



Royal Agricultural Society of NSW

MEDIA RELEASE

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2010 PRESIDENT'S MEDAL FINALISTS ANNOUNCED

Australia's oldest family owned winery, an international lamb exporter and a boutique organic goat cheese operation are some of the nation's most innovative and environmentally sustainable farming enterprises nominated for the prestigious 2010 President's Medal.

Awarded by the **Royal Agricultural Society of NSW (RAS)**, the President's Medal is Australia's only competition pitting award winning producers from the food and wine industries against each other. The winner will take home \$10,000 in cash and the prestigious silver heritage President's Medal.

The six finalists have already received Champion status for their product at one of the RAS' Sydney Royal Wine, Dairy and Fine Food Shows, but the unique President's Medal is judged on a whole-of-company approach to production and the marketing of their product.

The 2010 finalists are Bulla Dairy Foods (VIC), Holy Goat Cheese (VIC), The Yalumba Wine Company (SA), Peter Lehmann Wines (SA), Huon Aquaculture (TAS), and T & R Pastoral (SA).

Glenn Dudley, President of the RAS, said the President's Medal recognises the triple bottom line approach to food and wine production required in the competitive domestic and international market.

"It's crucial to encourage the use of sustainable practices to produce high-quality products. The President's Medal raises consumer awareness and rewards producers who use sustainable practices to develop outstanding products.

"The President's Medal is a fitting recognition for Australia's world class food and wine industries and I congratulate the six exceptional finalists. It's very exciting to see such an interesting range of products coming from both small and large producers."

The President's Medal promotes and rewards profitable and sustainable Australian primary industries through a multifaceted judging process.

"Judges evaluate the product's manufacturing process for financial, social and environmental performance, as well its market acceptance. It's also important to consider the human element, and reward the passion, commitment and enthusiasm of the producer," Mr Dudley said.

Each producer will be visited over the coming months by two judges - Simon Marnie (ABC Radio) and Industry and Investment NSW Chief Economist, Scott Davenport. The judges will review operations and observe the production practices of the finalists to gather economic, environmental and local information on the production of each Champion product.

This year, President's Medal finalists competed against more than 5,000 entries in the Sydney Royal Wine, Dairy and Fine Food Shows – 2,323 wine entries, 1,840 fine food entries and 863 dairy entries. Gold medals were awarded to 121 wine products, 102 fine food products and 86 dairy products, with 96 named Champion products.

The winner of the 2010 President's Medal will be announced at a gala dinner at the Four Season Hotel, Sydney on Wednesday 14 July. The President's Medal is proudly sponsored by Industry and Investment NSW and Woolworths Ltd.

Further media information:

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WHO ARE THE SIX FINALISTS?

HUON AQUACULTURE GROUP (TAS)

Banquet Slice Tasmanian Smoked Salmon

Peter and Frances Bender commenced salmon farming at their Hideaway farming property in 1988. What began as a diversification to the family cattle and sheep farming enterprises soon grew into a highly successful business that would dominate their commercial lives and the Huon region.

Strict control of feeding regimes, regular movement of cages and strategic fallowing of cage sites are among the many world's best environmental management practices Huon follows to preserve and protect the aquatic marine environment, while rearing superior quality salmon.

Currently employing over 380 staff, the Huon Aquaculture Group produces over 10,000 tonnes of fresh salmon per year and is recognised globally as being a premium producer of fresh and smoked salmon products.

Huon Aquaculture Group was awarded Champion Salmon Product at the 2010 Sydney Royal Fine Food Show for their Banquet Slice Tasmanian Smoked Salmon.

THE YALUMBA WINE COMPANY (SA)

2008 Yalumba Hand Picked Shiraz Viognier

Yalumba was founded in 1849 by Samuel Smith, a British migrant and brewer. After purchasing a 30-acre parcel of land just beyond the south eastern boundary of Angaston, Smith and his son began planting the first vines by moonlight

Five generations and 160 years later, Yalumba, Australia's oldest family owned winery, has grown in size and stature. Yalumba adopts a holistic approach to environmental practices, focussing on the sustainability of natural resources through the use of clean technology and best practice procedures. Yalumba is the first Company to be officially recognised (in 2005) by the Australian Government's Greenhouse Office as a 'Leader' in greenhouse gas management.

