

RETAILER ENTRY DETAILS

Point of Contact _____

Business Name _____

Brand Name _____

Address _____

Phone _____

Fax _____

Email _____

Information on animal (farm, location,
breed, date of birth etc): _____

Send this form along with \$50 entry fee per entry to:
Fiona Greig, Beef and Lamb New Zealand
PO Box 33648, Takapuna, Auckland
or fax to (09) 489 7164. Cheques to be made out to
Beef and Lamb New Zealand.

Enquiries to Fiona Greig on freephone 0800 733 466,
or email fionag@beeflambnz.co.nz

For more information visit the competition link on
www.beeflambnz.co.nz

GOLD SPONSORS



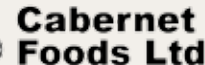
The

Glammies

New Zealand's Golden Lamb Awards

A COMPETITION TO FIND THE
BEST TASTING LAMB IN THE COUNTRY

PROUDLY SUPPORTED BY



TAYLOR PRESTON
LIMITED



ASHBURTON
MEAT PROCESSORS

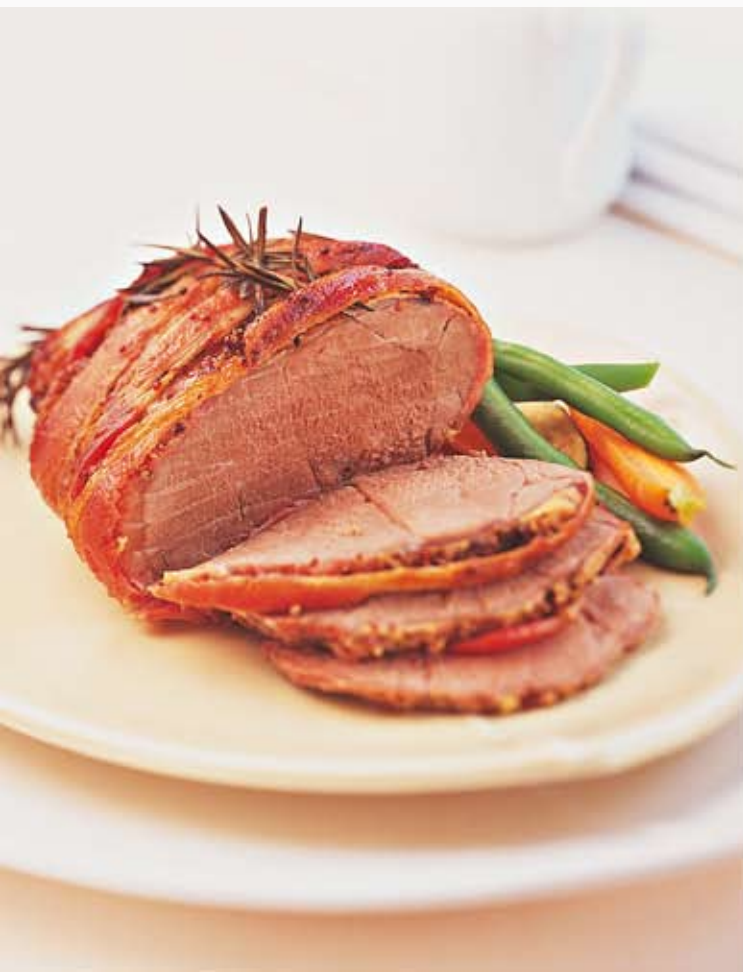


2009 RETAILER ENTRY FORM

THE CHALLENGE

The New Zealand Golden Lamb Awards is open to all New Zealand sheep farmers, with the addition of a retailer class for the 2009 challenge.

The finalists will be judged by leading chefs and celebrities at the Wanaka A & P Show on Friday 13 and Saturday 14 March, 2009.



COMPETITION PROCESS

Once you have received entry confirmation from Beef and Lamb New Zealand, two vacuum-packed lamb legs will need to be sent to Lincoln University by **Wednesday 18 February, 2009**. Beef and Lamb New Zealand to provide labels for lamb legs and address details.

Each entry will be analysed at Lincoln University and finalists will be chosen based on an initial evaluation of **yield** (with a CT scanner), **tenderness** (kilograms shearforce) and **colour**.

At the final taste-off, the finalist lamb cuts will be cooked and judged on taste, tenderness, aroma, juiciness and texture.

The winners will be announced at the Wanaka A & P show on Saturday 13 March, 2008.

ENTRY FEE IS \$50 PER ENTRY (Incl. GST)

PRIZES

The New Zealand Grand Champion retailer will receive the Glammies Meat Retailer Trophy.

CONDITIONS OF ENTRY

- Entry form back to Beef and Lamb New Zealand by **Thursday 5 February, 2009 at 5pm**
- Lamb legs to be at Lincoln University for testing by **Wednesday 18 February, 2009**
 - All product to be Quality Mark
- Each retailer to provide as much traceability information as possible, ie, breed, farm etc.
- Product to be available to consumers at retail level.

PARTICIPATING PLANTS

(For Farmer Entries)

NORTH ISLAND

- Cabernet Foods Ltd, Carterton
- Land Meat NZ, Wanganui
- Silver Fern Farms, Takapau
- Silver Fern Farms, Waitotara
- Taylor Preston, Wellington
- Wallace Meats, Thames
- Wilson Hellaby, Auckland

SOUTH ISLAND

- Alliance Group, Mataura
- Alliance Group, Nelson
- Ashburton Meat Processors
- Blue Sky Meats, Invercargill
- Silver Fern Farms, Pareora, Timaru
- Silver Fern Farms, Fairton, Ashburton
- Silver Fern Farms, Finegand, Balclutha
- Silver Fern Farms, Waitane, Gore