



**Australian Agricultural Company Limited**  
ABN 15 010 892 270

## **MEDIA RELEASE**

**15 October, 2012**

### **AACo's Master Kobe takes the gold**

Australian Agricultural Company Limited's (AACo) flagship beef brand, Master Kobe, has been awarded a gold medal at the inaugural Wagyu Branded Beef competition, launched this year in conjunction with the Australian Wagyu Association's annual conference which was held over the weekend.

Master Kobe, the pinnacle of AACo's eight beef brands, achieved gold in the Cha Cha Char Wine Bar and Grill - Wagyu Fullblood Class, reinforcing its status as Australia's best beef.

Additionally, AACo's Kobe Cuisine brand was awarded a silver medal in the Bovine Dynamics Wagyu Cross Bred Class.

The competition attracted 13 entries from 11 of the nation's prominent Wagyu producers, across three judging categories: Fullblood Wagyu (100 per cent Japanese genetics, typically fed 500 plus days); crossbred Wagyu (typically F1 or F2 over Angus dams, fed 300-450 days); and significantly, for the first time, a grassfed Wagyu class.

Pat Dempsey, AACo's General Manager Beef Group said AACo was very proud to be recognised in the inaugural competition.

"The Wagyu Branded Beef competition not only provides a unique opportunity to showcase the very best Wagyu in Australia, but also raises the profile of the Australian Wagyu industry," he said.

"These awards are testament to the quality and usability of AACo's products and reinforce the company's focus on quality, food safety and consistency throughout the entire supply chain.

"They also recognise the dedication of our people and innovation in our breeding, genetics, backgrounding and feedlotting programs."

Master Kobe is derived from full blood and purebred Wagyu cattle that have spent 500-plus days on a highly specialized grain ration, to achieve a minimum marble score of nine.

Greg Gibbons, General Manager Wagyu and Feedlots, said AACo has the largest full-blood Wagyu herd in Australia, with more than 30,000 Wagyu infused animals on feed at Company owned and controlled feedlots in Central Queensland and on the Darling Downs.

"These achievements have been made possible as a result of our innovative Wagyu breeding program which we implemented eight years ago," he said.

"The winning Master Kobe product was bred from our 003 Tajima line, which is world-renowned for its superior meat quality and our cross bred Wagyu program consists of F1s to F3s, delivering mid to high marble score product."

AACo's Master Kobe took out the Champion of the Wagyu and other breeds class title at the Sydney Royal Fine Food show in September, was also a gold medal winner and grand champion of show at the 2011 Royal Queensland Food and Wine Show and achieved a gold medal at the 2011 Sydney Royal Fine Food Show.

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**About AACo**

Australian Agricultural Company Limited – AACo (ASX:AAC) – is the largest beef cattle company in Australia. For more information on AACo's proposed Darwin abattoir – visit the project website – [www.AACont.com.au](http://www.AACont.com.au)

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