

BEEF WEEK

Celebrating 150 years of beef excellence

The Ekka is celebrating a remarkable milestone this year - its 150th anniversary - and one of its longest-standing traditions will take centre stage when Ekka Beef Week kicks off on Monday 3 August.

Beef Week isn't just for exhibitors – it's a celebration of the entire beef industry, with the opportunity to share knowledge, build connections and strengthen relationships across all sectors of the supply chain.

Beyond the competition rings, there is plenty to do, from industry showcases and demonstrations to health and wellbeing support, career initiatives and opportunities to connect with fellow beef industry members.

Entry to the Ekka grounds during Beef Week is free, making it an ideal opportunity for the industry to come together, reconnect and see the very best of Australian beef on display.

More than 1,498 head of cattle across 27 breeds will be judged on the Main Arena during the week, competing in both Stud Beef and Led Steer competitions. The Stud Beef Competition is the largest and most prestigious annual gathering of its kind in the Southern Hemisphere, while the Led Steer Competition is recognised as one of Australia's leading competitions of its type.

Beef cattle competitions have been a cornerstone of the Show since the very first Ekka in 1876, when just three beef cattle breeds were displayed. One hundred and fifty years later, Ekka Beef Week continues to showcase the strength, diversity and achievements of Queensland and Australia's beef industry.

More than just the competition rings

JBS Butcher Truck

The JBS Butcher Truck will provide a rare behind-the-scenes look at the processing sector, featuring live carcass cutting demonstrations and beef tastings on Tuesday 4 August at 11am and Friday 7 August at 11.30am.

Skin Cancer Checks

Those in the beef industry can access free skin cancer checks during Beef Week, available on Thursday 6 and Friday 7 August from 10am to 2pm. With many producers spending significant time outdoors, the service provides a convenient opportunity to maintain regular skin checks while attending Ekka, highlighting the importance of sun protection and early detection.

Mental Health Support

Royal Flying Doctor Service (Queensland Section) Mental Health staff will be at Beef Week on Thursday 6 and Friday 7 August, providing an opportunity for those in the beef industry to learn more about wellbeing and the resources available to support them.

AgForce Marquee

The AgForce Marquee will bring together families and future

agricultural professionals during Beef Week, with kids' activities, badge making and careers information available. AgForce's School to Industry Partnership Program will host the 2026 Career Snapshots on Monday 3 August at 5pm, where agricultural professionals will share their career pathways, experiences and the opportunities available across the agricultural industry.

Somerville House Marquee

Somerville House will once again join the Beef Week celebrations with a marquee showcasing its commitment to education, community and supporting future generations. Visitors can stop by from Wednesday 5 to Friday 7 August from 9am to 4pm, with giveaways also available.

Industry connection and celebration

Paddock to Palate Awards & Beef Industry Dinner

The Paddock to Palate Awards & Beef Industry Dinner will be held at 6pm on Thursday 6 August in the Royal International Convention Centre, bringing together Queensland's beef industry to celebrate excellence and achievement. The ticketed event will recognise the winners of the Paddock to Palate Competition presented by JBS Australia, while providing an opportunity for producers and industry representatives to connect and network with others across the beef supply chain.

Bull Bar

New for Ekka's 150th anniversary, the Bull Bar will provide a dedicated space for the beef industry to come together, celebrate achievements and share in the excitement of Beef Week. Located in the heart of the action in the Main Arena, the bar will offer a new gathering point for industry members to enjoy a beverage, connect with colleagues and celebrate competition successes. The Bull Bar will be open from Wednesday 5 to Friday 7 August, 11am–5pm, and Saturday 8 August, 11am–2pm.

Suncorp Bank Hospitality Marquee

The Suncorp Bank Hospitality Marquee is a welcoming space to enjoy a tea or coffee and a selection of fresh homemade treats, with all donations supporting the Toowoomba Hospital Foundation. It will also provide a casual space for industry members to connect and do business during Beef Week. The marquee will be open on Wednesday 5 August from 8.30am to 4pm, Thursday 6 August from 8.30am to 2pm, and Friday 7 August from 8am to 2pm.

As the Ekka celebrates 150 years, Beef Week remains a proud showcase of the people, stories and achievements that have shaped the industry. This milestone event is an opportunity for the beef industry to come together and celebrate the innovation, dedication and people behind Queensland and Australian beef.





Ekka
Beef Week
Daily Schedule

Date	Event	Time	Venue
Monday 3 August	Led Steer School Paraders Competition	12pm	Main Arena
Tuesday 4 August	Junior Led Heifer Judging	8.30am	Main Arena
	Junior Led Steer Judging	9.15am	Main Arena
	Inter School Steer Competition Judging	10.30am	Main Arena
	School Steer Young Judges Competition	11.30am	Main Arena
	Inter School Steer Herdsperson	3.30pm	Main Arena
Wednesday 5 August	Open Led Steer Judging	8am	Main Arena
	Led Steer Auction	1.30pm	Main Arena
Thursday 6 August	RNA Prime Beef Young Judges & Paraders	10.40am	Main Arena
	Paddock to Palate Awards & Beef Industry Dinner	6pm	Royal International Convention Centre
Friday 7 August	Stud Beef - Judging	8am	Main Arena
	ASA National Young Judges & ASA National Paraders Competition	2pm	Main Arena
	2026 RNA Premier Beef Presentation (Led Steer Awards)	6pm	XXXX Stockmen's Bar and Grill