

Monday, May 19, 2014

Entries OPEN for Australia's Best Lamb competition

LambEx's national search for Australia's most tender, flavoursome and juiciest lamb has started with entries to the competition opening last week.

LambEx – to be held at the Royal Adelaide Showground from July 9-11 – is a national conference featuring outstanding speakers, an extensive trade exhibition, premium South Australian food and an opportunity to communicate with all sectors of the lamb value chain.

The best product will be awarded the coveted Australia's Best Lamb title in front of a crowd of industry leaders and producers at the AWI GrandsLamb dinner on Thursday, July 10.

Entries will be open in six categories – three weight classes (18-22kg, 22-26kg and 26+kg) from grain-fed or grass-fed systems.

Head judge George Ujvary, Olga's Fine Foods, says the judges will assess the entry's aroma, flavour, juiciness and overall likeability as well as how it looks raw, with attributes such as marbling, the level of fat and whether it is well-presented.

"All of those things really are what consumers look at if they were buying a piece of meat – how does it look raw?" he said.

The judging process is stringent. Once all samples have been assessed they will be cooked by roasting for a set time period until they reach a set temperature, then they will be removed from the oven and rested.

"Samples are roasted so there is continuity across all of the entries and they are cooked the same and to the same level of doneness so we can judge them all equally. They are rested for 10 minutes before they are cut so all the juices can be distributed back into the centre of the meat which will give a much better eating experience.

"Each cutlet is cut in the same order and each judge gets the same cutlet that way the judges get the same bit of meat off every rack, ensuring continuity and making sure the judging process is fair," George said.

"Australia's Best Lamb is an important prize for a farmer, it's all part of the communication process that consumers can know what they're getting. For the farmer, they can really market themselves as having Australia's best lamb. It's a win for the farmer and it's a win for the consumer."

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.

LambEx committee member Nette Fischer says the conference is a celebration of all that is tasty and nutritious about lamb so the competition aims to capitalise on the popularity of lamb products.

Lambex²⁰¹⁴

JULY 9-11 ADELAIDE SOUTH AUSTRALIA

“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,” she said.

The competition is open to lamb producers, processors, wholesalers, and retailers and is supported by Elders, Australian Meat Industry Council and TafeSA.

Entry forms must be received by June 2, 2014, with judging to be conducted on July 9 at Regency TAFE in Adelaide.

For more information about the competition, contact Paul Sandercock, AMIC, 0409 364 100, psandercock@amic.org.au or Melissa Brook, Elders, 08 8536 5701, melissa.brook@elders.com.au

***Details:** Watch a video with head judge George Ujvary for tips on what makes great lamb at <http://bit.ly/1iYQj0w> and for more information about LambEx, visit www.lambex.com.au



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