Area 86 cm²
Days on feed (approx) 350 days
Age at slaughter (approx) 36 months
Target CWt range 400-420 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%



Buttery, earthy flavour with a fresh toasty aroma. Tender with juiciness.

THE PHOENIX

By Mort & Co



Sire ID SOYFN00006
Dam ID N/A
Breeder M G Dyer

SCORE 874

Digital Marbling 46%
Digital Marbling Fineness 6.8
Eye Muscle Area 108 cm²
Days on feed (approx) 374 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%



Soft with good tenderness. Lasting juiciness with succulent honey taste.

L'GROW

By Lotte International



Sire ID MSBFK1098
Dam ID N/A
Breeder Brookston Pastoral Co

SCORE 834

Digital Marbling 44%
Digital Marbling Fineness 7.6
Eye Muscle Area 91 cm²
Days on feed (approx) 450 days
Age at slaughter (approx) 28 months
Target CWt range <430 kg
Processor John Dee

TARGET MARKET%
Domestic 10% Export 90%



Initial juiciness with well rounded, clean taste and beefy aroma.

CLASS THREE
CROSSBRED WAGYU

CLASS THREE COMPETITION RESULTS

KING RIVER

By King River



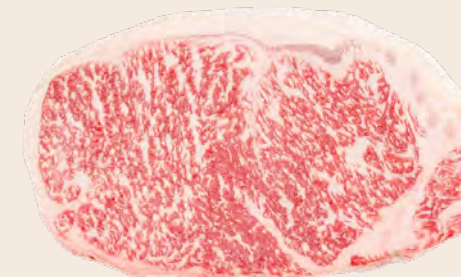
Sire ID HPCPL0164
Dam ID N/A
Breeder Lotus Park Grazing Co

SCORE 799

Digital Marbling 46%
Digital Marbling Fineness 9.1
Eye Muscle Area 79 cm²
Days on feed (approx) 403 days
Age at slaughter (approx) 36 months
Target CWt range 400 kg
Processor The Casino Co-op

TARGET MARKET%
Domestic 20% Export 80%

DIGITAL IMAGE AND JUDGES COMMENTS



Soft, tender texture, caramelised aroma and earthy flavour with lasting juiciness.

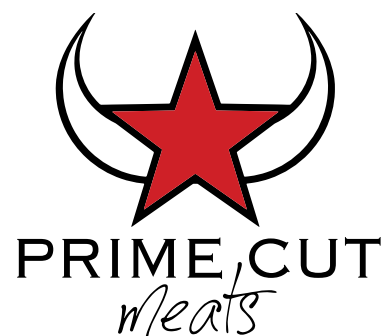
CLASS FOUR OPEN F1 WAGYU

Class four is a new category for the WBBC, recognising the power of Fullblood Wagyu genetics over optimal dam genetics from other breeds.

The Open F1 Wagyu Steak class provides an opportunity to showcase the best of F1 Wagyu production. No marble score restriction in this class.

A DNA sample was taken by Australian Wagyu Association for genomic testing, Wagyu Content testing and parent verification.

The AWA would like to thank our class four partner
Prime Cut Meats



HONOUR ROLL CLASS FOUR CHAMPIONS

2023 Tajima by Andrews Meat Industries
New category for 2023

2023 CLASS FOUR CHAMPION OPEN F1 WAGYU

TAJIMA

By Andrews Meat Industries



Sire ID TBRFL00189
Dam ID N/A
Breeder D.J. Graham Trust

SCORE 991

Digital Marbling 57%
Digital Marbling Fineness 7.4
Eye Muscle Area 98 cm²
Days on feed (approx) 387 days
Age at slaughter (approx) 26 months
Target CWt range 420-440 kg
Processor JBS Riverina Beef

TARGET MARKET%
Domestic 15% Export 85%



Pure bliss. Superb clean fresh juiciness and silky texture. Rich, buttery and umami flavour with lasting juiciness and depth.

CLASS FOUR OPEN F1 WAGYU

CLASS FOUR COMPETITION RESULTS

DIAMANTINA WAGYU

By Stanbroke Beef



Sire ID GINFH0742
Dam ID N/A
Breeder Stanbroke (Ringtank)

SCORE 949

Digital Marbling 45%
Digital Marbling Fineness 8.0
Eye Muscle Area 80 cm²
Days on feed (approx) 350 days
Age at slaughter (approx) 36 months
Target CWt range 400-420 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



An eruption of grilled aroma with succulent juiciness and rich caramel with roasted flavours.

