

Royal Agricultural Society of NSW

Rewarding Excellence in
Australian Agriculture

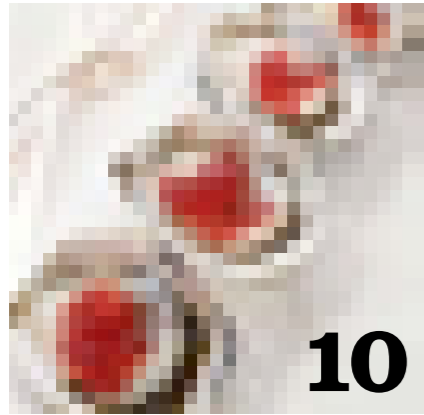
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RAS TIMES

AUGUST 2010 | VOLUME 8 #2



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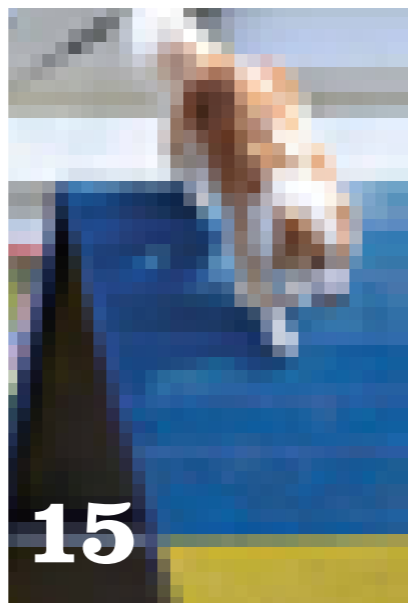
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Cover: Lady Rider class at the Sydney Royal Easter Show

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The Show is a unique event. It is a gathering of people who share a common passion for Australian agriculture...

Exhibiting success

Now that the dust has settled on the 2010 Sydney Royal Easter Show, I look back with great satisfaction, and significant pride in the people who made it happen.

The Show is a unique event. It is a gathering of people who share a common passion for Australian agriculture, and a commitment to excel.

The Show's roots have for more than 180 years been planted firmly in agriculture. We exist to judge and showcase the best in agriculture and raise the standard of Australian production by providing incentives for farmers, growers, graziers and artists to achieve excellence.

This year's Show was particularly special for me, as we held the inaugural Excellence in Agriculture Day. This event was developed to highlight the role agriculture plays in the wealth, health and happiness of the nation.

I believe the day was a great success, with the showgoing public getting an even greater appreciation of the work that goes into putting clothes on their backs and food on their plates. I look forward to celebrating Excellence in Agriculture Day again in 2011.

Whilst agriculture is the heart of our Show, visitors travel to the Show to experience the atmosphere, the entertainment, the produce and of course the carnival rides, and showbags.

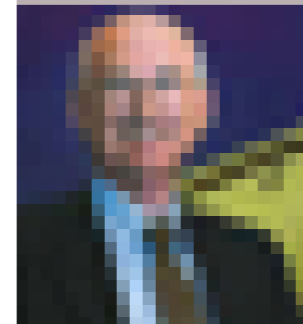
There are many hundreds of people who work hard to make the Show a success. So to all our exhibitors, entertainers, carnival and showbag operators, sponsors, volunteers, Council and RAS staff, and most of all, our Members – thank you.

Our Sydney Royal Wine, Dairy and Fine Food Competitions are held outside of the Show, and recognise and reward Australian produce and producers. The highest honour awarded is the President's Medal, taking into account producers' commercial acumen, contributions to their local communities and sustainable management practises.

With over 5,000 products entered in 2010, 309 were awarded Gold Medals, 96 were named Champion and just six were chosen to compete for the President's Medal. This year the President's Medal was awarded to Holy Goat. Congratulations to them, and all the finalists.

If you're a producer of wine, dairy goods or fine food products, I encourage you to enter the 2011 Shows – they are the largest and most prestigious in Australia. A Sydney Royal Medal is a mark of quality that instantly tells the consumer that this product is amongst the best they can buy.

Finally, I'd like to welcome our new members of Council. You can read who they are and about their background on page 7. Our Council give their time voluntarily and work tirelessly throughout the year to support the RAS. These new Councillors promise new energy and ideas, and I welcome their involvement.



Glenn Dudley President, Royal Agricultural Society of NSW

NEWS IN BRIEF

Freddie Mercury was one. So was John Lennon. King George V and Franklin D. Roosevelt were into it too. The person who did it first was a British zoologist, John Edward Grey. You might be one too?

▶ SEE OPPOSITE

RASF SCHOLARSHIPS UP FOR GRABS

Do you know someone who demonstrates a passion for rural issues and has the determination to make a difference?

Applications are now open in the RAS Foundation Rural Scholarships program. University and TAFE students with a keen interest in rural and regional issues are encouraged to apply.

With no limit on the types of courses that qualify, applicants may be studying nursing, medicine or teaching or perhaps agricultural science, horticulture or journalism. Whatever the course, all will have one thing in common – a desire to play a positive part in the future of rural NSW.

This year, at least six General Scholarship Awards of up to \$5,000 each are available to support individuals of any age who demonstrate a passion for rural issues and who are studying something of value to rural communities.

One Specialist Scholarship, the JB Fairfax Award for Rural Journalism, is also available to young people under 30 years of age interested in pursuing a career in rural journalism.

The RAS Foundation's support goes beyond providing direct financial assistance. Recipients gain internship opportunities at the Sydney Royal Easter Show and mentoring opportunities with RAS Council Members.

Applications close on 30 September 2010, with interviews taking place in December and winners notified shortly after. Funding will be provided for the 2011 academic year.

For more information on eligibility or to apply online, please visit www.rasf.org.au

THE ANSWER? MORE ANIMALS ON BIKES



A former Cumnock Showgirl and Rural Achiever, Rebecca Staines is the 2010 winner of the \$25,000 Question – an initiative of the RAS Foundation that encourages young people to get involved with their local community.

Concerned about declining levels in tourism and struggling gate entries at her local show, Ms Staines struck up a partnership with the Cumnock and District Progress Association in 2009 to help launch 'Animals on Bikes' – a unique sculpture competition located in paddocks along the 120km road between Molong and Dubbo.

Featuring snakes, emus and dogs on bikes, the collection encourages drivers to turn off the major highways, and onto the Obley Road tourist trail to visit surrounding local communities.

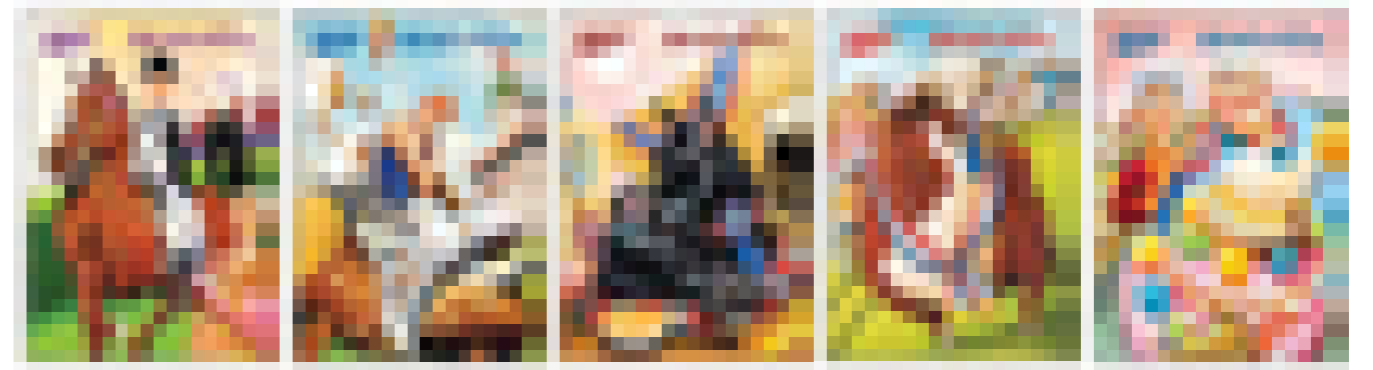
With \$25,000 funding from the RAS Foundation, local schools and agricultural shows in Orange, Dubbo, Parkes, Molong, Wellington, Yeoval and Cumnock will now be able to create their own sculptures along the trail,

and extend the collection to include farm animals.

