

Media Release:

Victorian beef producer wins at the Oscars

21 February 2005

While the world looks on at the glitz and glamour of the stars that the Oscars on Sunday night, Victorian beef producer, David Blackmore, will be more interested in whether Hollywood's elite enjoy their dinner.

In an Australian first, Blackmore Holdings from Alexandra, Victoria will provide its premium Wagyu beef to the official Governor's Ball that follows the 77th annual Academy Awards on Sunday 27 February.

Wagyu beef (pronounced 'wag-you') and meaning 'black cattle', is a Japanese breed of cattle renowned around the world for its rich premium beef, which has a distinct flavour and is extremely tender.

David Blackmore, owner of Blackmore Holdings and a recognized industry leader, said Blackmore Wagyu would be one of many gourmet delights served up to the stars on the night.

"Amongst the black truffles, caviar and lobster, our premium Wagyu beef will be served firstly in the entrée as Wagyu beef burgers with gorgonzola and caramelized onion and again in the main course – as slow-braised Kobe beef short ribs atop a kabocha squash puree," Mr. Blackmore said.

The official after-party of the Academy Awards caters for 1,600 Oscar winners, nominees, presenters and performers and is catered for by a team of 200 in the kitchen and 600 serving guests in the dining room.

"Having our beef prepared by world renowned chefs and served to the elite stars of Hollywood is not something I imagined when I began producing Wagyu beef eight years ago," Mr. Blackmore said.

David Blackmore is a fifth generation Australian farmer who first discovered Wagyu cattle in 1988 on a visit to the USA. After researching the breed and its market potential, David Blackmore later obtained an exclusive contract to import the largest single shipment of Wagyu genetics into Australia.

Since that time, Mr. Blackmore has imported more than 80 percent of the Wagyu genetics into Australia and produced his own 100 percent purebred Wagyu cattle (as opposed to cattle cross bred with other Australian breeds).

"We're certainly not the largest beef producer in Australia, but our aim is to produce the best quality. Currently 95 percent of our meat achieves consistent 9 or 9+ scores from the Australian beef industry's grading system, which extends from 0 to 9.

"I'm often asked what makes Wagyu beef taste different from traditional beef consumed in Australia, and it all comes down to what is known as the 'marbling' that gives the meat its texture and tenderness.

BLACKMORE WAGYU BEEF

“Marbling is the intra-muscular fat that runs throughout the meat. Unlike other beef, which contains saturated fats, the marbling in Wagyu is monounsaturated fat, which apart from being very healthy also contains a very low melting point (less than seven degrees Celsius). The fat dissolves when cooked, which means that the beef literally ‘melts in your mouth’,” Mr Blackmore said.

Blackmore Holdings sent 70 carcasses to Snake River Farms, its exclusive distributors in the USA for the Oscars. In Australia, Blackmore Wagyu Beef is available in selected restaurants and through its distributors, Vic’s Premium Quality Meat, Brand Advantage Partners and Bouchier Butcher.

“What we’re consistently hearing from our national and international customers is that Blackmore Wagyu has its own unique flavour distinctive from other Wagyu beef.

“This flavour has been developed over eight years of experimentation with our feed rations which is free of genetically modified foods and allows cattle to be produced without the use of antibiotics and growth hormones.

“Currently we are exporting the majority of our beef to Japan, Korea and the USA, but are finding that individual consumers are seeking the beef for their personal consumption. We’ve had visitors from Malaysia, Singapore and Hong Kong calling in at our Melbourne distributors and purchasing beef to take home,” Mr Blackmore said.

For further information please visit our website

www.blackmorewagyu.com.au

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