ICON XB WAGYU

By Paradigm Foods



Sire ID PSKFM0091
Dam ID N/A
Breeder Hugh McMurtrie

SCORE 945

Digital Marbling 47%
Digital Marbling Fineness 7.8
Eye Muscle Area 89 cm²
Days on feed (approx) 365 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%



Deliciously tender and boasting lasting juiciness rounded with a clean beefy flavour.

CARRARA 640

By Kilcoy Global Foods

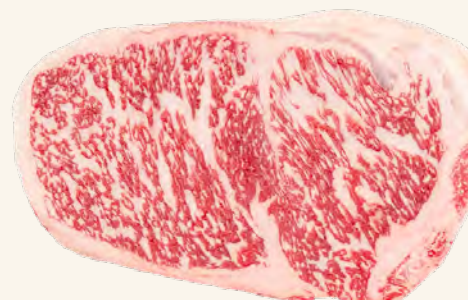


Sire ID
Dam ID N/A
Breeder Arubial Wagyu

SCORE 934

Digital Marbling 48%
Digital Marbling Fineness 7.7
Eye Muscle Area 91 cm²
Days on feed (approx) 350+ days
Age at slaughter (approx) 36 months
Target CWt range 430 kg
Processor Kilcoy Global Foods

TARGET MARKET%
Domestic 10% Export 90%



Wonderful balance of flavour, juiciness and tenderness. Silky, buttery finish with fresh umami flavours.

OMINO

By Harmony Agriculture & Food Company

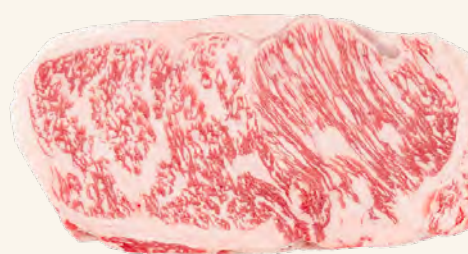


Sire ID
Dam ID N/A
Breeder JHW Paterson

SCORE 907

Digital Marbling 50%
Digital Marbling Fineness 7.3
Eye Muscle Area 82 cm²
Days on feed (approx) 360+ days
Age at slaughter (approx) 28-28 months
Target CWt range 440 kg
Processor G & K O'Connor

TARGET MARKET%
Domestic 10% Export 90%



Soft and tender with lasting juiciness, clean caramel flavour and nutty beef aroma.

CLASS FOUR
OPEN F1 WAGYU

CLASS FOUR COMPETITION RESULTS

FIRST GROWTH

By Pardoo Wagyu



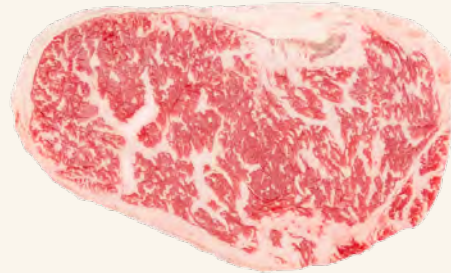
Sire ID HPCPL0023
Dam ID N/A
Breeder Georgina Pastoral

SCORE 876

Digital Marbling 40%
Digital Marbling Fineness 7.3
Eye Muscle Area 73 cm²
Days on feed (approx) 420 days
Age at slaughter (approx) 30 months
Target CWt range 410-430 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%

DIGITAL IMAGE AND JUDGES COMMENTS



Silky tender with great initial juiciness. Toasty umami in flavour with a faint burnt butter beefy aroma.

WX BY RANGERS VALLEY

By Rangers Valley

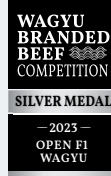


Sire ID
Dam ID N/A
Breeder N & P Jenkins

SCORE 868

Digital Marbling 51%
Digital Marbling Fineness 8.3
Eye Muscle Area 84 cm²
Days on feed (approx) 360 days
Age at slaughter (approx) 30 months
Target CWt range 450 kg
Processor John Dee

TARGET MARKET%
Domestic 15% Export 85%



Clean, fresh beefy aroma with a well-rounded tasting experience.

