



# BRANDED BEEF AWARDS

2021 ENTRY PACKAGE

# WHY ENTER YOUR PRODUCT IN THE 2021 PERTH ROYAL FOOD AWARDS?

The Perth Royal Food Awards (PRFA) have become an important part of the agricultural industry in WA. An initiative of the Royal Agricultural Society of WA (RASWA), the PRFA's are rapidly expanding, with new competitions and categories being released in 2021 based on consumer and industry trends.

## BENEFITS

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- An opportunity to win a Perth Royal Food Award medal – Gold, Silver & Bronze medals are awarded to the highest scoring products.
- Receive an Award-winning Promotional Kit, which includes digital copies of your medal artwork to aid in promoting your winning products. Medal artwork can be included on your retail packaging, online branding and general promotions.
- Extensive Judging and Scoring from Australia's finest judges, allowing you to benchmark your product within the industry.
- Opportunity to have your award-winning products included in the President's Dinner on the first evening of the Perth Royal Show.
- Be actively promoted by RASWA's Marketing and Communications department.
- Awards placed digitally and in print on RASWA's documents and websites, including the Perth Royal Show website which receives on average of 675,000 website users each year.
- Opportunity to have your award-winning products utilised and promoted at RASWA corporate functions and potentially other external events throughout the year.

**WE INVITE YOU TO SUPPORT THE PERTH ROYAL FOOD AWARDS AND BENCHMARK YOUR PRODUCT/S WITHIN THE INDUSTRY.**

## ENTER ONLINE

[perthroyalfoodawards.raswa.org.au/food-beverage-competitions](http://perthroyalfoodawards.raswa.org.au/food-beverage-competitions)

For more information, please contact [foodawards@raswa.org.au](mailto:foodawards@raswa.org.au)





## SECTION CONDITIONS

# INFORMATION FOR EXHIBITORS

<b>Entries Open</b>	Monday 12 July 2021
<b>Entries Close</b>	Monday 16 August 2021
<b>Entry Fee</b>	\$200.00 (GST Free)
<b>Delivery Dates</b>	Thursday 2 September 2021
<b>Judging Dates</b>	Tuesday 7 and Wednesday 8 September 2021
<b>Awards Presentation</b>	Tuesday 28 September 2021
<b>Results Announced</b>	Tuesday 28 September 2021

## CONTACT INFO

**t:** (08) 6263 3100 **e:** [foodawards@raswa.org.au](mailto:foodawards@raswa.org.au) **w:** [perthroyalfoodawards.raswa.org.au](http://perthroyalfoodawards.raswa.org.au)



**THANK YOU TO OUR SPONSOR**





## SUBMITTING ENTRIES

All entries must be submitted online via <https://perthroyalfoodawards.raswa.org.au/>

**There is no limit to the number of entries per producer. However, each exhibit shall only be entered once.**

Multiple entries per class are permitted, as long as the exhibitor clearly identifies the difference between each entry (i.e. different product names) when entering.

No entry will be accepted, until the entry fee is received in full. Please note entry fees will not be refunded.

Exhibitors are responsible for selecting the correct classes and abiding by the rules and published deadlines.

The Royal Agricultural Society of Western Australia (RASWA) may, at its discretion, without any liability and without the prior approval of the exhibitor, disqualify or transfer an exhibit into a different class than that stated on the application for entry if in its opinion the exhibit has been entered in the wrong class.

## ENTRY FEES

\$200.00 (GST Free).

Full payment must be received by RASWA no later than the closing date of entries.

RASWA will not validate online entries until payment is received.

There will be no refund of entries withdrawn, not delivered or disqualified unless the entry is withdrawn with the Event Coordinator or CIC's approval.

## ORIGIN OF EXHIBIT

All exhibits must be made from 100% Australian grown and farmed produce unless specified otherwise.

The competition is open to commercial manufacturers.