"This unique and creative project will capture any traveller's imagination, promote local tourist operators, showcase rural creativity and encapsulate the spirit of regional NSW," Ms Staines said. "We are aiming for 100 paddock art sculptures for the next competition in November 2011."

Antonia Ruffell, Executive Officer of the RAS Foundation said "it is inspiring to see a young person taking an active role in a project like this. As well as attracting tourists to the area, this project contributes to a renewed sense of optimism and helps build community spirit."

Applicants in the \$25,000 Question were required to identify a need in their community and partner with a local organisation to help implement their idea. Submissions were judged on several criteria including innovation, impact and implementation.



2010 Sydney Royal Easter Show commemorative stamps designed by Sydney illustrator Stuart McLachlan.

STAMP-EDE

Collecting stamps has been a pastime since the day the world's first postage stamp, the Penny Black, was issued. On that May Day in 1840, Englishman John Edward Grey went out to buy the new adhesive postage stamps with the intention of keeping them, making him the first known stamp collector. Today, stamp collecting still rates as one of the most popular indoor hobbies.

This year, Australia Post invited stamp enthusiasts to 'Come to the Show', with a special issue of stamps celebrating the nation's agricultural shows.

Designed by Sydney illustrator Stuart McLachlan to represent all shows, city and country, the set of five 55 cent stamps features colourful images of iconic show experiences, including a prize bull, cake decorating, horse competition, wood chopping and a dog show.

'Show Time' souvenir covers for each state's Royal Show opening day were also created. For Sydney showgoers who missed out, this first day cover is still available from the RAS Membership office, call 02 9704 1144 or email membership@rasnsw.com.au

Agricultural shows have been depicted on Australian stamps only once before, in 1987, when four stamps of varying denominations were issued. Private souvenir covers, produced by the Royal Agricultural Society of NSW to celebrate the Show, are more common.

The RAS Heritage Centre's Easter Show souvenir cover collection features stamps issued from 1980 to 1992.

The collection includes the regularly used Moore Park Showground circular postmark depicting different aspects of the Show. Over the years, however, other pictorial date stamps were used to match the illustrations on the envelopes, a rather charming aspect of the Centre's collection. While some 'one

off' postmarks commemorate special events such as the 100th anniversary at Moore Park, others emphasise particular Show themes.

First day covers with a strong agricultural association also feature prominently in the Heritage Centre's collection. The subjects of these colourful envelopes and stamps are diverse: bush folklore, Australian horses, Australian dogs, and centenaries such as the invention of the H.V. McKay stripper harvester and the establishment of the nation's first agricultural college.

With more than 20 years since the release of the first stamp issue honouring the history, fun and fierce competition of our agricultural shows, this year's collection is certainly a prized offering for even the newest stamp collector.

Below: Souvenir cover depicting the 100th anniversary of the Sydney Royal Easter Show at Moore Park.



NEWS IN BRIEF

HAPPY SNAP WINNER

Julie Gibson's winning picture from the 2010 Members' Photography competition. The picture features Ms Gibson's godson, James.



STADIUM-SIZED OFFER

RAS Members can now enjoy the best of Sydney's sporting and entertainment calendar at the exclusive ANZ Stadium Gold Members' Reserve with the launch of a new reciprocal partnership with the ANZ Stadium Club.

Under the agreement, RAS Members have the opportunity to purchase Gold Members' Reserve tickets to events including Ben Hur and the NRL Telstra Grand Final. RAS Members are also welcome to access the ANZ Stadium Gold Members Bars, Lounges and dining facilities whilst at the event. The ANZ Stadium partnership also entitles RAS Members to complimentary entry to the Gold Members' Reserve for selected matches, as well as the opportunity to purchase up to three accompanying guest tickets. This offer applies to:

- Sydney Swans home games
- Bulldogs home games
- South Sydney Rabbitohs home games
- Pirtek Parramatta Eels home games

For the full list of events and how to pre-order or register for tickets, go to www.myras.com.au/members/reciprocal_benefits.html or call ANZ Stadium Club on 1300 136 006 (option 2) during business hours. In some cases you may need to pre-register at least five days prior to the event, photo ID and RAS memberships will also be needed to access the ANZ Stadium Members' Reserve.

This arrangement supersedes all previous ANZ Stadium ticketing offers.

GIVE THE GIFT THAT GROWS

Surprise your friends or family by giving a gift of a RAS 'wheat wings' annual membership.

Recipients receive a gift box that includes a guide to RAS Membership benefits, as well as a collection of Australian wheat seed with 'how to grow' instructions.

Gift Membership is available for Adult, Junior and Youth Members.

Order this special gift now and help rural Australian agriculture grow. Call the Membership Team on (02) 9704 1144 or visit www.myras.com.au/members for more information.

MEET YOUR NEW COUNCILLORS

The RAS is pleased to welcome four new Councillors.

MRS SALLY EVANS - WINE COMMITTEE

Sally's career has focused on marketing and general management within the wine industry, most recently on family wine businesses in the Hunter Valley.

She has a Master of Business Administration from Cranfield University (UK) and now spends her professional time on board activities for a range of corporate and community groups.

Sally has been a judge with both the Sydney Royal Wine Show and District Exhibits Competition, and was introduced to the RAS by her late father Len Evans, former Chairman of Judges for the Wine Show for many years.

MR GREG WATSON - POULTRY AND CATTLE COMMITTEES

Greg graduated from Wagga Agricultural College and spent time as a breed classifier with the Murray Grey Beef Cattle Society before moving into the commercial meat chicken industry where he spent over 27 years in various senior management roles.

He has a lifetime of successful involvement in the breeding and exhibition of Old English Game Bantams, Red Poll Beef cattle and Quarter horses. Greg's current passion is the Angus cattle stud he operates with his family on their property north of Gunnedah.

Greg was recently appointed Group Cattle Manager for a developing family-owned agricultural company aiming to run a herd of 3,500 breeding cows.

MS ALISON MCINTOSH - CATTLE AND AGRICULTURAL DEVELOPMENT COMMITTEES

Alison hails from Crookwell, where her family runs a stud and commercial Angus cattle operation with about 300 breeding females. Alison is actively involved in the family business, and also recently established her own line of stud Angus females.

With a degree in Rural Business Administration and experience in cattle management, Alison also runs her own business, AJM Livestock Solutions, providing services, consultancy and training to beef producers.

Alison is the NSW Runner up in the 2010 RIRDC Rural Women's Awards, an active member in her local community and show society, a member of Australian Women in Agriculture as well as an active Next Generation member of the Royal Agricultural Society of the Commonwealth (RASC).

MS KIM CURRIE - FINE FOOD COMMITTEE

Kim is currently Chief Executive Officer of the Brand Orange project, a wine and food tourism initiative at the forefront of promoting and developing the Orange region.

Her history as a regional wine and food specialist follows a path of 25 years as a cook, catalyst and proponent of community involvement in regional wine and food.