YUGO XB WAGYU

By Paradigm Foods



Sire ID MCKFL01366
Dam ID N/A
Breeder Hugh McMurtrie

SCORE 862

Digital Marbling 36%
Digital Marbling Fineness 7.9
Eye Muscle Area 82 cm²
Days on feed (approx) 365 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%



Dissolving, lasting juiciness. Buttery aroma with caramelised flavour.

EIGHT BLOSSOM BEEF

By Starzen Australia



Sire ID MCKFL01215
Dam ID N/A
Breeder Edwards Livestock

SCORE 794

Digital Marbling 48%
Digital Marbling Fineness 7.8
Eye Muscle Area 95 cm²
Days on feed (approx) 350 days
Age at slaughter (approx) 30 months
Target CWt range <350-450 kg
Processor Stanbroke

TARGET MARKET%
Domestic 80% Export 20%



Tender with dissolving juiciness and delicate caramel taste with beefy aroma.

CLASS FOUR
OPEN F1 WAGYU

CLASS FOUR COMPETITION RESULTS

THE PHOENIX

By Mort & Co



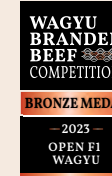
Sire ID N/A
Dam ID N/A
Breeder M G Dyer

SCORE 766

Digital Marbling 45%
Digital Marbling Fineness 7.6
Eye Muscle Area 95 cm²
Days on feed (approx) 374 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



Tender with a hint of umami flavour. Enjoyable earthy aroma.

JACK'S CREEK WAGYU X

By Jack's Creek

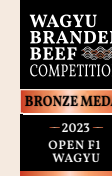


Sire ID KGDFN0002
Dam ID N/A
Breeder Warmoll

SCORE 756

Digital Marbling 36%
Digital Marbling Fineness 7.1
Eye Muscle Area 82 cm²
Days on feed (approx) 440 days
Age at slaughter (approx) 30 months
Target CWt range 440 kg
Processor Australian Country Choice

TARGET MARKET%
Domestic 15% Export 85%



Soft with initial juiciness, buttery flavour, subtle aroma.



CLASS FIVE

COMMERCIAL WAGYU
MARBLE SCORE 5-7

Class five is a staple for all Crossbred Wagyu brands, representing value and premium quality within Crossbred wagyu production.

Within the Marble Score 5-7 category, the Wagyu Commercial steak can provide access to unique fine marbling and dining characteristics unique to Wagyu-influenced products.

A DNA sample was taken by Australian Wagyu Association for Wagyu Content testing and parent verification.

The AWA would like to thank our class five partner
Comcater

HONOUR ROLL

CLASS FIVE CHAMPIONS

- 2023 Diamantina Wagyu by Stanbroke Beef
- 2022 WX by Rangers Valley
- 2021 Okan by Pardoo Wagyu
- 2020 Okan by Pardoo Wagyu
- 2019 Jack's Creek F1 Wagyu
- 2018 Stockyard Silver by Stockyard
- 2017 Westholme Wagyu
- 2016 Darling Downs Wagyu by AACo
- 2015 Hughes Pastoral Co
- 2014 Goorambat Wagyu

2023 CLASS FIVE CHAMPION COMMERCIAL WAGYU MARBLE SCORE 5-7

DIAMANTINA WAGYU

By Stanbroke Beef



Sire ID MOYFH0132
Dam ID N/A
Breeder Stanbroke (Ringtank)

SCORE 865

Digital Marbling 32%
Digital Marbling Fineness 5.8
Eye Muscle Area 94 cm²

Days on feed (approx) 350 days
Age at slaughter (approx) 36 months
Target CWt range 400-420 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%



Exceptionally satisfying with grilled aroma, mild earthy flavours, explosive juiciness, sweet, caramelised and buttery notes.

CLASS FIVE

COMMERCIAL WAGYU MARBLE SCORE 5-7

CLASS FIVE COMPETITION RESULTS

BLACK OPAL

By Harmony Agriculture & Food Company



Sire ID N/A
Dam ID N/A
Breeder JHW Paterson

SCORE 842

Digital Marbling 29%
Digital Marbling Fineness 6.4
Eye Muscle Area 94 cm²
Days on feed (approx) 360+ days
Age at slaughter (approx) 28-28 months
Target CWt range 440 kg
Processor G & K O'Connor

TARGET MARKET%
Domestic 25% Export 75%

DIGITAL IMAGE AND JUDGES COMMENTS



Tremendously tender with initial creamy burst and a nutty flavour. Grilled buttery aroma that delights.

