



Advancing Rural Queensland

AgForce media release: 11 August, 2011



Best of the best celebrated

The cream of Queensland's red meat industry was celebrated at the state's premier industry awards in Brisbane last night.

The 2011 Queensland Red Meat Awards, hosted by broadacre representative group AgForce at Brett's Wharf restaurant, recognises leaders in red meat production, retail and dining and recognises the industry's rising stars.

AgForce president Brent Finlay said the Queensland Red Meat Awards are the pinnacle event where those with a passion for success in the red meat industry gather to celebrate and showcase their businesses.

"It has been a tough year for the Australian red meat industry but the calibre of this year's finalists – who all demonstrated passion for environmental responsibility, innovation and strong focus on the consumer – is testament to the resilience of Queensland's red meat producers, retailers and restaurateurs.

"The red meat supply chains provide the highest quality beef and sheepmeat backed by professionalism, environmental integrity and quality assurance, and they also create jobs in rural, regional and urban areas and contribute to Australia's economy.

"The innovation and determination shown by those who are nominated continues to set very high standards on which the industry can develop.

"This true concept of 'paddock to plate' celebrates every part of the industry process and ultimately leads to a fine dining experience for the consumer."

The sell-out event brought together 200 guests representing all sectors of the red meat industry at iconic Brisbane restaurant Brett's Wharf.

For comment, contact Brent Finlay on 0414 415 361

AgForce media and communications: Jane Paterson 0418 733 102 or patersonj@agforceqld.org.au and Grace Reck 0427 626 853 or reckg@agforceqld.org.au

The winners of the 2011 Queensland Red Meat Awards are:

2011 Innovation in Red Meat – Retailer of the Year:

Sponsored by Meat & Livestock Australia

Kobe's of Whites Hill Gourmet Butchery – *Camp Hill, Brisbane*

Kobe's mission is to inspire red meat lovers with Wagyu steaks and roasts and to titillate them with value-added lines. Located in a small centre of 11 shops in Camp Hill, Brisbane, Kobe's has been establishing a reputation as one of Brisbane's premier destination gourmet butcheries, primarily on the back of award winning Cabassi and Rea Wagyu beef, MSA graded grass fed beef and Tasmanian and Victorian lamb. Kobe's of Whites Hill has undertaken an unprecedented amount of staff training, product promotion and consumer awareness to prove to ourselves and the retail industry that the red meat category can be expanded through this "value selling" approach rather than a "volume discount" model that can be biased toward white meat sales.

Contact: Peter Cabassi on 0414 865 911.

2011 Best Red Meat Restaurant – Regional:

Sponsored by Meat & Livestock Australia

Fitzzy's Fibber Magee – *Toowoomba*

Fitzzy's Fibber Magee has firmly established itself as an icon in Queensland's pub and food scene since 1998. Fitzzy's innovative chefs deliver a mix of old favourites and modern cuisine characterised by quality of product, taste and presentation and backed by professional and trustworthy suppliers. Innovations such as the Bull Club, an invitation-only luncheon, enhance the red meat experience.

Contact: Anita Fitzgibbons on (07) 4631 3755 or 0488 119 850

2011 Best Red Meat Restaurant – Metropolitan:

Sponsored by Meat & Livestock Australia

Moo Moo The Wine Bar + Grill – *Brisbane*

Moo Moo The Wine Bar + Grill is an award winning chain of fine dining restaurants located in Brisbane, Broadbeach and Denarau Island (Fiji). With an eclectic mix of sleek, refined interior spaces with a luxurious, industrial edge, and striking lighting, Moo Moo puts the sexy back into steak. Owner Steven Adams elevates the concept of a steakhouse by delivering a menu celebrating fresh seasonal flavours from family farms and artisanal producers. At the forefront of Moo Moo The Wine Bar + Grill's competitive advantage is its determination towards the education of Australian beef. This business advantage is executed through the education of our staff, who then impart this knowledge upon willing customer's to ensure that they are capable of making the most informed decision. This process both internally helps the business to optimise its overall dining experience, but also externally promotes the Australian Beef Industry, thus helping improve the image of Moo Moo The Wine Bar + Grill through its association with Australian Red Meat, Meat Standards Australia and Meat and Livestock Australia.

Contact: Nathan Boronio on 0409 811 582.

2011 Red Meat Industry Emerging Leader

Sponsored by Queensland Rural Industry Training Council

Stuart Barrett – *'Drumburle', Thangool*

Stuart Barrett is a 29 year old fifth generation beef producer from Central Queensland who is passionate about ensuring sustainable beef production for a growing population by

optimising the environmental aspects of paddock beef production. He is making strides forward in promoting not only the red meat industry, but for the positive environmental aspects of red meat production through his work with agricultural advocacy, Target 100 and on the Central Queensland Beef Research Council. His achievements include being involved in MLAs Target 100 advocacy program which has an overall goal of delivering sustainable cattle and sheep farming by 2020, and travelling on a speaking seminar program to Eidsvold, Charters Towers and Cloncurry with MLA delivering workshops on the topic. Stuart believes in the long term, his advocacy will help to educate metropolitan Australians about the red meat industry and even help pave the road for better understanding of food production and agriculture.

Contact: Stuart Barrett on (07) 4995 8612 or 0427 958 193.

2011 Innovation in Red Meat – Producer of the Year

Sponsored by AgForce Queensland

MDH Pty Ltd – *Brisbane*

MDH Pty Ltd (McDonald Holdings) is a privately owned and operated beef cattle operation based in North West Queensland. The company runs 170,000 head of cattle and manages all aspects of the beef production process, spread across 11 cattle stations and a feedlot in Queensland. The breeding takes place in the Cape York Peninsula area, backgrounding in the Cloncurry/Boulia/Winton districts and finishing on improved pastures in the central highlands or grain at the feedlot on the Darling Downs. After spending 100 days on grain the majority of the cattle are processed and marketed under the two boxed beef brands Wallumba and Alexander. MDH is passionate about the longevity of beef production and creating a competitive edge for the Australian beef industry. MDH strongly supports research and development and willingly collaborates with science organisations and industry bodies to aid in the development of innovation and best practice. Among a number of innovative practices, MDH is the first commercial cattle producer in the world to trial CSIRO's germ cell transplantation technology. If the trials are successful, the technology will enable the infusion of elite genetics to produce calves with more economically desirable characteristics while using bulls that are adapted to the tropical environment.

Contact: Zanda McDonald on (07) 4742 5906 or 0419 738 852.