A commercial business:

- Produces or manufactures its products from premises in Australia to a commercial standard (at the discretion of RASWA);
- Supplies goods in the relevant category on an ongoing basis at wholesale or retail level in Australia; and
- Generates a turnover that is reasonable for a commercially viable business from the sale of products that are eligible for entry in this competition (unless specified otherwise).

## QUANTITY OF EXHIBITS

Exhibitors are to provide one (1) whole striploin of H.A.M. 2140 vacuum sealed.

## DELIVERY OF EXHIBITS

Delivery date is Thursday 2 September 2021, between 9am and 4pm. No deliveries outside of this period will be accepted.

Royal Agricultural Society of WA

Perth Royal Food Awards

**The Banksia Pavilion**

Claremont Showground

1 Graylands Road

CLAREMONT WA 6010

RASWA cannot be held responsible for any theft, loss, delay or damage during the transport of entries.

All exhibits must comply with the Australian Food Standard Code. <http://www.foodstandards.gov.au>

*Where applicable, all exhibits must arrive in a chilled condition, e.g. consigned in a foam esky or insulated container, making sure that the transport and handling procedures are in accordance with all **Foodsafe requirements**.*

**Individual packs must contain a Use By or Best Before date.**

## THIRD PARTY MANUFACTURING

An exhibit (i.e. product) can be submitted by either the producer or the brand owner who has had the product produced under contract by a third party.

The contract producer must be listed as part of the entry process and recorded as the "contract manufacturer".

The exhibitor's name and the product name as recorded in the entry process, will be published in the results catalogue and should they be awarded, on any champion awards paraphernalia.

## IDENTIFICATION LABELS ON PACKAGING

Once entries have closed and payments processed, Exhibitors will receive an email from RASWA, which will include:

- PDF of e-labels to be printed for identification on entered products
- Exhibitor Entry Confirmation
- Summary of Entry

Exhibitors **must** print these labels in the precise format they are sent, preserving size, font etc. and securely attach them to each product submitted for entry.

Pleasure ensure that your email address on your competition profile is correct, as labels will be sent to that email address.

It is the exhibitor's responsibility to communicate with the Event Coordinator should they not receive their labels.

**Entries not bearing the PRFA competition labels will not be judged.**

## JUDGING PROCESS & CRITERIA

Judging will commence at 9.00am on Tuesday 7 and Wednesday 8 September 2021.

Judging is closed to the public.

Judging is conducted using the 100-point scoring system.

All entries are assessed and judged “blind” and on their own merits against the following criteria:

Visual (Raw)	5
Tenderness	10
Juiciness	10
Flavour	35
Overall Liking	40
<b>TOTAL</b>	<b>100</b>

Our judging process is designed to identify and appropriately manage conflicts, ensuring the integrity of our awards.

Judges are chosen on their industry knowledge and expertise and come from one or more of a broad range of industry sectors, including, but not limited to industry educators and researchers, producers, manufacturers, technologists from industry, product retailers and distributors, and product users.

Judges shall not at any time prior to the announcement of awards have access to or any knowledge of the identity of the maker of the exhibit.

Judges shall not have access to any exhibit other than from the plate containing it, which will be presented to them by the stewards.

Judges have the right to refuse conferring an award if in their opinion a product is not of satisfactory quality.

Awards shall be determined by the judges on the following points scale:

**Gold 90.0 + points**

**Silver 82.0 – 89.9 points**

**Bronze 74.0 – 81.9 points**

## AWARDS

Winners of gold, silver and bronze in each class will be awarded with certificates and the right to use the Perth Royal Food Awards medal artwork on their winning products.

Entries receiving 90.0 or more points and a gold award are eligible for the champions competition.

The gold medal entry in that class with the highest points, will be awarded the champion medal.

Champions will be awarded champion medal awards and certificates and the right to use the Perth Royal Food Awards medal artwork on their winning product.

## MEDAL ARTWORK

Gold, silver and bronze in each class and overall champions will be awarded with certificates and the right to use the Perth Royal Food Awards medal artwork on their winning products.

RASWA will provide winners with a medal template in PDF or JPEG format. It is the exhibitor's responsibility to arrange their own printing.

