

Monday, March 31, 2014

## Top national lamb producers to be honoured at LambEx

LambEx is launching a national search for the most tender, flavoursome and juiciest lamb in Australia as part of the national conference, to be held in Adelaide in July.

*Australia's Best Lamb Competition* is open to lamb producers, processors, wholesalers, and retailers. Entries will be open in six categories – three weight classes (18-22kg, 22-26kg and 26+kg) from grain-fed or grass-fed systems.

Entry forms must be received by June 1, 2014, with judging to be conducted on July 9 at Regency TAFE in Adelaide. The winners will be announced at the AWI GrandsLamb dinner at LambEx on Thursday, July 10.

LambEx committee member Nette Fischer says the conference organising committee wanted to promote and enhance the pride and skills among lamb producers, processors, wholesalers and retailers.

“LambEx is a celebration of all that is tasty and nutritious about lamb so the conference aims to capitalise on the popularity of lamb products,” she said.

“We hope this competition increases consumer knowledge of the benefits and variety of lamb products that are available, and hopefully increase sales and profits for producers too.”

Australian Meat Industry Council and competition coordinator Paul Sandercock says entries will be judged by a panel of meat and fine food experts.

Entries will be scored on:

- Visual appearance and texture of the uncooked product (a score from 20 points).
- Juiciness (20 points), aroma (10), flavour (20), tenderness (20) and overall liking (10) of the cooked product.

The overall winner will receive the honour of the title *Australia's Best Lamb* and will receive a framed certificate and marketing stickers.

The competition is supported by Elders, Australian Meat Industry Council and tafeSA. Visit [www.lambex.com.au](http://www.lambex.com.au) for an entry form.

### More information ...

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