In 2004 Kim established The Rylstone Food Store, taking out that year's *Best New Restaurant* in the NSW Restaurant & Catering Association's Blue Mountains Central West Awards for Excellence. The following year, The Rylstone Food Store won the NSW Restaurant & Catering Association Award for Innovation.

Kim, the 2009 RIRDC NSW Rural Woman of the Year, has also been the recipient of a Gourmet Traveller/Jaguar Award for Innovation in Travel and in 2005 was the recipient of the inaugural Vogue Entertaining & Travel/Audi Maggie Beer Award for Outstanding Contribution to Australian Food.

Creating New Opportunities

The positive impacts go far beyond the new AFL team

By now I'm sure you've heard the exciting news about the upgrade to our Sydney Showground Main Arena.

This is fantastic news not only for the RAS and its Members, but for the events industry and the people of Sydney and NSW.

Big events bring people together like nothing else. Whether it's to barrack for your team, watch your favourite musician or take part in a festival, we all love the thrill of seeing world-class sports stars, performers and events in person.

No venue does a big event better than Sydney Showground. Our iconic Easter Show is the largest annual event in Australia, and with the Big Day Out and V8 Supercars, amongst others, we've really honed the art of hosting events that get people talking, and bring them together.

Sydney Showground is one of the largest and most diverse venues in the country, and an event precinct beyond compare, but our Main Arena has been under utilised.

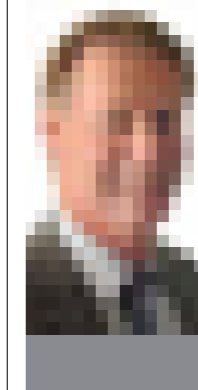
The upgrade opens up new opportunities. We'll soon be hosting home games for the new AFL team, Team GWS, and we can't wait to have them and their fans out here.

The positive impacts go far beyond the new AFL team. We expect this investment will help the RAS attract and retain other major sporting and leisure events well into the future. Members will soon be able to enjoy an even broader range of year round events and we plan to deliver a good deal on tickets too! And by 2012 Show you'll be able to experience most or our new facilities for yourself. There's more about the upgrade in our story on page 8.

And most importantly, using the Main Arena for more than just a handful of big events each year will enable us to better support our core purpose – investment in agriculture, competitions, education, youth and regional NSW.

The RAS team is already busy putting together plans for next year's Sydney Royal Easter Show and the years that follow – it never stops! Our Sydney Showground venue business is in full swing with many new events in our Calendar for 2010–11, see page 41.

Peter King
Chief Executive
Royal Agricultural Society of NSW



Artist's impressions of the upgraded Main Arena at Sydney Showground



A major upgrade to Sydney Showground's Main Arena means bigger and better facilities for the Sydney Olympic Park precinct and a host of new opportunities for the Royal Agricultural Society of NSW and its Members.

What it means to you

- Better facilities and infrastructure within the Sydney Showground precinct
- Assist in boosting NSW economy and the local community
- Opportunities to host new events for RAS Members

The upgrade will include

- New, covered grandstands on the South East and North East sections of the Main Arena
- Upgraded corporate hospitality, bars, function space
- Refurbishment of existing grandstand area
- New media centre facilities, plus addition of a large video scoreboard and stadium sound system
- Reconfiguration of the shape and surface of the Main Arena to accommodate AFL matches
- Security fencing



More than an upgrade

In the coming months, work will begin on a considerable upgrade to the Sydney Showground's Main Arena, home to the Sydney Royal Easter Show's Grand Parade, flagship entertainment and Member facilities.

Funded through a new partnership between the RAS, NSW Government, Sydney Olympic Park and the AFL, the improved facilities and infrastructure will boost event hosting capabilities for the RAS as well as bring a range of benefits to RAS Members.

The \$60 million redevelopment, which includes increasing stadium seating from 13,000 to 25,000, will make the Arena suitable for a range of major sporting and entertainment events, most notably the new Western Sydney AFL team, Team GWS, which will call the Main Arena its home ground from 2012.

"The RAS is thrilled to be welcoming Team GWS and its fans to the Sydney Showground Main Arena. We are also

excited about the opportunity to attract and retain new sporting and leisure events to our facilities – and increase attendee numbers at our established events such as the Sydney Royal Easter Show and Big Day Out," said Peter King, Chief Executive of the RAS.

"Investing and contributing to the NSW and local Western Sydney community is an important aspect of our work. Improving the multi-purpose facilities at the Sydney Showground will help grow community spirit and generate significant economic, social and community activity in the area," he said.

The upgrade also represents significant benefits for the RAS and Members. The long-term investment will provide funding for the future, allowing the organisation to bolster its support to core RAS activities of agriculture, competitions, education, youth and regional NSW.

"As a Member of the RAS, you can be pleased that you are part of a growing and vibrant organisation. We are forming

a variety of new partnerships that will open the door to new opportunities for the RAS and increase our ability to invest in core agricultural activities," Mr King said.

The new partnerships created through this development will also mean that RAS Members are likely to have greater access to a range of sporting events including AFL, soccer and cricket, as well as concert festivals and other major entertainment events.

In anticipation, the RAS is currently exploring options for the Sydney Showground to also become the corporate headquarters and home ground for other sporting franchises, and a playing and training venue for Australia's FIFA World Cup bid.

Team GWS, which will be the first AFL club in Western Sydney, is also excited by the proposed development.

"This is a terrific result, not only for our club, but for all of

New South Wales. Team GWS will now be able to contribute to the increased usage of existing infrastructure within the precinct including public transport, function facilities, restaurants and car parks," said Mr Dale Holmes CEO of Team GWS.

"Thanks to the support of the NSW Government, the RAS and the AFL we will now be able to provide our fans with a modern 25,000 seat stadium to showcase our home games from season 2012. Families will enjoy first class facilities allowing our club to create a great experience for our fans," he said.

Construction on the upgrade is expected to commence later this year and be complete in 2012. Project planning will take into account the need to operate events, including the Sydney Royal Easter Show, throughout the development and will ensure there is minimal disruption to events held in Sydney Showground.

Holy Goat Cheese 'Cake' with passionfruit and coconut ice-cream designed by Justin North

Holy cheese takes top honour

Celebrating the best of the best in wine, dairy and fine foods: the President's Medal.

Imagine what it feels like to be the best in your category... then imagine what it feels like to be acclaimed as the best of the best, not just in your category but across the pinnacle of Australian wine, dairy and fine food producers.

In four short years the RAS President's Medal, founded in 2006 and sponsored by Industry & Investment NSW and Woolworths Supermarkets, has achieved recognition as Australia's most unique wine and food competition through its rigorous and detailed judging criteria.

Judged how...

The RAS President's Medal pits producers from the food, wine and dairy industries against one another on a level playing field. It does this through a carefully crafted judging system in which representatives from the Medal judging panel visit each producer and review their operations, observe production practices and gather economic and local information.

Each year the Sydney Royal Wine, Dairy and Fine Food Shows assess upward of 5000 products. Show Champions were chosen and from there the Chairs of the Wine (David Clarke AO), Dairy (Gerry Andersen) and Fine Food (Lyndey Milan) Committees whittled those Champions down to six finalists considered top-notch enough to vie for the one President's Medal.

Judged by...

Eminently qualified, the Medal judges were Simon Marnie

(ABC Radio presenter and foodie), Scott Davenport (Industry & Investment NSW Chief Economist), Justin North (chef and fine dining restaurant owner, Bécasse) and Annette Karantoni (Senior Business Manager, Marketing, Woolworths Supermarkets). In making their final choice the judges use the information gathered by the two visiting judges (Simon Marnie and Scott Davenport), supported by assessments of the finalists by economists from Industry and Investment NSW. The 'people factor' – the producer's passion, commitment and enthusiasm in the pursuit of excellence – market acceptance, and point of sale appeal of the product, and environmental practices are also considered.