An exhibitor shall not advertise or allow to be advertised by any means whatsoever and in particular by broadcasting, television, pictorially or in writing, the fact that any exhibit has won an award at the Perth Royal Food Awards unless such advertisement shows clearly:

- i. The name Perth Royal Food Awards;
- ii. The year of the award;
- iii. The class in which the award was won;
- iv. The title of the award or trophy won where applicable.

## AWARD WINNERS

Where possible, award winners and outstanding exhibits will be promoted during the proceeding Perth Royal Show, Perth Royal Food Award presentations, sponsor functions and the Perth Royal Food Awards Gala.

Successful gold or champion winning exhibitors may have an opportunity to supply RASWA with award winning products at a negotiated rate, which will enable the winning products to gain exposure by being featured at any of the following Perth Royal Show activities; functions; dinners; official openings; other related activities.

## EXCESS JUDGING STOCK

All exhibits become the property of RASWA and will be disposed of in accordance with health regulations. Excess stock may be used for promoting award winners at award functions and media opportunities or for educational purposes such as workshops.

Unopened products within their Use By or Best Before date may be given to charities that facilitate the safe and timely distribution of food to people in need.

## AWARDS PRESENTATION

Awards will be announced and presented at the competition specific awards presentation, organised by RASWA. This is a great event celebrating and networking with winners from the Perth Royal Food Awards, announced throughout the evening.

Award winners are expected to collect their award(s) or arrange for the collection by their agent at the awards presentation. If RASWA is required to mail trophy awards, the cost will be the responsibility of the trophy winner. RASWA will not be responsible for storing awards after the awards presentation.



## GALA

Encompassing 16 diverse categories across four months of rigorous judging, the Perth Royal Food Awards is Western Australia's toughest food and beverage competition.

Organised and run by the Royal Agricultural Society of WA (RASWA), the Perth Royal Food Awards boast a dedicated team of national and international judges who taste, tear, sniff, crush and swill their way through thousands of entries every year.

The Perth Royal Food Awards Gala is the culmination of the 2021 programme, celebrating the successes of this year's entrants and marking the special contribution of WA's finest producers through the Grand Champion Awards.

The Western Australian Branded Beef Grand Champion Trophy will be determined by the following:

- 100% Western Australian
- Top Gold & Champion exhibits will be eligible for this award
- All judges will judge this award
- In the event of a tie, the decision will be deferred to the Chief Judge, who will make the final decision. The Chief Judges decision is final.
- The Western Australian Branded Beef Grand Champion Award will be presented at the Gala.

## SPECIAL INSTRUCTIONS

All exhibits must display a Use By or Best Before date.

All exhibits must be submitted vacuum sealed and supplied with:

- Kill Date
- MSA Grading Date (if appropriate)
- RASWA Identification Label

All exhibits will be prepared and cooked in accordance with RASWA protocols.

**To be eligible for the Champion Single Origin Beef Award, the exhibitor must nominate their exhibit for this award on their Application for Entry.**

## PERSONAL RESULTS

Results will be emailed, and Certificates will be posted to Exhibitors in the subsequent weeks of judging.

# GRAND CHAMPION

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## WESTERN AUSTRALIAN BRANDED BEEF GRAND CHAMPION

### CHAMPIONS

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**CHAMPION GRASS-FED BEEF**

**CHAMPION GRAIN-FED BEEF**

**CHAMPION WAGYU**

**CHAMPION VEAL**

**CHAMPION EXPORT BEEF**

**CHAMPION OPEN BEEF**

**CHAMPION SINGLE ORIGIN BEEF**

### CLASSES

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**Class 1 Grass-Fed Beef**

Grass-fed exhibits must be fed an eligible diet which is derived solely from forage consisting of grass (annual and perennial). The cattle must not be fed a grain-based supplement nor sourced from a feedlot and needs to be accredited from the Pasture Fed Cattle Assurance System (PCAS) or equivalent assurance system.

All exhibits must meet the minimum MSA ageing requirements of no more than 30 days at time of judging. No dry ageing product.

