



Queensland Red Meat Awards recognise ravishing red meat

Do you know someone who has made an outstanding commitment to the red meat industry in any sector? Are you proud of the sheepmeat, beef or goats you produce?

AgForce event manager Wendy Allen said the red meat industry is looking for their top performers and innovators to be recognised as the 'Innovation in Red Meat – Producer of the Year' at the 2011 Queensland Red Meat Awards, hosted by AgForce.

"The Red Meat Awards recognise the entire meat supply chain from paddock to plate, and catered for rural, regional and urban businesses of all sizes," she said.

"Every link in the supply chain plays a key role in delivering high quality red meat to consumers, so we are calling on all beef or sheep producers, processors, retailers and restaurants who are doing great things in their industry to nominate and be recognised for their contribution to the red meat industry."

Previous Red Meat Award winner and business owner Andrew King said winning the 2010 Sheepmeat Producer of the Year Award has boosted brand recognition and sales for his business Silverwood Organics.

"Winning the award boosted our exposure and has helped us to build our business," Mr King said.

Mr King runs Silverwood Organics with his wife Maree, producing organic boxed lamb in Longreach.

"We diversified into Dorpers around 12 years ago to help secure production and converted to organic production to target the premium lamb market," Mr King said.

"Initiatives like the Queensland Red Meat Awards help us increase our exposure, and by utilising social media and our online retail presence we also target the urban marketplace."

Queensland Country Life is also backing the industry at the awards, with the prestigious Queensland Country Life Red Meat Achiever of the Year title to be presented at the gala awards dinner at the iconic Brett's Wharf restaurant on 10 August, with bookings now open at www.agforceqld.org.au

The 2011 Red Meat Awards include:

- Innovation in Red Meat – Producer of the Year
- Innovation in Red Meat – Retailer of the Year
- Red Meat Industry Emerging Leader
- Best Red Meat Restaurant – Regional
- Best Red Meat Restaurant – Metropolitan; and the
- Queensland Country Life Red Meat Achiever of the Year

If you think your business showcases red meat in an award winning way – or if you know someone who does – visit AgForce's website www.agforceqld.org.au > Industry Activities > Red Meat Awards.

For comment, contact Wendy Allen on 0409 814 200.

AgForce media and communications: Grace Reck 0427 626 853 or reckg@agforceqld.org.au