



Pure Black quality shines through

Greenham Tasmania has walked away with two highly prestigious awards for its Pure Black Natural Angus Beef from Australia's premier beef producers' event.

Beef Australia 2012, held recently in Rockhampton, has grown to become the cattle industry's national exhibition, attracting more than 75,000 people from across Australia and around the world.

The event showcases more than 4000 cattle from over 30 breeds and includes a trade fair, seminars, property tours, celebrity chefs, concerts, fashion shows, a gala ball and an international genetics conference.

But the focal point for Greenham is the ANZ National Beef Carcass Competition, the only one of its kind in Australia.

This year's competition saw 336 entries from five states, with judging overseen by Beef Australia 2012 representative Wayne Davis, who visited 18 abattoirs around the country over a six-month period.

The competition gives beef producers the unique opportunity to benchmark their product on a national level.

Entries are slaughtered at multiple processing sites across the nation and measured statistically against a common set of criteria using the Australian Beef Carcass Appraisal System and Meat Standards Australia.

Greenham Tasmania backed up its strong performances at Beef 2009 by again submitting entries representing its famed Pure Black label.

And, once again, the company's suppliers can boast of producing some of the best meat in the nation, with Pure Black beef winning the MSA eating quality champion carcass and MSA eating quality award for combined highest scoring pen of three carcasses.

Ranging in Oss scores from 110 to 140, the Pure Black entries all produced MSA scores out of 40 between 30.56 and 31.52.



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Peter Greenham Jnr, who was on hand to accept the awards, said the results had been exciting news for the company and its suppliers.

“This carcass competition is a highly significant event and we do promote it to our farmers,” Mr Greenham said.

“When you consider Tasmania contributes just 2 per cent of Australia's total meat production, it's a tremendous accolade, both for the Pure Black brand and its farmer suppliers.”

The Beef Australia event is held every three years, with the next due to take place again in Rockhampton in May, 2015.

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