JACK'S CREEK WAGYU X

By Jack's Creek



Sire ID GINFM0069
Dam ID N/A
Breeder Warmoll

SCORE 816

Digital Marbling 37%
Digital Marbling Fineness 8.2
Eye Muscle Area 93 cm²
Days on feed (approx) 440 days
Age at slaughter (approx) 30 months
Target CWt range 440 kg
Processor Australian Country Choice

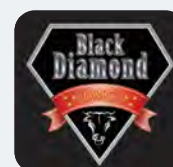
TARGET MARKET%
Domestic 15% Export 85%



A textural mouthfeel with lasting juiciness and an earthy, fresh aroma.

DMC BLACK

By Direct Meat Company



Sire ID N/A
Dam ID N/A
Breeder KB & L Zahl

SCORE 801

Digital Marbling 23%
Digital Marbling Fineness 4.8
Eye Muscle Area 71 cm²
Days on feed (approx) 400 days
Age at slaughter (approx) 30 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 10% Export 90%



Enjoyable, subtle and silky. Holds juiciness throughout as it melts in the mouth. Subtle caramelised butter aroma.

ICON XB WAGYU

By Paradigm Foods



Sire ID PSKFM0091
Dam ID N/A
Breeder Hugh McMurtrie

SCORE 783

Digital Marbling 34%
Digital Marbling Fineness 7.4
Eye Muscle Area 93 cm²
Days on feed (approx) 365 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%
Domestic 20% Export 80%



Clean, fresh flavour with initial juiciness and enjoyable tenderness.

CLASS FIVE
COMMERCIAL WAGYU MARBLE SCORE 5-7

CLASS PARTNER

CLASS FIVE COMPETITION RESULTS

OMINO

By Harmony Agriculture
& Food CompanySire ID N/A
Dam ID N/A
Breeder JHW Paterson

SCORE 781

Digital Marbling 31%
Digital Marbling Fineness 6.9
Eye Muscle Area 85 cm²
Days on feed (approx) 360+ days
Age at slaughter (approx) 28-28 months
Target CWt range 440 kg
Processor G & K O'Connor

TARGET MARKET%

Domestic 10% Export 90%

DIGITAL IMAGE AND JUDGES COMMENTS



Caramelised crust juxtaposed with a creamy centre. Great juiciness and succulent buttery flavour.

IMPERIAL BLOSSOM
BEEF

By Starzen Australia

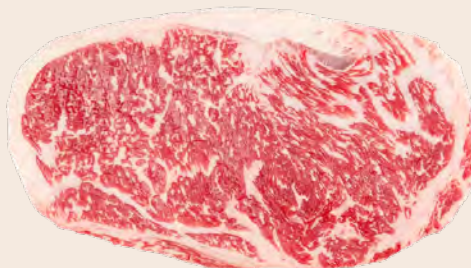
Sire ID Mirtna G267
Dam ID N/A
Breeder K-Spur Pastoral Co.

SCORE 779

Digital Marbling 36%
Digital Marbling Fineness 7.4
Eye Muscle Area 87 cm²
Days on feed (approx) 400 days
Age at slaughter (approx) 30 months
Target CWt range <350-450 kg
Processor Stanbroke

TARGET MARKET%

Domestic 80% Export 20%



Tender mouth experience with lasting juiciness. Roasted aroma with nutty taste.

WX BY RANGERS
VALLEY

By Rangers Valley

Sire ID
Dam ID N/A
Breeder Makim Makim

SCORE 727

Digital Marbling 29%
Digital Marbling Fineness 6.0
Eye Muscle Area 68 cm²
Days on feed (approx) 360 days
Age at slaughter (approx) 30 months
Target CWt range 450 kg
Processor Teys Beenleigh

TARGET MARKET%

Domestic 15% Export 85%



Good tenderness. Delicate buttery flavours and smells with a great caramel coated finish.

YUGO XB WAGYU

By Paradigm Foods

Sire ID MCKFL01366
Dam ID N/A
Breeder Hugh McMurtrie

SCORE 720

Digital Marbling 27%
Digital Marbling Fineness 6.6
Eye Muscle Area 91 cm²
Days on feed (approx) 365 days
Age at slaughter (approx) 36 months
Target CWt range 440 kg
Processor Stanbroke

TARGET MARKET%

Domestic 20% Export 80%



Initial juiciness with an earthy, nutty flavour. Grilled aroma with smokey notes.

