

2027 WAGYU BRANDED BEEF COMPETITION

The Australian Wagyu Association (AWA) is proud to present the 2027 Wagyu Branded Beef Competition. The highly regarded Wagyu Branded Beef Competition seeks to promote excellence in Wagyu beef production in 5 categories providing an opportunity for producers to benchmark their product and showcase the leading brands of Australian Wagyu. Entries will open on 21st September and will close on 5th October 2026. Once your entry information has been received, checked, and accepted, we will be in contact with additional entry information and deadlines.

ENTRY DETAILS

Entry fees

Entry fees are payable on receipt of invoice and non-refundable once entry is accepted by the Australian Wagyu Association. All prices listed are exclusive of GST. The AWA will invoice you for the classes you have entered.

Classes 1, 2, 3, 4 and 5 will be \$1,100 + GST per entry.

Delivery of Exhibits

Entries in Classes 1, 2, 3, 4 and 5 to be delivered to Prime Cut Meats from 10th November to 13th November 2026.

Delivery Address

Attn: Dane Sundry / Lauren Griffiths
Prime Cut Meats
12 Steel Place, Morningside QLD 4174
Phone: 07 3399 1390

Judging

To take place on the 18th, 19th & 20th November 2026.

BRANDED BEEF CLASSES

CLASS ONE – Fullblood Japanese Black

All entries must be Herdbook registered or a DNA sample will be taken by AWA for genomic testing and parent verification. Class 1 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.

CLASS TWO – Purebred Wagyu

All entries must be by a registered sire, a DNA sample will be taken by AWA for genomic testing, Wagyu Content testing and parent verification. Class 2 is a category that recognises 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.

CLASS THREE – Open Crossbred Wagyu

No Marble score restriction, a DNA sample will be taken by AWA for Wagyu Content testing and parent verification. Class 3 is a long-standing feature of the WBBC and 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.

CLASS FOUR – Open F1 Wagyu

No Marble score restriction, a DNA sample will be taken by AWA for genomic testing, Wagyu Content testing and parent verification. Class four is a category that recognises the power of Fullblood Wagyu genetics over optimal dam genetics from other breeds. All Class 4 entries are to be 50% Wagyu from Fullblood sires. The Open F1 Wagyu Steak class provides an opportunity to showcase the best of F1 Wagyu production.

CLASS FIVE – Commercial Wagyu (Marble Score 5-7)

A DNA sample will be taken by AWA for Wagyu Content testing and parent verification. 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. All Class 5 entries are to be 50% Wagyu from Fullblood sires.

COMPETITION ENQUIRES

Ella Patterson

AWA Marketing & Events Coordinator - phone 02 8880 7717 or email ella@wagyu.org.au

GENERAL COMPETITION REGULATIONS AND ASSESSMENT CRITERIA

1. Exhibitors must be a member (Full Member or Associate Member) of AWA to be eligible to enter this competition. All members will be allowed to enter the competition, including AWA Board members. Any member entering a product into this competition shall not take part, in any way, in conducting the competition, viewing results or issuing awards.
2. Exhibitors must state on the "Application to Enter" form the classes to be competed for. The Stewards may move an entry to another class if it is deemed that the entry is "out of class". Should an entry be proven to not conform with the requirements of the class it has been entered in, it may be removed from the competition and the entry fees will not be refunded
3. Judging will be conducted by Judges appointed by the AWA. Sponsors for the BBC are invited to be part of the panel, as well as specialist chefs, food critics and members of the broader food and Wagyu community. Judging will be "blind". All entries will be coded and at no time will any of the Judges be aware of the Brands or ownership of any of the samples (apart from the codes).
4. The exhibitor irrevocably consents to:
 - i. The AWA publishing or reproducing in any manner whatsoever any particulars or information in relation to their exhibits; the publication or reproduction may be in printed form or visual image through electronic means and/or the internet.
 - ii. The AWA conducting any tests or analysis of any description upon the entries at the discretion of the AWA.
5. Presentation of Awards: awards will be presented at the 2027 WagyuEdge Conference.
6. AWA will not be responsible for any loss, damage to or mis-delivery of any entry.
7. Exhibitors agree to the publication of all competition results.
8. All award-winning entries must only use the Australian Wagyu Association medal/trophy designs. Artwork will be supplied to all prize-winning exhibitors.
9. Exhibitors of awards agree that all advertising, promotion, or labeling arising from Gold, Silver and Bronze awards will be issued to all exhibitors that have achieved the minimum score attributed to each award. These levels will be at the discretion of the judges for each class. Trophies will be awarded to all Gold Medal recipients.

10. A Grand Champion award will be issued to the entry gaining the highest overall points from within all classes. A Reserve Champion award will be issued to the entry gaining the second highest overall points from within all classes. The highest point-scoring entry in each class will be awarded the Class Champion award.
11. All exhibits to become the property of the AWA.
12. All entries must be taken from carcasses slaughtered at an AUSMEAT accredited and audited processing plant, with EST number provided.
14. Ageing – it is recommended that all exhibits are aged no more than 28 days.
15. **Classes 1, 2, 3, 4 and 5** - Each exhibitor is to supply 1 x whole Striploin of H.A.M. 2140 or 2141 or 2142 or 2143, together with a copy of the carton end panel from which the entered product originated.
16. All entries will be subjected to digital analysis by the Meat Image Japan Digital Camera between the 10th/11th and 12th/13th rib sites. Any entries that have a marbling percentage higher than the cut-off for marble score 7 will be excluded from class 5.
17. Parentage for all exhibits must be provided, including sire and dam for entries in the Fullblood class, with sire to be provided for the Crossbred and Commercial classes if known, along with the breed or grade category of the female. AWA will take a DNA sample from each entry and this sample may be subjected to parent verification tests to ensure their Wagyu eligibility.
18. The award will include the year and class description of the award.
19. All entries must be not older than 36 months of age at the date of slaughter.
20. All entries must not exceed 500 days on feed.
21. AWA reserves the right to exclude any entry that displays signs of spoilage, including visual, discolouration, off aromas and consistency of the meat exudate.

STRIPLOIN BONELESS BEEF

Each exhibitor is to supply 1 x whole Striploin of H.A.M. 2140 or 2141 or 2142 or 2143, together with a copy of the carton end panel from which the entered product originated

Australian Handbook Number

2140 = 3 Rib

2141 = 0 Rib

2142 = 1 Rib

2143 = 2 Rib

Striploin is prepared from a Hindquarter by a cut at the lumbosacral junction to the ventral portion of the Flank. The Flank is removed at a specified distance from the eye muscle (M. longissimus dorsi) at both cranial and caudal ends.

ENTRY REGULATIONS

Every entrant is subject to the following Terms and Conditions upon submitting an entry into the competition.

1. I apply to enter the exhibits subject to the Terms and Conditions set out in the 2027 Wagyu Branded Beef Competition General Competition Regulations and Assessment Criteria; and
2. I agree to be bound by these Regulations; and
3. I certify that the information contained in my Application for Entry is true and correct to the best of my knowledge; and
4. I declare that the exhibit provided does represent accurately the class that it has been entered.
5. I will supply breeding information including parentage as requested by the AWA and consent to the AWA taking a DNA sample and conducting testing on this sample.