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For Immediate Release

NZ'S TOP STEAK – ASHHURST FARMERS TAKE THE TITLE

An Angus sirloin from the farm of Forbes and Angus Cameron in Ashhurst has been judged the nation's most tender and tasty steak at the Beef + Lamb New Zealand Steak of Origin Grand Final this evening.

Forbes and Angus Cameron have made history tonight – they are the first entrants to take out both this competition and the Beef + Lamb New Zealand Golden Lamb Awards (Glammys), in 2008.

The Camerons were announced as tonight's winners after an intense tasting of the top twenty finalist steaks by BMX World Champion and Beef + Lamb Iron Maiden, Sarah Walker; NZ Listener Food Columnist, Lauraine Jacobs; Executive Chef at Wharekauhau Estate and Beef + Lamb Ambassador Chef, Marc Soper and Head Judge, Graham Hawkes.

The competition, sponsored by Zoetis, is in its 13th year and celebrates the hard work and dedication of our New Zealand beef farmers.

NZ Listener Food Columnist, Lauraine Jacobs says it was a privilege to be involved in the judging of New Zealand's top steak.

"We judged each sirloin steak on aroma, juiciness, tenderness, texture and of course, taste. The quality of the beef I tasted this evening was simply exceptional and is a true testament to the skill of our producers," says Lauraine.

Forbes and Angus Cameron take home the Beef + Lamb New Zealand Steak of Origin Grand Champion shield as well as \$5,000 in prize money.

Two other prestigious awards were also announced this evening, the title of Supreme Brand Champion went to Countdown North Island and the Processor of the Grand Champion was Land Meat.

Also proving successful this evening, was Nero Restaurant in Palmerston North who won the Manawatu Beef Dish of the Year, as judged by close to 1,000 local diners over the past three weeks.

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For more information, please contact:

Ashley Gray
Marketing Manager, Beef + Lamb New Zealand Inc
09 489 0875/021 157 8489
ashley@beeflambnz.co.nz

Please see following page for the full list of results and background information.



2015 BEEF + LAMB NEW ZEALAND STEAK OF ORIGIN FINAL RESULTS

Grand Champion: Forbes & Angus Cameron, Ashhurst (Angus)

Processor of Grand Champion: Land Meat

Supreme Brand Champion: Countdown North Island (Countdown Angus) (Angus) - Takapoto Angus

CLASS 1 – BEST OF BREED: EUROPEAN

- 1st: Tony Partridge, Leeston (Simmental), processed at Ashburton Meat Processors
- 2nd: Tony Partridge, Leeston (Simmental), processed at Ashburton Meat Processors
- 3rd: Jon Knauf, Wairoa (Simmental), processed at Land Meat
- 4th: Malcolm Entwisle, Te Kauwhata (Aubrac), processed at Ruakura Meat Processors

CLASS 2 – BEST OF BREED: BRITISH

- 1st: Forbes & Angus Cameron, Ashhurst (Angus), processed at Land Meat
- 2nd: John & Joss Bayly, Paihia (Angus), processed at AFFCO Moerewa
- 3rd: Alistair Sharpe, Waihi (Angus), processed at Auckland Meat Processors/Wilson Hellaby
- 4th: Karen & Bob Schumacher, Inglewood (Red Devon), processed at Land Meat

CLASS 3 – BEST OF BREED: CROSSBREED & OTHER

- 1st: Tom Savage, Gisborne (Hereford/Shorthorn), processed at Land Meat
- 2nd: Ian Grogan, Feilding (Angus/South Devon), processed at Land Meat
- 3rd: Don Buchanan, Taumarunui (Piedmontese X), processed at Land Meat
- 4th: Forbes & Angus Cameron, Ashhurst (Angus/Salers), processed at Land Meat

CLASS 4 – BEST OF BRAND: RETAIL

- 1st: Chef's Choice (AngusPure) (Angus) - Rangitatau Trust
- 2nd: Bowmont Wholesale Meats (Hereford Prime) (Hereford) - Waikaka Station
- 3rd: Countdown South Island (Countdown Angus) (Angus) - Pendarves
- 4th: Bowmont Wholesale Meats (Hereford Prime) (Hereford) - Waikaka Station

CLASS 5 – BEST OF BRAND: WHOLESALE & FOODSERVICE

- 1st: Countdown North Island (Countdown Angus) (Angus) - Takapoto Angus
- 2nd =: Angus Meats (Angus Reserve) (Angus) - D.A. & K.A. Winchester
- 2nd =: ANZCO FOODS (Riverlands) (Angus) - G.A. Brasell
- 4th: Lake Farm Beef (Angus) - Lake Farm

Steak of Origin Background Information:

The Steak of Origin challenge 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.

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The competition process involved 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 four from each of the five classes) are tasted at the Grand Final by a panel of judges to find the most tasty and tender steak in the country, otherwise known as the Grand Champion. The judging criteria includes aroma, texture, flavour, tenderness and juiciness. The processor of the Grand Champion also receives an award as does the Supreme Brand Champion - winner of Class 5 - Best of Brand: Wholesale & Foodservice.

Manawatu Beef Dish of the Year Background Information:

The competition, run by Beef + Lamb New Zealand, invited customers to judge participating restaurant's selected beef dishes on tenderness, visual presentation, the degree of cooking, taste and overall dining experience. Every time an evaluation form was submitted, diners went in the draw to win a voucher to spend at any of the competing restaurants.

2015 Manawatu Beef Dish of the Year: Nero Restaurant

2015 Manawatu Beef Dish of the Year Runner-Up: Amayjen The Restaurant

The 2015 participating restaurants were:

- Aberdeen on Broadway
- Amayjen The Restaurant
- Bethany's
- Crave Restaurant
- Hana Mizu Ki Restaurant
- Jimmy Cooks @ The Copthorne Hotel
- La Patio @ Hotel Coachman
- Nero Restaurant
- Nosh @ Distinction Hotel
- Petit Dejeuner
- Table 188 Kitchen & Bar
- The Brewer's Apprentice
- The Strong Room