



BRANDED MEATS AWARDS

2024 ENTRY PACKAGE

BENCHMARK YOUR PRODUCT WITHIN THE INDUSTRY.

Enter online at: perthroyalfoodawards.raswa.org.au/food-beverage-competitions





ENTER THE 2024 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 2024 based on consumer and industry trends.

THE BENEFITS

PERTH ROYAL FOOD AWARD MEDAL

An opportunity to **win a Perth Royal Food Award medal** – Gold, Silver & Bronze medals are awarded to the highest scoring products.

AWARD-WINNING PROMO KIT

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.

AUSTRALIA'S FINEST JUDGES

Extensive Judging and Scoring from **Australia's finest judges**, allowing you to **benchmark your product within the industry**.

PERTH ROYAL SHOW OPPORTUNITY

Opportunity to have your award-winning products included in the **President's Dinner** on the first evening of the **Perth Royal Show**.

MARKETING

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 received over **one million** website views in 2023.

OPPORTUNITIES

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 ENTER THE PERTH ROYAL FOOD AWARDS & BENCHMARK YOUR PRODUCT WITHIN THE INDUSTRY.

Enter online at: perthroyalfoodawards.raswa.org.au/food-beverage-competitions
For more information, please contact foodawards@raswa.org.au



KEY DATES

JUNE

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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JULY

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OCT

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Entries Open Wednesday 10 July 2024

Entries Close Friday 13 September

Entry Fee \$200.00 + GST

Delivery Date Thursday 10 October 2024

Judging Dates Tuesday 15 October 2024

Awards Presentation Friday 25 October 2024

Results Announced Friday 25 October 2024

CONTACT INFORMATION

Competition

For all general and competition enquiries relating to the 2024 Perth Royal Food Awards please contact:

Jodie Spirek

E: foodawards@raswa.org.au

T: (08) 6263 3100 W: perthroyalfoodawards.raswa.org.au

 @perthroyalfoodawards.PRFA

Sponsorship Opportunities

For all enquiries relating to sponsorship, please contact:

Partnerships Executives

E: sponsorship@raswa.org.au

Marketing & Media

For all media, marketing & social media enquiries relating to the 2024 Perth Royal Food Awards, please contact:

Communications Executive

E: media@raswa.org.au

Marketing & Social Media Executives

E: marketing@raswa.org.au

 @perthroyalfoodawards



SUBMITTING ENTRIES

To submit entries to the Perth Royal Branded Meats Awards:

1. Read through the 2024 Perth Royal Branded Meats Schedule;
2. Submit your entries and complete the payment for your entries online via **perthroyalfoodawards.raswa.org.au/food/beverage-competitions**
3. On confirmation of your entries, please follow information provided on product delivery to ensure that deliveries arrive in time.

There is no limit to the number of entries per exhibitor, however, each exhibit shall only be entered once in each class or subclass.

Exhibitors are responsible for selecting the correct classes or subclasses and abiding by the section conditions and published deadlines.

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

COMMERCIAL TITLE

Exhibitors are required to detail the Commercial Titles of all Exhibits on the Application for Entry. Commercial Titles will be published in the Results Catalogue, online and used for promotional material. Commercial Title, includes but is not limited to, the brand name and product description as it appears on the Exhibit's primary commercial label.

COMMERCIAL AVAILABILITY

Exhibits must meet the following criteria for Commercial Availability. Exhibits may be disqualified if they are not commercially available at the time of judging: **

- Produces or manufactures its products from premises in Australia to a commercial standard (at the discretion of RASWA);
- Each Exhibit entered must be the absolute property of the exhibitor and must be commercially available in Australia;
- Exhibits must be taken from a normal production run and must be identical to those commercially available;
- At the time of judging, RASWA may conduct an audit to compare Exhibit samples with those commercially available;
- 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).

** Wine and Chocolate are the only exceptions.

ELIGIBILITY OF PRODUCTS

All products must comply with the requirements of the Australian Food Standards Code for both product and packaging. Exhibits not complying with the Australian Standard, will be disqualified.

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).

DEFINITION OF EXHIBITOR

An Exhibitor means a person, firm, partnership, company or body corporate, which in the opinion of RASWA:

- Manufactures or processes fine food produce; or
- Has product manufactured, packaged or processed under contract for the purpose of sale under the registered business name of the Exhibitor as stated on the Application for Entry
- All Exhibitors who have their product made under contract must identify the Producer on their Application for Entry.

DEFINITION OF PRODUCER

A Producer means the registered premises that manufacture the product entered into the Competition.

CLASS TRANSFERS & WITHDRAWALS

- It is the sole responsibility of the Exhibitor to enter the Exhibits in the correct Class and Competition or be subject to disqualification without refund of Entry Fee;
- 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.
- If an Exhibitor wishes to withdraw an Exhibit, they must do so in writing to the Perth Royal Food Awards Coordinator.
- Once entries have closed, there will be no substitution of products. The products which have been entered in the online Application for Entry are those samples that are required to be delivered for judging.
- Once entries have closed, products can be moved into another Class, however no products are able to be substituted for a new entry.

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.

OBLIGATIONS FOR MEDAL & CHAMPIONSHIP WINNERS

Following judging, RASWA hosts awards events which consists of a selection of award winning produce for consumption. Successful medal winning exhibitors may be required to supply a reasonable quantity of award winning produce at cost price. The supply of products will enable winning products to gain exposure by being featured at the events.

ENTRY FEES

\$200.00 plus GST.

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.