Judged why...

The President of the RAS, Glenn Dudley, explains that "having people on the ground evaluating each manufacturing process for financial, social and environmental performance, market acceptance of the products and the producer's own attitude, means the competition retains the integrity vital for its success.

"The President's Medal raises public awareness by rewarding producers who use sustainable practices to develop outstanding products, no matter what they are. It is a fitting recognition of our world class food and wine industries and, with our sponsors, Industry & Investment NSW and Woolworths Supermarkets, I congratulate the six exceptional finalists."



2010 RAS President's Medal finalists

Dairy

Bulla Dairy Food, Light Sour Cream, VIC
Holy Goat Cheese, La Luna Goat Cheese, VIC *

Fine Food

Huon Aquaculture Group, Banquet Slice Tasmanian Smoked Salmon, TAS
T&R Pastoral, Murraylands Premium Lamb, SA

Wine

Peter Lehmann Wines, 2006 Wigan Eden Valley Riesling, SA
The Yalumba Wine Company, 2008 Yalumba Hand Picked Shiraz Viognier, SA

*** 2010 President's Medal winner**

The winner receives \$10,000 and the prestigious silver heritage President's Medal.

Choosing Champions

5026 products	102 fine foods win Gold awards
863 dairy entries	96 products named Champion
2323 wine entries	2 dairy, 2 wine, 2 fine food products compete for the President's Medal
1840 fine food entries	1 President's Medal winner
86 dairy products win Gold awards	
121 wines win Gold awards	

The Top Six

Producer: Bulla Dairy Foods (Victoria)
Product: Light Sour Cream

Bulla Dairy Foods is a fifth generation Australian owned family company making premium quality dairy products since 1910. 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. Bulla remains the best-selling branded cream in Australia.

Managing Director Russell Sloan believes, "The key to our success is our people. We've also invested heavily in our state-of-the-art factory at Colac, improving production efficiency and reducing our environmental impact through a new waste treatment system."

What the judges thought: "Bulla Dairy proves that industry can thrive on a large scale and still be a vital part of the community, actively engaging with the environmental, social and financial needs of the community around it."

Producer: Holy Goat Cheese (Victoria)
Product: La Luna Goat Cheese

Carla Meurs and Ann-Marie Monda produce organic chèvre at their Sutton Grange Organic Farm, located east of Castlemaine. Having gained experience on farms in Australia and overseas, Ann-Marie and Carla believe their skills reflect their respect and care for the natural environment.

Says co-owner and cheese maker, Carla, "the success of our product starts with respecting and caring for our soil, our native grass pastures, protecting remnant bush habitats and ensuring our goats are healthy without using chemical fertilizers, herbicides, pesticides or antibiotics."

What the judges thought: "Holy Goat shows that with dedication and determination the combination of artisan techniques and new technologies can walk hand in hand, no matter the size or market leverage of the producer."



Producer: Huon Aquaculture Group (Tasmania)
Product: 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. Currently employing over 380 staff, the Huon Aquaculture Group produces over 10,000 tonnes of fresh salmon per year.

"We don't want to be the biggest, but we want to be the best and we've been farming top quality salmon in the pristine wild waters of Tasmania for more than two decades now. In that time we've learnt a thing or two about the best way to raise the product," says Frances Bender

What the judges thought: "Huon Aquaculture demonstrates that a sound producer can lead in technological development without sacrificing social and environmental responsibility."

Producer: T&R Pastoral (South Australia)
Product: Murraylands Premium Lamb

T&R Pastoral is a family owned business that has grown to become Australia's largest small-stock processor. Currently, exporting to more than 80 countries worldwide, the domestic market is where T&R see opportunities to move forward.

"The Murraylands Premium brand was introduced by us to cater for markets that demand the highest quality pasture-fed, chilled lamb and beef. We are an accredited exporter under the 'Fresh Australian Premium Lamb' program, and our commitment has earned us the right to bear the Fresh Farm Premium Lamb logo."

What the judges thought: "T&R Pastoral is at the leading edge in production standards while remaining aware of its social and environmental responsibilities at every step."



Mr Glenn Dudley, President, Royal Agricultural Society of NSW

Canapés

SAN JOSE SMALLGOODS PREMIUM PROSCIUTTO AND PEAR TART
PRISTINE OYSTER FARM PACIFIC OYSTERS WITH CUTTAWAY CREEK
RASPBERRY VINEGAR

Featuring

2009 Sydney Royal Fine Food Show Champion
San Jose Smallgoods Premium Prosciutto

2009 Sydney Royal Fine Food Show Champion
Pristine Oyster Farm Pacific Oysters

2009 Sydney Royal Fine Food Show Champion
Cuttaway Creek Raspberry Farm, Raspberry Wine Vinegar
Designed by The Four Seasons Hotel

