



Harvey Beef Gate 2 Plate Challenge celebrates 10 years

The Harvey Beef Gate 2 Plate Challenge will mark a major milestone in 2024 as it celebrates its 10th year of competition.

And with the 10th anniversary celebrations will come some exciting changes that the committee believes will revitalise the well-known and popular beef event.

Teams in the 2024 Harvey Beef Gate 2 Plate Challenge will now be made up of steers. Each team will consist of four (4) steers with the best three (3) steers in each team being scored, allowing for teams who have an underperforming animal to still be competitive in the Challenge. Competitors also have the option of entering a team of 3 steers. Proceeds for all team animals will be paid to the producer.

Competitors retain ownership of the cattle throughout the Harvey Beef Gate 2 Plate Challenge and receive proceeds for all the animals entered, after processing through the Coles supply chain.

As always, the key focus for all involved in the Harvey Beef Gate 2 Plate Challenge is to provide a relevant and insightful competition for WA beef producers and these changes will add a new dimension to the event while still providing that valuable feedback and data that the event has offered over the past nine years.

Those important opportunities to network, educate and develop strong industry relationships will also remain and the committee is confident this new format will not affect the integrity of the Harvey Beef Gate 2 Plate Challenge but will make it an even better competition to be involved in.

To enter the Challenge there is an initial entry cost of \$500. Once again, Elders will finance the remaining entry fee for the period of the competition at no cost to entrants. The remaining entry fee will then be deducted from the proceeds of the cattle after processing.

Entries to the 2024 Harvey Beef Gate 2 Plate Challenge have now opened and can be made via the website www.gate2platechallenge.com.au

For further information contact Narelle Lyon, Co-ordinator on 0455 597 333 or email admin@gate2platechallenge.com.au