**Class 2 Grain-Fed Beef**

Grain-Fed exhibits must be fed products derived from grains and processed from an accredited feedlot with the National Feedlot Accreditation Scheme (NFAS).

Exhibitors must produce a minimum volume of 30 bodies MSA graded per week.

Exhibits must be grain fed.

**Class 3 Wagyu**

AUS-Meat marbling score 5+.

Any exhibit containing Wagyu regardless of MSA grading, MUST enter this class.

**Class 4 Veal - Milk, Grass/Grain**

Shows youthfulness and Veal Colour (Veal meat colour must not exceed the AUS-MEAT Veal Colour Standard V5).

Has no evidence of eruption of permanent incisor teeth. Weighs no more than 150kg. In males, after SSC assessment shows no evidences of SSC.

**Class 5 Export Beef**

Exhibits entered in this class must only be products destined for the export market and not entered in classes 1 to 4. They can be fresh or frozen.

**Class 6 Open Beef**

Exhibits entered in this class must only be products ineligible for entry in classes 1 to 5.

A description of why the exhibit has been entered in this class is required.

**Note: To be eligible for the Champion Single Origin Beef Award, the exhibitor must nominate their exhibit for this award on their Application for Entry.**

# GENERAL SHOW REGULATIONS

The Society's General Show Regulations and Section Conditions regulate the conduct of the Show. Upon acceptance of an entry, the Exhibitor is irrevocably contracted to be bound by those General Show Regulations and Section Conditions.

A copy of the Society's General Show Regulations may be obtained on application or downloaded from the website <http://perthroyalshow.com.au/general-regulations/>

An Exhibitor who breaches any General Show Regulation or Section Condition may be disqualified, or suspended for any period, fined or otherwise penalised.

## WITHDRAWAL OF EXHIBIT BY THE SOCIETY

The Society may, at its sole discretion, withdraw, reject or disqualify an exhibit. Refer to the Society's General Show Regulation 3.18.

## AWARDS

The Society will not be responsible for awards not received by Exhibitors **after 31 December 2021**. If you have not received your award(s) by 30 November 2021, please contact RASWA on (08) 6263 3100.

## SOCIETY'S LIABILITY

The attention of Exhibitors is drawn to General Show Regulation 17, with reference to the Society's Liability.

## SOCIAL MEDIA POLICY

All personnel engaged by the Royal Agricultural Society of WA (RASWA) are bound by RASWA's Social Media Policy (<https://www.perthroyalshow.com.au/social-media-policy/>) and are required to use social media in a positive manner and with the best intentions.

- Whether posting on a public or private page or group, please present in a suitable and respectful manner of RASWA, Perth Royal Show and the Claremont Showground.
- Be mindful of posting/discussing subjects that may inflame someone's emotions. Please show respect for others' opinions and be courteous always.
- Do not post personal information about yourself or others, confidential or non-public information, offensive or negative comments.

If anyone is found to have made comments that are deemed unreasonable or derogatory, action will be taken by RASWA to ensure all parties are protected and inappropriate use reprimanded.

## PROMOTION

No advertising or promotion on behalf of commercial business will be permitted on the Showground without the prior written consent of the Society's Chief Executive Officer.

## PRIVACY ACT STATEMENT

The information provided by the Exhibitor in the application for entry is collected and used by the Royal Agricultural Society of Western Australia (RASWA) to organise and conduct competitions at the Show. We may publish details such as your name, address and exhibit details in any RASWA publication or communication. Such information may also be made available to and published by the media. We will not disclose your information without your consent for any other purpose unless required or authorised by law. You may request access to your personal information and, if necessary, request that our records of that information be corrected by writing to the Chief Executive Officer at the Royal Agricultural Society of Western Australia, PO Box 135, Claremont WA 6910.



Claremont Showground  
1 Graylands Road, Claremont WA 6010  
(08) 6263 3100  
foodawards@raswa.org.au  
**perthroyalfoodawards.raswa.org.au**