Accompanied by

2010 Sydney Royal Wine Show Gold Medallist
Starvedog Lane 2004 Starvedog Lane Chardonnay Pinot Noir
Pinot Meunier

2010 Sydney Royal Fine Food Show Gold Medallist
Redoak Indian Pale Ale

Entrée

HUON SMOKED SALMON WITH ROE, BULLA LIGHT SOUR CREAM
CUCUMBER, WASABI JELLY AND SHISO LEAVES

Featuring

2010 President's Medal Finalist
Huon Aquaculture Banquet Slice Tasmanian Smoked Salmon

2010 President's Medal Finalist
Bulla Dairy Foods Light Sour Cream

2010 Sydney Royal Fine Food Show Silver Medallist
Huon Aquaculture Huon Salmon Caviar

Designed by Tim Browne,
Executive Chef Sydney Showground

Accompanied by

2010 President's Medal Finalist
Peter Lehmann Wines 2006 Wigan Eden Valley Riesling

Main

ROASTED T&R PASTORAL MURRAYLANDS PREMIUM LAMB RACK,
POTATO GRATIN AND BRUSSEL SPROUTS WITH SPECK

Featuring

2010 President's Medal Finalist
T&R Pastoral Murraylands Premium Lamb

Designed by The Four Seasons Hotel

Accompanied by

2010 President's Medal Finalist
Yalumba Wine Company 2008 Yalumba Hand Picked Shiraz
Viognier

Dessert

HOLY GOAT CHEESE 'CAKE' WITH PASSIONFRUIT
AND COCONUT ICE-CREAM

Featuring

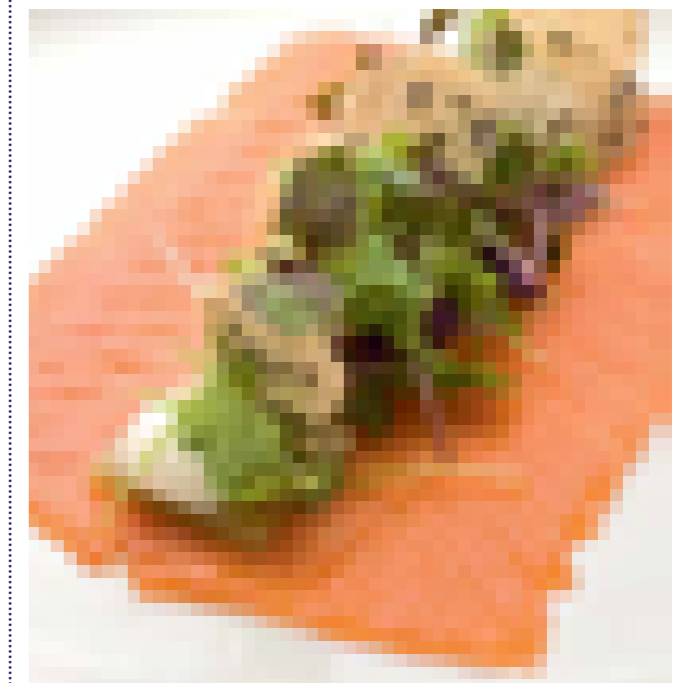
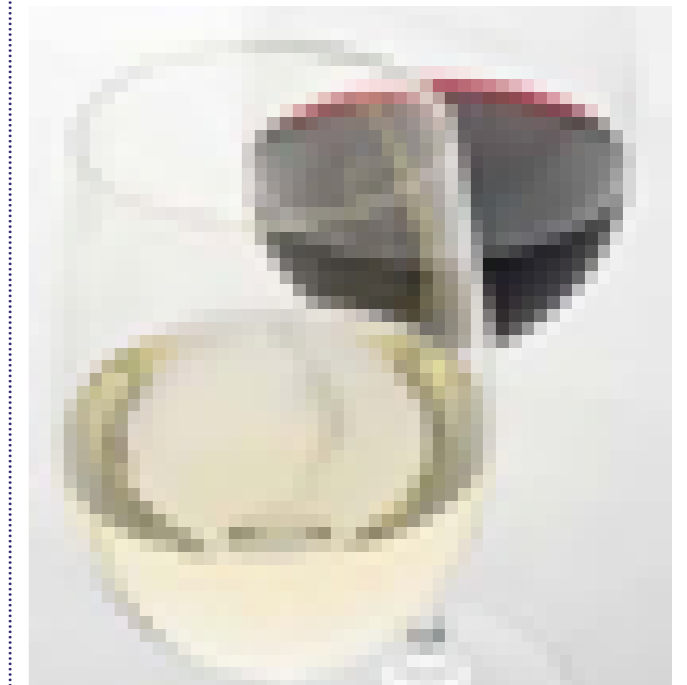
2010 President's Medal Finalist
Holy Goat Cheese La Luna Goat Cheese
Designed by Justin North, Executive Chef Bécasse

Accompanied by

2010 Sydney Royal Wine Show Silver Medallist
McWilliams Wines Mount Pleasant Maria

Dinner of Champions

What better way to test the mettle of our Champion and Gold level products – especially the top six Champions who've been vying for the 2010 President's Medal – than by creating our own exclusive tasting menu. Designed by chef and judge Justin North of Bécasse and Etch restaurants fame, RAS Executive Chef Tim Browne, and The Four Seasons Hotel, the four course dinner with matching wines was served at the prestigious President's Medal award night, July 14 at The Four Seasons Hotel, Sydney.



Entrée designed by Tim Browne, Executive Chef, Sydney Showground

Below: Carla Meurs pictured with one of her 'kids'
 Right: Ann-Marie Monda with Holy Goat cheeses



Producer: Peter Lehmann Wine (South Australia)
 Product: 2006 Wigan Eden Valley Riesling

The first Peter Lehmann vintage was processed in 1980. 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. 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.

PLW Chief Winemaker Andrew Wigan says, "The company has developed many strengths over the past 30 years based on the talents of a passionate and dedicated team. With the continued success of our Rieslings on both the national and international stages, this is yet another wonderful endorsement to our Barossa growers and our team at the winery."

What the judges thought: "PLW is another fine example of larger scale industry responding to market driven demands for products which behave responsibly socially, environmentally and in business."

Producer: The Yalumba Wine Company (South Australia)
 Product: 2008 Yalumba Hand Picked Shiraz Viognier

Yalumba, Australia's oldest family owned winery, has adopted 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.

Robert Hill Smith, Yalumba's fifth generation proprietor and vigneron, says, "Yalumba is a thriving, independent

wine company, valuing leadership, innovation, quality and experimentation over all.

"As a wine business operating in the rural environment for more than 160 years, we understand the significance of sustainability. This is our platform for crafting a folio of authentic Australian wines."

What the judges thought: "Yalumba's initiating of formal procedures for the gathering of key contributors right along the supply chain to address carbon use must be congratulated."

And the winner is...

Holy Goat Cheese took out the President's Medal 2010. Co-owners Carla Meurs and Ann-Marie Monda were surprised and delighted by the win acknowledging that every one of the six finalists was just as deserving.

"Roles on the farm and at work are arbitrary boundaries. We all do everything – look after the goats, milk them, make the cheese. In the end it is the goat and the pasture that provide for an end product that speaks for itself," said Carla.

RAS President Glenn Dudley acknowledged the uniqueness of the award and the winners.

"The importance of winning this award cannot be underestimated. It is a national competition and the only award in which vastly differing products are judged against one another."

What the judges thought: "For the first time we came close to a dead heat. Half a point in the 30 points awarded for craft, skills and passion, and one point in the 10 marketing points, were all that separated two very distinct finalists: Holy Goat and Yalumba. It was a tight finish all around. The quality was simply outstanding."

Take a look at our finalists on video at www.rasns.com.au

2010 Hordern Trophy winners
 Palgrove Charolais. Pictured
 left to right, David Smith, David
 Bonfield and Stephen Hayward

2010 Blue Ribbon Attractions



A Desire to Excel

Contests and competitions draw crowds. The Sydney Royal Easter Show proves that and provides the city with the chance to engage with rural Australia. Through these contests and competitions each of us learns more about what rural producers do... but most of all, it's fun.



Around 900,000 showgoers were welcomed through the gates to become part of the Show family this year. That's a lot of people out to enjoy the music, the sideshows, the entertainment, food, shopping and, above all else, the best in agricultural experiences and competitions on which the Show has built its 188-year reputation.

In fact the heart of the Show lies in its proud tradition of competition. It's why the Show began in 1823, and why it still exists today. And if growth in Show attendance indicates anything, it's that everyone loves a competition.

Around 15,000 competitors displayed the very best of breeds and livestock, art, food, fashions and produce as they competed for a prestigious Sydney Royal Blue Ribbon. Many of them spend the entire year working to get their exhibits ready for the largest annual event and the most prestigious agricultural competitions in Australia.

Judging the exhibits creates incentives for farmers, graziers and producers to excel, raising the standard of agriculture in NSW and Australia. But it's also a chance to catch up with mates and rivals in the ring, and for the city to see where much of the food on their plate comes from.

Showgoers bought gourmet food and wine, home and garden products, hand-made fashions, arts, crafts and health and beauty products. They ate their way through all the Show favourites – dagwood dogs, cheese-on-a-stick, CWA scones and traditional lemonade. Corn Cobs proved popular plus over 300,000 oysters were downed.

A place for the big and small kid in all of us, the enduringly popular Dairy Farmers Farmyard Nursery saw thousands of visitors get hands on with baby animals, milk cows, shear sheep, wash chooks, watch working dogs and pat pigs. And who can forget the showbag pavilion? Not many, it would appear. About 1.6 million showbags went home, keeping the memory alive a little longer.

In the Main Arena car-eating Robosaurus terrorised showgoers, whilst the rides in the Coca-Cola Carnival whirled non-stop. Crowds saw diving pigs, fashion parades, a Supercoat Dog Spectacular, the awe-inspiring Toyota V6 Hilux Heroes and the spine-tingling Psycho Sideshow performers.

Over the next few pages you'll read about and see captured a selection of the great success stories and highlights of the 2010 Show. For all the 2010 Show results, visit www.eastershow.com.au/ShowResults

We congratulate all competition winners and producers this year, each of them represent the pinnacle of agricultural excellence in Australia. The innovation and excellence they display pays credit to their industries, and to Australia.

