

Square Meaters punched well above their weight with a stellar performance at the 2010 Brisbane Royal Show - the EKKA.

There were only 4 Square Meaters steers entered in the field of 366 pure and cross bred entries but they walked away with 3 first ribbons, one second and a fourth.

Dawn and Bevan Voight from the Warrill Creek stud started the campaign in grand style winning the first of the 9 led steer classes. Their calf was a clear winner in the 325 to 350 kilogram class and then went on to be placed second on the hook. The steer's combined hook and hook scores placed it the fifth highest placed steer in the show.

Congratulations to Dawn and Bevan for a magnificent effort.



While Jo Van Elten's two entries from her Vesco Stud made the final line-up in both their led classes it was only once they were on the hook that their quality shone through.

Entered in the 325 to 350 and 375 to 400 kilogram live classes they both won first place in the Meat Standards Australia - MSA - Eating Quality Awards which are determined by assessing a number of key meat indicators.

The Eating Quality Awards were not considered in the judging of the hook classes.



Jo was overjoyed with the outcome.

"It proves that when it comes to producing quality beef for the consumer Square Meaters really stack up," Jo said.

The Warrill Creek and two Vesco steers then came a creditable fourth in the Ken MacDonald Trophy for the combined hook and hoof scores of three led purebred steers. Their achievement was all the more significant given the breeds which placed above the Square Meaters had up to 20 head to choose their final teams from.



Well done to all the Queensland exhibitors at the Ekka for putting Square Meaters in the spotlight for their ability to produce just what the consumer demands - consistently quality beef.