MAJOR AWARDS

GRAND CHAMPION &
RESERVE CHAMPION WAGYU

RESERVE CHAMPION

The Reserve Champion is the second place overall highest score across all entries in the WBBC. The entry can be from any category and the Reserve Champion recognised outstanding achievement in the production of Wagyu beef to its highest standards.

GRAND CHAMPION

The Grand Champion is the entry with the highest overall score across all categories in the WBBC. Each year, the Grand Champion is celebrated by all in the Wagyu Sector as being the pinnacle of Wagyu production for the year within the WBBC, the only Wagyu-specific beef competition that puts the best Wagyu brands and new entries head-to-head to enable continual improvement in Wagyu quality in search of the ultimate eating experience.

The AWA would like to thank our champion partner **Ariat**

HONOUR ROLL
RESERVE CHAMPION

2023 Kiwami by Stockyard Beef
New category for 2023

HONOUR ROLL
GRAND CHAMPION

2023 Jade Wagyu by Kilcoy Global Foods
2022 Signature Series by Mayura Station
2021 Stone Axe by Stone Axe Pastoral
2020 Stone Axe by Stone Axe Pastoral
2019 Signature Series by Mayura Station
2018 The Phoenix by Mort & Co
2017 Tajima Wagyu by Andrews Meat Industries
2016 Pardoo Wagyu
2015 Master Kobe by AACo
2014 Shiro Kin by Andrews Meat Industries

2023 RESERVE CHAMPION

AWARDED TO SECOND HIGHEST OVERALL SCORE ACROSS ALL CLASSES

WAGYU
BRANDED
BEEF
COMPETITION

RESERVE

— 2023 —
RESERVE CHAMPION
WAGYUWAGYU
BRANDED
BEEF
COMPETITION

GOLD MEDAL

— 2023 —
FULLBLOOD
WAGYU

KIWAMI

BY STOCKYARD BEEF

SCORE **999**Breeder **Longford Station**Digital Marbling **52%**Digital Marbling Fineness **8.8**Eye Muscle Area **88 cm²**Days on feed (approx) **400**Age at slaughter (approx) **29 months**Target CWt. range **420 kg**Processor **John Dee**Sire ID **LFDFN0150**Dam ID **LFDFK0078**

Beautifully tender with sweet aroma with melting buttery flavour, dissolving juiciness, a superb Wagyu example.



RESERVE CHAMPION PARTNER

2023 GRAND CHAMPION

AWARDED TO THE HIGHEST SCORING ENTRY ACROSS ALL CLASSES

WAGYU
BRANDED
BEEF
COMPETITION

TROPHY

— 2023 —
GRAND CHAMPION
WAGYUWAGYU
BRANDED
BEEF
COMPETITION

CHAMPION

— 2023 —
FULLBLOOD
WAGYUWAGYU
BRANDED
BEEF
COMPETITION

GOLD MEDAL

— 2023 —
FULLBLOOD
WAGYU

JADE WAGYU

BY KILCOY GLOBAL FOODS

SCORE **1015**Breeder **Arubial Wagyu**Digital Marbling **58%**Digital Marbling Fineness **8.6**Eye Muscle Area **109 cm²**Days on feed (approx) **350+**Age at slaughter (approx) **36 months**Target CWt. range **430 kg**Processor **Kilcoy Global Foods**Sire ID **SPWFPP6**Dam ID **SKFM007**

The ultimate experience of rich caramelized and roasted aroma with silky smooth tenderness, umami and long lasting juiciness - deliciously balanced and succulent.



GRAND CHAMPION PARTNER

WAGYU BRANDED BEEF COMPETITION

Wagyu World's Luxury Beef

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 and event partners for their support of the 2023 Wagyu Branded Beef Competition. Congratulations to all winning entries on their achievement.

SPECIAL THANKS TO OUR 2023 PARTNERS

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



“The 2023 Wagyu Branded Beef Competition has showcased the outstanding eat quality performance of Wagyu. It is truly the best of the best”.

Wagyu Branded Beef 2023 Chief Steward, Dr Alex Ball



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Wagyu World's Luxury Beef