

# Beefed up over award

Jennifer Eliot

eliotj@tcp.newsfile.com.au

BINGIL Bay Beef has been named the beef producer of the year at the Rabobank Red Meat Awards and the family business pins its success on its ability to consistently produce top quality beef.

The Blennerhassett family bred santa gertrudis/brahman crosses at a property south of Mt Garnet before fattening and slaughtering animals at Bingil Bay to supply beef south to Bowen, west to Mt Isa and north to Weipa.

The family maintains a strong focus on balancing sustainability and profitability through landcare practices such as pasture improvement and minimising downstream environmental impacts on the Great Barrier Reef.

Ross Blennerhassett said the family had been in the beef industry since 1962 and 10 years ago extended the business, which Mr Blennerhassett works with his two sons, to include an abattoir.

The latest award follows success at last year's Brisbane Ekka where the company competed against grain and grass-fed animals from all over Australia and was named the fifth best tasting beef.

"We bred them out at Goshen Station, 90km south of Mt Garnet, and get the heifers to 350kg live weight and the steers 400kg and then bring them down to Bingil Bay," he said.

"We put them on improved pas-



**Winning herd:** Bingil Bay Beef's Grant Blennerhassett after his family's business was named the beef producer of the year.

tures for three months to put on another 100kg and then we slaughter them on site.

"It's totally stress-free and reducing the stress really improves the meat quality."

Mr Blennerhassett said 50 head were processed each week.

"The key to our success is consist-

ency," he said. "We want to be able to guarantee that our product will be the same high quality every week of the year."

AgForce president John Cotter said the awards recognises the entire red meat industry and celebrated the leading achievers in the production, process, export, re-

tail, education and dining sectors.

"The red meat supply chain not only provides fresh food backed by professionalism, environmental integrity and quality assurance but it also creates jobs in rural, regional and urban areas and is an important contributor to the Australian economy," he said.