Yalumba's 2008 Yalumba Hand Picked Shiraz Voinger was awarded The Rudy Komon Memorial Perpetual Trophy presented to the Exhibitor of the best Shiraz/Viognier at the 2010 Sydney Royal Wine Show.

HOLY GOAT CHEESE (VIC)

La Luna Goat Cheese

Carla Meurs and Ann-Marie Monda produce organic chèvre at their Sutton Grange Organic Farm, located east of Castlemaine set on 200 acres of rolling granite plains. With free-range access to a rich variety of native grasses, herbs and shrubs, the Sutton Grange goats produce high quality 100% Certified Organic milk.

Having gained experience on farms in Australia and overseas, Ann-Marie and Carla believe their cheese-making skills reflect their respect and care for the natural environment. With the wellbeing of the goat herd and integrated holistic farm management taking priority, animals and their pastures are maintained at a level of optimum health.

Holy Goat Cheeses' La Luna Goat Cheese was awarded Champion Cheese of Show and Champion Sheep, Goat & Buffalo Milk Product at the 2010 Sydney Royal Cheese and Dairy Produce Show.

T & R PASTORAL (SA)
Murrayands Premium Lamb

T & R Pastoral's mission is to be the most sought after supplier of Australian lamb and beef meat and processing co-products. With absolute control from procurement and feedlot, through to processing, packaging and shipment, T & R Pastoral supplies customers across 80 countries.

The Murraylands Premium was introduced by T & R Pastoral to cater for markets that demand the highest quality pasture-fed, chilled lamb and beef. T & R Pastoral is an accredited exporter under the "Fresh Australian Premium Lamb" program. This program has been developed by Meat and Livestock Australia (MLA) to enforce specifications and strict quality assurance standards in the production and marketing of prime lamb cuts. T & R Pastoral's commitment to meeting these standards has earned them the right to bear the Fresh Farm Premium Lamb logo.

T & R Pastoral's Murrayands Premium Lamb was awarded Grand Champion Lamb Exhibit at the 2010 Sydney Royal Fine Food Show, Lamb Competition.

BULLA DAIRY FOODS (VIC)
Light Sour Cream

Bulla Dairy Foods is a fifth generation Australian owned family company making premium quality dairy products in Victoria since 1910. The company has two manufacturing plants in Colac, amid some of Australia's best dairy country, and a third in Mulgrave, Melbourne. A long standing philosophy to create innovative product ranges and invest in production equipment has led the company to expand its iconic cream product range into ice cream, chilled and frozen yoghurt, cottage cheese and sour cream. The Bulla brand is among the leaders in Australia's dairy products market. Bulla remains the best selling branded cream in Australia.

Bulla Dairy Foods' Light Sour Cream was awarded the Champion Cream or Dairy Dessert at the 2010 Sydney Royal Cheese and Dairy Produce Show.

PETER LEHMANN WINE (SA)
2006 Wigen Eden Valley Riesling

The first Peter Lehmann vintage was processed in 1980. Initially, the winery facility was built to process fruit purchased from the local growers. Carefully and strategically, the Peter Lehmann Wines (PLW) operation moved on from the bulk wine market to become a producer of premium bottled wines with a well-deserved international reputation. As well as purchasing grapes from about 185 local independent growers, Peter Lehmann Wines has its own vineyards, which produce about 2% of its requirements.

PLW works to ensure available resources are used efficiently, the effects of the winery operations on the environment are minimised, and materials are recycled wherever possible. The company regularly conducts awareness seminars for staff to reinforce procedures designed to reduce our impact on the environment.

Peter Lehmann Wines' 2006 Wigen Eden Valley Riesling was awarded The Douglas Lamb Perpetual Trophy, presented to the Exhibitor of the best Varietal Wine, Riesling, Dry Style at the 2010 Sydney Royal Wine Show.