Winning Tales

Below left: Carnival kids
Below right: Best in Show dog, Lexie with her handler Sonia Turay

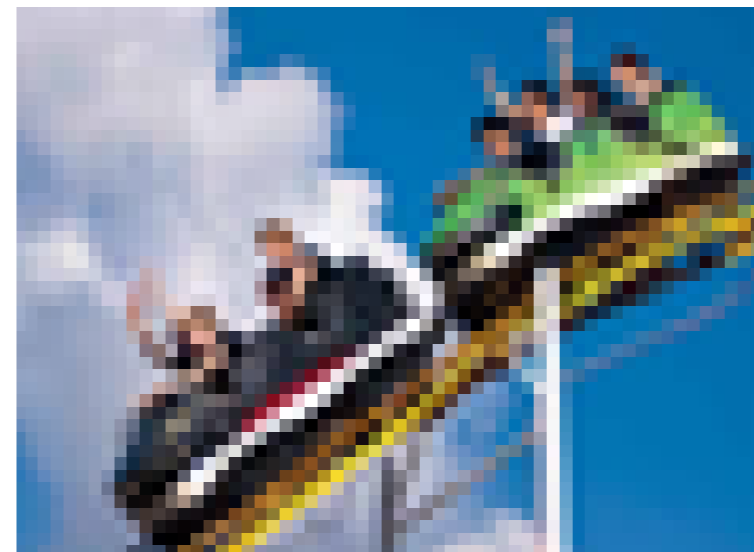
Top dog

Sonia Turay entered Easter Show history on day 11 day of the Purina Sydney Royal Dog Show. Sonia was handling the Best in Show Dog for a record third time.

Lexie, or Ch. Taejaan Birdon Awire to use her Show name, outranked more than 3500 conformation canine entrants to take the title.

"It's the biggest show and very exciting. You get butterflies and nerves but you've got to put that out of your mind and concentrate on the dog because you can't spoil her chances," said Ms Turay.

Owned by Ms J Kramer and Mrs N Rule-Steele, Lexie, a Whippet, was chosen by international judge Jorge Nallem after a tense day of competition. Mr Nallem formed part of a

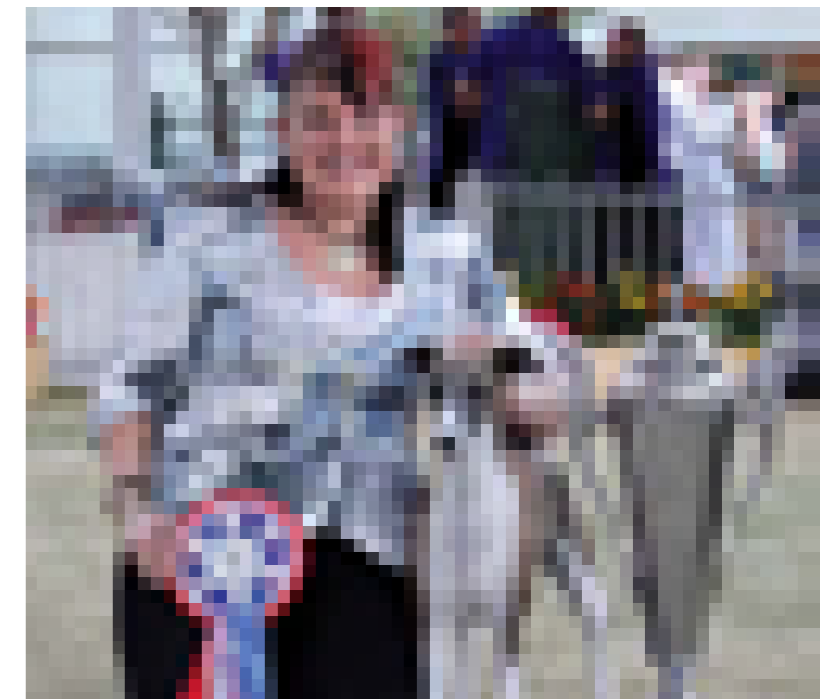


panel of three international judges, two from Uruguay and one from Sweden, judging the 11 day Show.

The judges agreed the standard of dog was very high and it was an honour to be asked to attend.

Susie Gale, owner of eight-month-old poodle, Zara, further summed up the feelings of the competitors.

"Of course everyone wants to win but it's the friendly atmosphere that's the real winner. The Sydney Royal Easter Show is sometimes the only time we all get to catch up."



ART

The RAS of NSW Art Prize Mystic Time, Mr Iaroslav Nikitin, Sydney, NSW.

Popular Choice Award For Art A New Generation, Mr Melvin Duffy, Armidale, NSW.

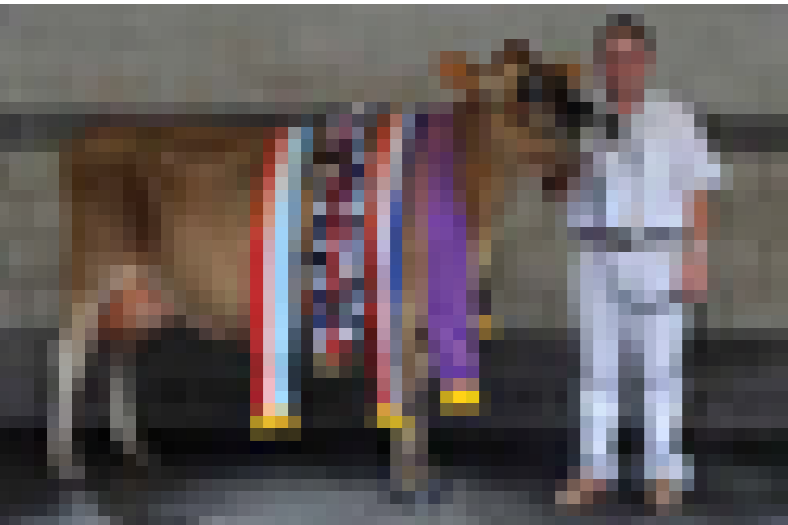
The Margaret Fesq Memorial Art Prize Western Australian Gum, Mrs Anne Knowles, Manly, NSW.

The Frances Binnie Memorial Perpetual Trophy Princess Shawl Knit In 100% Silk, Mrs Belinda Daniel, St Lucia, QLD.
The RAS of NSW Arts Committee Award Olive, Ms Janet Hoyer Cobb, Avoca Beach, NSW.

DISTRICT EXHIBITS

The District Exhibits Perpetual Shield Northern NSW District Exhibit.
The Woolworths Supermarkets Perpetual Trophy Central NSW District Exhibit.
The Gordon Maitland Perpetual Trophy Central NSW District Exhibit.

Below: Supreme Champion Dairy Female pictured with Brad Gavenlock
 Right: Feeding time in the cattle pavilion



Left: Inflight fun
 Below: Paying attention at the Alpaca judging



Flawless diamond

Dave and Glenda Middleton of Glendave Stud, Wallabadah NSW, have over nine years walked away with 24 Champion ribbons, including Supreme Champion Pig of Show in 2007.

This year their sow, Glendave Diamond 267258, took out the ultimate honour at the Show, being named Champion Pig of Show.

Exhibitor numbers peaked for the 2009 Show, which was the centenary of the Australian Pig Breeders Association. Chairman Paul Hassab is confident that the numbers will rise in future years as interest in the industry increases.

“These people are very dedicated and I believe they will keep the stud pig industry going, especially with more young people getting involved,” he said.

An artful affair

RAS Members and guests were treated to a special preview in the Arts Pavilion the day before the Show kicked off. 5,000 portraits, rural landscapes, photographs, sculptures, pottery, silverwork and decorated cakes were on display, and awards were presented to the winning entries in more than 30 categories.

