

MEDIA RELEASE

7 July 2009

For immediate release



Battle of the lambs begins

Farmers from throughout New Zealand are once again invited to showcase their quality lamb and compete in the Mint Lamb Competition held in conjunction with the Royal New Zealand Show.

The competition, open to all breeds, celebrates the quality and variety of lamb available in New Zealand with a focus on increasing consumption of one of the country's largest export earners.

Lambs must be current new season, born after 1 July 2009. They will be judged on the hook at an Alliance plant for Best Overall Yield. The Top 2 Best Overall Yield from each class (dual purpose, dual purpose/cross terminal, composite/crossbred cross terminal and terminal) from the North Island and the South Island will be sent to be Taste Tested prior to the Royal New Zealand Show. Legs from the finalists and results will be displayed in the Food & Wine NZ Pavilion at the 2009 Royal New Zealand Show.

"The competition is an ideal performance indicator and opportunity for farmers from throughout the country to prove they are the best of the best. Plus with over \$3000 in cash and prizes to be won, it certainly is a great incentive to enter", commented Tom Burrows, Competition Convenor and Chairman of the Canterbury A&P Association Sheep Committee.

Agents and Drafters for the entries are also in the draw to win with gourmet food and wine hampers up for grabs.

Entries are now open for the 2009 competition. Entries close 5pm Friday 16 October 2009. Results will be announced during the 2009 Royal New Zealand Show.

There is no entry fee for the competition; proceeds from the gift lambs will be credited to the Canterbury A&P Association to support the development of the Royal New Zealand Show.

The Royal New Zealand Show runs from 11-13 November at Canterbury Agricultural Park Christchurch. Attracting 120,000 people, over 7000 livestock and feature competition entries and close to 600 trade exhibitors, plus three full days of entertainment, it is the premier agricultural and pastoral event in the country.

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Visit nzcupandshow.co.nz for all the events on from 7 to 14 November during New Zealand Cup and Show Week.

