

**For immediate release
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LOOKING FOR THE LAMB OF THE NATION

Sheep farmers around the country are gearing up for the Golden Lamb Awards (Glammies), vying to become New Zealand's champion lamb producer.

Entries for the 2009 Golden Lamb Awards are now open, in the quest to find the most tender and tasty lamb in New Zealand.

In its third year, the competition run by Beef and Lamb New Zealand on behalf of Meat & Wool New Zealand and sponsored by PGG Wrightson and Pfizer Animal Genetics, was last year won by father and son, Forbes and Angus Cameron from Ashhurst, with their Romney lamb.

For the first time, the challenge will also include a brand section to find the best lamb retailer. "After last year's success, it is timely to grow the competition to include retailers," says Rod Slater, CEO of Beef and Lamb New Zealand.

Also up for a new prize this year is the processor of the winning entry. Entries will be gathered from plants around the country including those of Silver Fern Farms, Wilson Hellaby, Taylor Preston, Alliance Group, AFFCO (Land Meat NZ), Blue Sky Meats, Ashburton Meat Processors and Wallace Corporation. A leg from each entry will be analysed for tenderness and yield at Lincoln University.

Finalists will be tasted by a panel of celebrities and chefs at the Wanaka A & P show on 13-14 March, 2009.

For more information or an entry form, contact Fiona Greig at Beef and Lamb New Zealand on 0800 733 466, email fiona@beeflambnz.co.nz or visit the competitions link on www.beeflambnz.co.nz