

Monday 7 August

Have you herd? It's Ekka Beef Week!

More than 1,200 head of beef cattle will be paraded, judged and displayed this week, with Ekka Beef Week getting underway today.

Stud Beef and Led Steer competition judging will take place on the Main Arena, with judging highlights including the Led Steer youth and school competitions tomorrow and the first day of Stud Beef breed judging on Friday.

The Stud Beef Competition is the largest showing of stud beef in the southern hemisphere, with 26 breeds and more than 940 head of cattle competing.

The feature breed this year is Limousin, celebrating the 50th anniversary of the breed in Australia and New Zealand.

Ekka Beef Week provides a place for cattle producers to reconnect with friends and showcase their remarkable livestock and agricultural achievements.

SCHOOL STUDENTS SHINE WITH THEIR STEERS

The next generation of beef cattle exhibitors will be on show tomorrow (Tuesday 8 August) in the Led Steer youth and school competitions. More than 400 entries have been received, including from 20 schools across Queensland and northern New South Wales.

Judging highlights:

- Junior Led Heifer - 8.30am
- Junior Led Steer - 9.15am
- Inter School Steer - 10.30am
- School Steer Young Judges - 11.30am

FIRST DAY TO SEE THE BIG STUD BEEF BULLS

The first day of Stud Beef Competition breed judging takes place on Friday 11 August from 8.30am. The big stud beef cattle are a showcase of some of the best genetics in the world. Ten breeds will be judged on Friday, including the breed with the most head of cattle entered this year - Santa Gertrudis at 105 head.

LIMOUSIN IN THE LIMELIGHT

The Stud Beef Competition's feature breed for 2023, Limousin, will take to the Main Arena on Friday 11 August at 9am. This year marks the 50th anniversary of the breed in Australia and New Zealand. The

Limousin breed is one of the fastest growing influences on the Australian cattle market today, with strong competition for Limousin infused cattle in the supply chain. More than 90 head of Limousin cattle will be judged on Friday.

EDITORS PLEASE NOTE: The 2023 Ekka Media Kit is now available to download. It is the most comprehensive information guide to the show - to download please visit www.ekka.com.au/media/media-kit/

And download the Ekka App from Google Play or the App Store.

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