QUANTITY OF EXHIBITS

BRANDED BEEF

Branded Beef Competition

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

Striploin 2140

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



BRANDED PORK

Branded Pork Competition

Exhibitions are to provide one (1) boneless pork loin from the 4 to 14 rib skin on, vacuum sealed.

HAM 4340

A loin is prepared from a middle by removal of the belly by a cut parallel to the dorsal edge measured by the ventral edge of the eye muscle.



BRANDED LAMB

Branded Lamb Competition

Exhibitions are to provide two (2) whole 8 rib racks, left and right from the same carcass. Must be presented frenched, cap on AUS MEAT primal cut HAM 4756.

HAM 4756

Rack Cap on - Frenched is prepared from a Rack (Item 4756) the cap muscle to be retained in situ. The feather bones and chine are removed. The Cap muscle overlay on the ribs is removed at a specified distance from the eye muscle and parallel to the backbone. Ribs are frenched.





DELIVERY OF EXHIBITS

Delivery date is Thursday 10 October 2024, between 9am and 4pm. No deliveries outside of this period will be accepted.

Royal Agricultural Society of WA
Perth Royal Food Awards

The Wheel + Bull
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.

IDENTIFICATION LABELS FOR DELIVERY

Once entries have closed and payments processed, exhibitors will receive an email from Perth Royal Food Awards (PRFA) which will include:

- PDF of e-labels to be printed and securely affixed to EACH exhibit;
 - Summary of Entry;
 - Map for delivery of products and Instructions
1. It is the responsibility of the Exhibitor to check the information on the Summary of Entry to check the information is correct and accurately reflects the Classes into which the exhibits have been entered.
 2. Exhibitors are required to print these labels in the precise format that they are sent, preserving size, font etc. and securely attach them to each exhibit submitted for entry.

Labels can either be printed on paper, cut out and affixed with CLEAR packing tape, or alternatively printed (using a laser printer) on AVERY L7160 adhesive labels

Please ensure that the BARCODE on the PRFA label is clearly printed and visible.

3. Please ensure that your email address on your Perth Royal Food Awards (PRFA) Exhibitor competition profile is correct as this is where labels, documentation and information regarding the competition will be sent. The PRFA cannot be responsible if the Exhibitor does not receive correspondence due to an incorrect email address.

It is the responsibility of the Exhibitor to communicate with the PRFA Event Coordinator should they not receive their entry documentation and correspondence.

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

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.

JUDGING PROCESS & CRITERIA

Judging will commence at 8.00am.

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
TOTAL	100

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 or subclass 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:

- iv. The name Perth Royal Food Awards;
- v. The year of the award;
- vi. The class in which the award was won;
- vii. 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 and sponsor functions.

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.

SPECIAL INSTRUCTIONS

ALL EXHIBITS MUST DISPLAY A USE BY OR BEST BEFORE DATE.

Supermarket branded products are to be entered by the producing factory.

The exhibitor must be the manufacturer or the packer of the product.

No entry will be received from any person or persons disqualified by the Society during the period of such disqualification. Should any such entry be accepted, it shall, when discovered be deemed void and the entry fee and products shall be forfeited, and other affiliated Show Societies notified.

PERSONAL RESULTS

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

BRANDED BEEF

CHAMPIONS

CHAMPION WA BEEF

CHAMPION GRASS-FED BEEF

CHAMPION GRAIN-FED BEEF

CHAMPION WAGYU

CHAMPION EXPORT BEEF

CHAMPION OPEN BEEF

CHAMPION SINGLE ORIGIN BEEF



BEEF

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.

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 **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 5 **Open Beef**

Exhibits entered in this class must only be products ineligible for entry in classes 1 to 4.

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

BRANDED PORK

CHAMPIONS

CHAMPION WA PORK

CHAMPION FREE RANGE PORK

CHAMPION OPEN PORK

CHAMPION WAGYU

CHAMPION EXPORT PORK

CHAMPION HERITAGE BREED PORK



PORK

To be eligible for the Champion Heritage Breed Pork Award, the exhibitor must nominate their exhibit for this award on their application for entry.

Class 1 **Free Range Pork**

Free range (FR) pork must be from pigs raised, slaughtered and processed as free range according to APIQ FR standards.

Exhibits entered in this class, must be FRESH and not frozen.

Exhibits must not consist of moisture infusion methods and cannot include any additives.

Class 2 **Open Pork**

This class by default includes pork from all piggeries that do not meet specific requirements to be defined as FR (based on APIQ standards).

Exhibits entered in this class, must be FRESH and not frozen.

Exhibits must not consist of moisture infusion methods and cannot include any additives.

Class 3 **Export Pork**

Exhibits entered in this class must only be products destined for the export market and not entered in classes 1 or 2. They can be fresh or frozen.

BRANDED LAMB

CHAMPIONS

CHAMPION WA LAMB

CHAMPION GRAIN-FED LAMB

CHAMPION OPEN LAMB

CHAMPION EXPORT LAMB



LAMB

Class 1 Grain-Fed Lamb

All grain fed lambs must be sourced from a livestock production system that is accredited by AUS-MEAT under the Livestock Production Accreditation Scheme (LPAS) for Grain Fed Lamb and must comply with the feeding and carcass criteria as specified by AUS-MEAT. Exhibitors must specify the number of days of grain the exhibit has been fed on the application for entry.

Class 2 Open Lamb

Lambs sourced from a livestock production system that meets AUS-MEAT standards and are not included in class 1.

Class 3 Export Lamb

Exhibits entered in this class must only be products destined for the export market and not entered in classes 1 or 2.

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 2024. If you have not received your award(s) by 30 November 2024 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 manner, respectful 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
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