



## **English Farm Shop Beef butchery and display competition.**

Meat to be sponsored and supplied by Weddel Swift

1. The competition will take place at Hexham Livestock Market on Thursday 27<sup>th</sup> May 2010. You will be advised of the exact location on receipt of your entry. All entries must be received by Friday 7<sup>th</sup> May 2010.
2. The competition is open to owners, managers and butchers of farm shops in England that sell English beef.
3. Minimum age for entry is 18 years.
4. There is no cost for entry but a £50.00 deposit is required with your entry, which will be refunded on the day of the competition.
5. Each competitor will be provided with an area of 610mm x 1220mm (2ft by 4ft) for preparation and an area of approximately 864mm x 610mm (34in x 24in) deep for displaying their cuts and products.
6. Start times will be allocated to competitors who will be allowed one hour to prepare and display a variety of cuts.
7. You will be provided with one topside and one LMC primal cut of English beef of which you may use as much or little as you wish. However, you will be required to put on a display consisting of at least 8 different cuts and products. Competitors may choose to bring powder marinades and seasonings to enable you to add value to cuts.
8. You will also be required to produce 4 beef burgers. A mincer and burger presses will be provided for this and one of your burgers will be cooked as part of the judging process. Competitors may choose to bring seasonings for burgers as no seasonings will be supplied by EBLEX.
9. Please include tickets on your display. It is recommended that these include cooking times and methods.
10. All trays, platters and other display material (including garnish) are to be supplied by the competitor. Please remember that these must not overhang the designated display area.

11. Any prop, garnish, ticket or identification of any type, which would lead to the judges knowing the identity of the competitor, his or her company or trading name, must be removed from the display and preparation area before judging can commence.
12. Competitors must provide their own tools, (knife, saw, string etc) protective clothing and hat. **ALL** competitors **MUST** wear a stab proof protective apron and chainmail glove while working on their entry.
13. The overall competition will start at 10.00 and finish at 15.00. To ensure activity at all times competitors will have staggered start times. Each entrant will be allowed 10 minutes before the start of the competition and 10 minutes clear up time afterwards.
14. The decision of the judges will be final and no correspondence will be entered into after the event.
15. Presentation of awards and certificates will take place at 16.00.
16. There will be an award for the champion farm shop butchery and two runner-up awards. The awards will be judged according to the following criteria:
  - Butchery – considering butchery skills, innovation and utilisation of the primal cuts.
  - Meat Display – considering meat counter presentation and consumer appeal.
  - Beefburger – considering cooking quality, texture and eating quality.

If more entries are received than can be accommodated then places will be reserved on a first come first served basis. All entrants will receive confirmation of participation as well as timings at least one week before the event. For any enquiries please call 01480 482981.

**ENTRY FORM - PLEASE USE BLOCK CAPITALS**

**When entry form is complete post it with your cheque for £50.00 (made payable to AHDB ) to:**

**Diane Northrop  
EBLEX  
Ashton House  
Ambury Road South  
Huntingdon  
Cambs  
PE29 3EH**

**All entries must be received by Friday 7<sup>th</sup> May 2010.**

**Any enquiries please call 01480 482981. Please note that cheques will be refunded during registration on the day of the competition.**

**I wish to enter the English Beef butchery and display competition on Thursday 27th May 2010 to be held as part of "Beef Expo 2010" at Hexham Livestock Market**

Contact name: .....

Name of business:  
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Address: .....  
.....

Post code: .....

Tel: .....

Email address: .....