



**SUSSEX WIN  
THE  
ULTIMATE BEEF  
PERFORMANCE  
CHALLENGE**

**2017 WINNERS  
Alister & Doreen Lyon  
WILLYUNG POLLED SUSSEX HERD**



**HARVEY BEEF  
GATE 2 PLATE CHALLENGE**

The Gate 2 Plate Challenge is a competition for beef producers which assesses cattle performance through the grainfed, MSA graded, domestic supply chain in Western Australia.

The competition is run under the Albany Agricultural Society Inc. (a not for profit organisation) and organised by a group of volunteers.

The competition aims to reflect as closely as possible the real life situation of cattle entering the grainfed, MSA graded, domestic supply chain and reward those animals that not only meet requirements for carcass quality but are also profitable at each stage.

Competitors receive detailed feedback on individual and group animal performance at each stage of the supply chain throughout the competition.

Cattle breeders are able to compare the performance of their own cattle against others on a level playing field and assess the suitability of their breeding for the intended market.

Cattle receive points for only objective, measurable performance traits which are important for profitability at each stage of the supply chain.

The winning team is the one which is most profitable through the supply chain. The winners are announced at the Gate 2 Plate dinner and awards night.

Competitors are able to view their cattle as they progress through the competition at the Gate 2 Plate Challenge field day held at the feedlot.

The competition starts in January with animals congregating at Mount Barker Regional Saleyards before being transported to the feedlot to begin their grain ration. Cattle are fed for 70-85 days before being processed at Harvey Beef where the carcasses are MSA graded.



## **Fast Facts about the Challenge**

The competition is open to any cattle breeder in Western Australia that breeds cattle suitable for the WA domestic market and fulfils the entry specifications of the processor for this market.

Each competitor must enter a team of 3 animals – two steers and one heifer.

The cattle must be owner bred.

Entry fees cover costs of feed (70-80 days on feedlot ration) and transport etc.

Owner receives money back for carcasses.

- The Harvey Beef Gate 2 Plate Challenge is the first beef supply chain competition to be held in Western Australia.
- The competition is run under the Albany Agricultural Society Inc. and is organised by a group of local volunteers all of whom are involved in the WA beef industry.
- The competition assesses the performance and profitability of cattle through the WA beef supply chain from feedlot to end consumer.
- Throughout the competition all the cattle are treated exactly the same, allowing their performance to be assessed on a level playing field.
- The winning team will be the one that demonstrates that is the most profitable through the whole supply chain.
- The competition is open to all beef producers in Western Australia.
- Beef producers must enter the competition with cattle they have bred themselves. They pay an entry fee, which covers all the costs of grain feeding, transporting and processing the cattle.
- Producers receive the value of their carcasses back plus the chance to win one of the fantastic prizes (thanks to our generous sponsors).
- Producers receive detailed data on how their own cattle have performed compared to the other participants at each stage of the competition.
- The Gate 2 Plate Challenge uses real costs to calculate the profitability of the animals thus providing practical data back to the producers.
- Many beef producers enter the competition because they value the information and utilise it when making future breeding decisions on farm to ensure they are breeding cattle for their target market.
- Each entry consists of a team of three owner bred animals – two steers and a heifer.
- Beef producers are provided with the market specifications (carcass weight, fat, etc.) that the competition cattle must meet at the point of kill.
- The target market is the domestic supermarket market and the specifications that the cattle must meet are the Coles Grain Fed HGP Free Yearling Carcass Specifications
- The competition cattle congregate at Mount Barker Regional Saleyards in January, before being transported to Willyung Farms for the grain finishing period of 70 – 85 days.
- All competition cattle will then be processed on the same day at Harvey Beef. The carcasses will be graded on the same day for meat quality using the MSA (Meat Standards Australia) grading system. Data is collected on individual cattle performance throughout the competition, including growth rate, carcass weight and eating quality information.

- Only data that is measurable is used to allocate points. The data collected directly relates to factors that are important to profitability at each stage of the supply chain.

The winning team will be the most profitable trio throughout the supply chain and will win \$5000 thanks to Harvey Beef.



*Presentation Time  
Centre Alister Lyon, to his right Doreen Lyon (wife),  
to his left Sheena Smith (daughter)*

Breeds and crosses entered were Angus, Blonde d'Aquitaine, Charolais, Gelbvieh, Hereford, Limousin, Limflex, Murray Grey, Shorthorn, Simmental, Speckle Park, Square Meater, **Sussex**, Wagyu.

59 teams took part.

**The Willyung Heifer achieved overall first place for the Heifers.**

**Additionally Alister and Doreen's son Sandy entered a team of Charolais x Sussex which placed 3rd and a team of Charolais x Sussex/Angus placed 8th.**

**To the Willyung Team we send our congratulations**

**Sussex are truly making their mark in Australia**