

Media Release



Blackmore Wagyu Beef wins national produce award

14 March 2007

Blackmore Wagyu, Victorian producer of Japanese Wagyu beef, has taken out the most prestigious industry food award in Australia at the *Vogue Entertaining + Travel* Audi Produce Awards 2007, in Sydney last night.

Announced at the award ceremony at the Sydney Opera House, Blackmore Wagyu won the *From the Paddock* award for an outstanding Australian grown product that has been produced utilising environmentally sustainable farming and processing practices.

David Blackmore owner of Blackmore Wagyu said he was excited to be recognised by the most prestigious awards in the Australian food industry.

Blackmore Wagyu also took out the prestigious *Producer of the Year* for products that the judges feel are setting a new benchmark for excellence, creativity or innovation.

“This award is the most important accolade we could achieve, as it is judged by leading Australian chefs who are my most important and discerning customers – and they in turn directly serve my end consumers,” he said.

“I’m humbled to be recognised for this award particularly when our produce has been compared with so many other great products produced in Australia. It is a great credit to all of the many people that are part of our production chain.”

David Blackmore was further honoured by the announcement that he will be the inaugural member of the *Vogue Entertaining + Travel* Audi Produce Awards’ Hall of Fame.

Trudi Jenkins, editor, *Vogue Entertaining + Travel* said, “*The Vogue Entertaining + Travel* Audi Produce awards were created to reward and acknowledge the outstanding producers who help to create the vibrant food culture we enjoy in this country”.

“We had more than 100 products short-listed and the quality of the produce we received and the obvious passion of all the producers illustrates that there is a great foundation for these awards in Australia.”

Matt Moran, ARIA and Simon Humble of Opera Point Events, prepared the food for guests at the award ceremony. Moran said that he has been using Blackmore Wagyu Beef at his restaurant for the last five years.

“David Blackmore is not only the leading Wagyu producer in Australia, but possibly the leading Wagyu producer outside of Japan.”

“We’re consistently hearing from our national and international customers that Blackmore Wagyu Beef closely resembles Wagyu beef produced in Japan,” Mr Blackmore said.

BLACKMORE WAGYU BEEF

Anthony Puharich owner of Vic's Premium Quality Meat and exclusive Australian distributor of Blackmore Wagyu Beef said he'd had incredible success with the product.

"It's unquestionably the best quality Wagyu beef outside of Japan and I'd argue some of Blackmore's produce rivals the Wagyu beef I've seen in Japan over the last two to three years."

Mr Blackmore's unique farming methods combine old world traditional Japanese beef farming with new technically sound scientific methods.

"This flavour has been developed over ten 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."

The awards were judged by the *Vogue Entertaining + Travel* team and the national judging panel consisting of food doyenne, Maggie Beer; Matthew Moran, ARIA, NSW; Philip Johnson, e'cco bistro, Qld; Simon Marnie, 702 ABC, NSW; Alla Wolf-Tasker, The Lake House, Vic; Sophie Zalokar, The West Australian, WA; Chris Jackman, The Choux Shop, Tas; and Cheong Liew, The Grange, SA.

In 2005, Blackmore Wagyu Beef supplied its premium Wagyu beef to the official Governor's Ball that follows the 77th annual Academy Awards.

David Blackmore is a fifth generation Australian farmer who has imported more than 80 percent of the Wagyu genetics into Australia and is the only producer marketing 100 per cent fullblood Wagyu cattle in Australia.

"Blackmore Wagyu Beef is distributed to leading restaurants in Australia, Asia and North America and exported to Taiwan, Singapore, Hong Kong and the USA."

For further information please visit our website

www.blackmorewagyu.com.au

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