

WA FARMER WINS HIGH STEAKS COMPETITION

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Western Australian pork farmer Rob Bradley has taken out the inaugural Steak Your Claim Competition.

The competition run by Australian Pork Limited set out to find the best pork loin steak, with three chef judges assessing entries.

Mr Bradley, his wife Janet and son Philip farm at Kellerberrin and won bragging rights and \$10,000 cash with their Berkshire steak.

Australian Pork Limited's General Manager of Marketing, Peter Haydon, said the competition had attracted nearly 50 entries.

"This is the first time we've run a competition to find Australia's best pork loin steak and we were pleased with the response from farmers and the quality of entries," Mr Haydon said.

"Chefs Colin Fassnidge, Victor Liang and Simon Bestley were tasked with judging the entries as both raw and cooked product. Mr Bradley's steaks received positive feedback in both these forms.

"This competition is a celebration of great work being done by Australian pig producers. We found some high quality products that impressed our chef judges. We also found some products that we may be able to leverage abroad."

Steaks were judged raw for colour, muscle to fat ratio and marbling, as well as cooked for aroma, flavour, tenderness, juiciness and texture. The judges said Mr Bradley's steaks had great colour, very good muscle to fat ratio and a good level of marble. The cooked product had a mild aroma, great flavour, was tender, juicy and had a great texture.

Mr Bradley said the steaks came from pure-bred Berkshire pigs, which are bred outdoors.

"We entered the competition to expose the Berkshire breed and the wonderful pork it produces," Mr Bradley said.

"We think it was the inherent Berkshire traits which shone through for the judges. We hope the win will drive an increased demand for our quality pork."

Mr Bradley was informed of his win by General Manager of Marketing, Peter Haydon, when he visited Western Australia. The plaque and certificate will be delivered in coming weeks. It is hoped a further competition will be held in autumn 2016.

RESULTS

- 1st RJ & JS Bradley and son, Kellerberrin, Western Australia
- 2nd Diamond Swamp Pastoral Company, Totness, South Australia
- 3rd PW and CJ Bradford, Boyup Brook, Western Australia
- 3rd MC and ML Blenkiron, Keyneton, South Australia
- 3rd Punjab Piggery, Bangalow, NSW

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