For RAS President Glenn Dudley, this was the real start of the Show. “Tonight we celebrate and recognise the accomplishments of our winning artists, and we are privileged to see their amazing work,” Mr Dudley said.

The night was also about raising funds for the RAS Foundation, the charitable arm of the RAS, that provides grants and scholarships to support rural NSW. Executive Officer Antonia Ruffell spoke about the Foundation’s work and raffled off a beautiful hand-made quilt, made by Jane Gibson and donated by The Quilters Guild of NSW.

“In many ways Australia is like this quilt,” Ms Ruffell said, “Many patches, many pieces, many colours. And the common thread that runs through us is a love of agriculture, and a passion for rural communities.”

The raffle, won by Mrs Lena Burton, raised more than \$4,500 for the Foundation.

Charolais win with panache

Palgrove Panache 149, a female Charolais exhibited by David and Prue Bondfield from Palgrove Charolais Stud, Dalveen, Queensland was crowned the Supreme Beef Animal, taking out the Urquhart Perpetual Trophy.

Previously, she’d won both the Champion Charolais Female and Interbreed Female awards. Judge Michael Fahey said that Panache was an extremely correct, feminine cow with the volume and softness that is needed in the industry.

Tony Farrell and Richard Harms from THW Charolais, Casino, Queensland, partnered their bull, THW Dee V8, with Palgrove Panache 149 to win the Hordern Trophy for Best Pair of Show.

THW Dee V8 had earlier won Junior Champion Bull, Grand Champion Bull and then went on to win Interbreed Champion Bull.

The Judge, Brent Fisher, from Silverstream in New Zealand said Dee V8 “was a high volume and very soft bull. He had good legs and great presence.”

Hordern Judge Jason Strong said that the pair appealed to him for their balance, softness and overall presence. He commented that they demonstrated the perfect combination of softness and muscularity and were extremely complementary in their attributes.

The Hordern Perpetual Trophy was first presented in 1980 and was donated by Mr and Mrs Anthony Hordern to

commemorate over 100 years of continuous service to the RAS by the Hordern Family.

The Urquhart Perpetual Trophy, first presented in 1999, was donated by The Red Poll Society, NSW Region in honour of Mr Bruce Urquhart who was a prominent cattle breeder at the Show and was also the innovator behind the award.

The two trophies are each worth \$15,000 in prize money and, as such, are the most valuable prizes on offer at the Show.

The Supreme Beef Interbreed Heifer was a new competition in 2010, worth \$10,000 in prize money. Winchester Daisy Duke, exhibited by Mr G M O’Brien of Orange, NSW took out the honours.

Six in a row

The HCM See Memorial Award, presented to the winner of the District Exhibits competition, is the oldest trophy on offer at the Show and this year was awarded for the 100th time.

Arthur Johns, Manager of Northern District, accepted the trophy for the sixth year in a row on behalf of his winning team.

Judge Margot Kimber, says, “it’s all about how they’ve

FLOWER & GARDEN

Most Successful Exhibitor Of Show R J & Mrs J Woodfield, Hughes, ACT.
The Banksian Medal R J & Mrs J Woodfield, Hughes, ACT.
Bronze Medal Mr Graeme Davis, Ainslie, ACT.
Most Successful Exhibitor In The Decorative Section Mrs Lanny Pramana, Pymble, NSW.

HONEY

Most Successful Exhibitor In Honey Classes Mr Lawrence Noel & Barbara Elizabeth Bingley, Sutton, NSW.
Most Successful Exhibitor In Small Producers Classes Norman A Webb & John K Godwin, North Rocks, NSW.
Champion Commercial Exhibit Pure Soft Set Honey, Malfroys Gold, Rockley, NSW.

ALPACA

Supreme Champion Suri Alpaca Surilana Heather, Surilana Alpacas, Strathbogie, VIC.
Supreme Champion Huacaya Alpaca Of Show Ambersun Fortune Seeker, Ambersun Alpacas, Mt Compass, SA.
Supreme Champion Suri Fleece Surilana Bellita ET, Surilana Alpacas, Strathbogie, VIC.

Supreme Champion Huacaya Fleece Forestglen Concerto, Forestglen Alpaca Stud, Millthorpe, NSW.

CATTLE

BEEF
The Hordern Perpetual Trophy Palgrove Panache 149, D & P Bondfield, Dalveen, QLD And Thw Dee V8, T H W Charolais, Casino, NSW.
The Urquhart Perpetual Trophy Palgrove Panache 149, D & P Bondfield, Dalveen, QLD.

The RAS Supreme Beef Interbreed Heifer Winchester Daisy Duke, Mr G M O’Brien, Orange, NSW.

DAIRY

Supreme Champion Dairy Female Gold Label Daydream, Gavenlock & Polson, Berry, NSW.

Below left: Central District's Robert Thomson, Wendy Taylor and Gary Olrich
Below right: Polo preparation

Below left: Dressed for Success
Below right: The Australian Women's Weekly's Taste of the Show Theatre Kitchen

managed to take their idea and recreate it in 3D using produce.”

Exhibitions are deducted points for relying too much on ‘artificial’ means of production. This means that photos, words and even the backgrounds are painstakingly re-created using different coloured seeds, flowers, fruits and vegetables.

Northern District chose the theme ‘The Dawn of Agriculture: 9000 BC’, complete with pyramids, the river Nile and a mummy encased in his tomb – all created using fresh produce.

Central District took home both the Woolworths Supermarkets Perpetual Trophy awarded for display and the Major General GL Maitland Trophy, for the district display voted best by the public sponsored by Sydney Markets.

With six consecutive wins under their collective belts, Northern District still has some way to go to meet the achievements of Central District who took out the title for

12 years in a row from 1973-84.

Northern District had double the reason to celebrate, with Woodenbong Central School winning the inaugural Schools District Exhibit competition.

Their winning display put Muirfield High School in second place, and Menai High School third.

Oyster success

Frank Theodore of De Costi Seafoods celebrated a decade of exhibiting by winning the Commercial Exhibitor Best in Show.

The Award aims to improve the standard of exhibits and make them more appealing and informative to the public.

A panel of judges marks exhibitors on a combination of stand design, attentiveness and attitude of personnel and overall exhibit appeal, whether it be informative, interactive or innovative.

De Costi's Wine and Oyster Bar, located in the Woolworths Fresh Food Dome, included a live oyster farm as a part of the exhibit, educating the public whilst serving award winning seafood.

“It's all about identifying the different flavours and what

to look for in a good oyster, as well as the general process of oyster farming,” Mr Theodore said.

The ‘Save the Bilby Fund’ located on Heritage Lane took out the John Ross Award. The Award is in dedication of the late John Ross who was a Show regular for more than 50 years.

Co-founder of the ‘Save the Bilby Fund’, Frank Manthey has been coming to the Show for six years and is not only interested in raising funds, but also awareness.

“Making money is important but not as important as reaching people, kids and adults and teaching them about the animals they share this beautiful country with,” Mr Manthey said.

Show gets buzzing

The Show was buzzing this year with a National Honey Competition held for the very first time. The inaugural National Honey Competition was an overwhelming success for exhibitors, with six prestigious Sydney Royal medals awarded in the commercial classes.

Bartholomews Meadery was awarded a Gold medal for their Wandoo medium colour liquid honey, whilst Malfroys

Gold Pure Soft Set Honey won Gold in the creamed honey class. Lindsay Bourke also tasted success with two Silver medals for their Clover honey and Manuka Gum honey.

Malfroys Gold went on to win The Phillip Carter Annual Trophy for Champion Commercial Exhibit. The Trophy commemorates the ongoing service given to the Honey Competition by Mr Carter, an honorary Member of Council at the RAS.

In the non commercial class, Heritage Honey received the inaugural RAS of NSW Award of Excellence Medallion for Champion Liquid or Natural Granulation Honey.

As well as the National Competition, the popular Honeyland stand returned to the Easter Show where more than 61,000 spoons were slurped down by visitors to the stand, up from 50,000 in 2009.

Live bee demonstrations at the Bee-Zeebo, proved a popular new Easter Show exhibit. Easter Show General Manager,



PUREBRED STEER & CARCASE

Grand Champion Steer 181 (Wilworriil Dominator), St Johns College Dubbo, Dubbo, NSW.

Grand Champion Carcase 219 (Scots Entry 7), The Scots School, Bathurst, NSW.

TRADE HOOF & CARCASE

Champion Trade Steer / Heifer 29 (Napolian), St Johns College Dubbo, Dubbo, NSW.

Champion Trade Carcase 11 (Eric), Gosford High School, Gosford, NSW.

HORSE

BREEDS, HACKS, LEADING REIN, HARNESS & RIDING

Champion Working Australian Stock Horse Wungum Citizen, Wungum Partnership, Duri, NSW.

Australian National Champion Hack Kholo, Mrs Ros Lipp, Toowoomba, QLD.

Australian National Champion Galloway Mirinda Eyeliner, Mrs Caroline Kuhn & Michael Christie, South Yarra, VIC.

Australian National Champion Pony Hack Over 12.2 Hands And Not Exceeding 14 Hands Kolbeach Chanting, Mrs Penelope Cobbold, Tamarama, NSW.

Australian National Champion Pony Hack Not Exceeding 12.2 Hands Silkwood Angel Wings, Mc Mahon & Mc

Cormick Families, Yarrambat, VIC.

Supreme Champion Australian National Saddlehorse Rockleigh Ladies Gift, Mr Mark Kenzig & J & V Carter, Arcadia, NSW.

Champion Multiple Horse Business Turnout Rosbercon Casanova / Valmont Avanti / Ferdales Viscount / Ferdales Come Back Jack, Fosters Australia, Tallarook, VIC.

CAMPDRAFTING

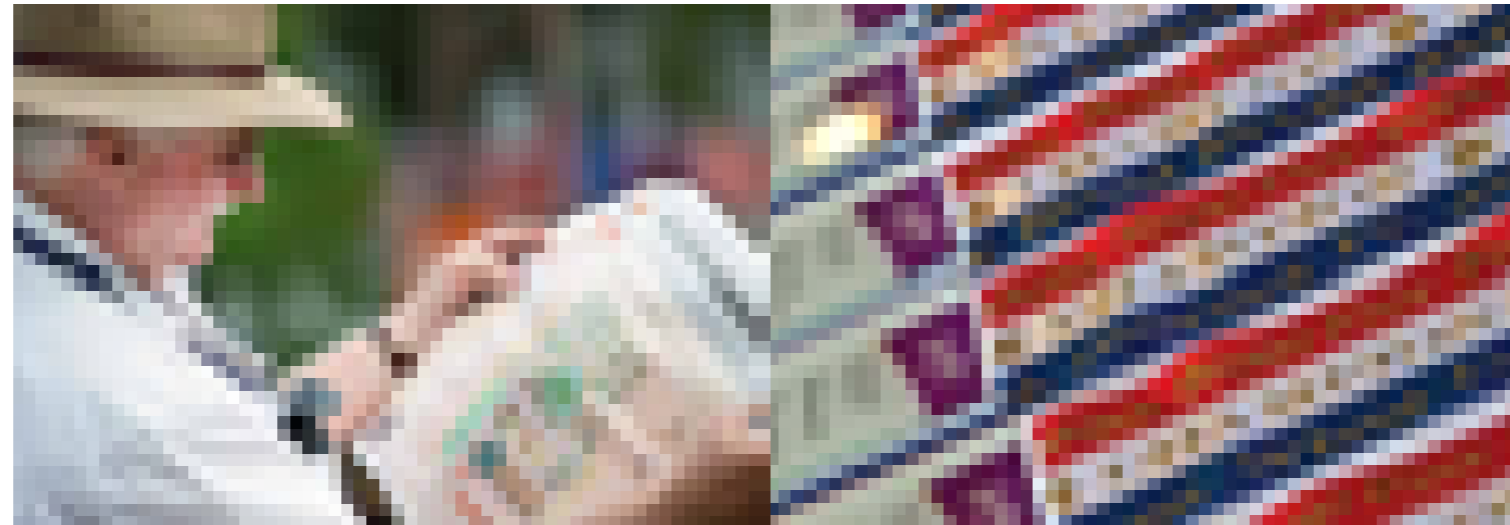
World Championship Campdraft Kirbys Stud Refine, Mr T J Blake, Muswellbrook, NSW.

SHOWJUMPING

Sydney Royal Easter Show Grand Prix Sweepstakes Dark Ages, Mr Clem Smith, Gatton, QLD.



Left: The Hon. Governor General Quentin Bryce, AC opened 2010's Sydney Royal Easter Show



Right: Merryville Stud's Supreme Champion Merino



Michael Collins, got suited up and entered the Bee-Zeebo to celebrate Excellence in Agriculture Day.

"It was interesting to learn not to wear aftershave around bees, and to make sure I had my pants tucked into my socks so the bees couldn't go up my pants – I was very careful with that!" Mr Collins said.

Not horsing around

A month before the Show, sixteen year old Tom McDermott from Wagga Wagga wasn't sure if he would be able to compete. He had fallen from his horse when competing in Canberra, and torn his Achilles tendon.

The injury meant that he came into the Sydney Royal with limited training. Luckily, his talent and skill were unaffected by his injury. Tom's results of two firsts, one second and one third meant he was the winner of the Maurice Gordon Memorial Perpetual Trophy for the most successful junior boy rider in his class.

Tom went on to win a total of five classes, making him the most successful young rider of the Show.

"I would love to represent Australia at the Olympics and go to the World Equestrian Games," Tom said.

Queensland takes Showjumping cup

Queensland took early bragging rights at the Sydney Royal Easter Show, which is the first of 12 events that makes up the lengthy 2011 World Cup qualifying series. Riders will travel around Queensland, Victoria and South Australia over the course of the series, before returning to Sydney in December.

Designed by Sydney 2000 Olympic course designer John Vallance, from Orangeville NSW, riders faced a technical course designed to show who has what it takes to compete at the highest level.

Queenslander Clem Smith, riding Dark Ages, owned by Neville and Lyn Rose, proved the pick of the riders, getting his qualifying campaign off to a flying start.

Dark Ages, a 14 year old thoroughbred gelding, was Queensland Grand Prix Horse of the Year in 2008 and 2009 and placed second in the Australian League World Cup Standing in 2009 and third in 2008. Whilst Dark Ages is an impressive horse, Clem himself is no stranger to success being a finalist for Queensland Sportsperson of the year in 2008.

Clem was the only rider who managed a clear first round, and added just five penalties over the rest of the event to beat veteran Grant Hughes who took second place.

Grant, a World Cup winner in 1996, finished second riding Emmaville Ricochet and third riding Emmaville Yakkity-Yak, with both horses collecting eight penalties.

Yakkity-Yak, co-owned by Hughes, his wife Heather, and Laslo and Cindy Naggy, was later honoured by being named Leading Showjumping horse at the Show.

Olympic Gold Medallist, Wendy Schaeffer from Handorf, South Australia, was the most successful rider of the Show, winning multiple ribbons, including the Mini Prix on Koyuna Sun Shine, and the Equestrian Australia Cup on Koyuna Sun Set.

Size matters...

Merryville Stud dominated the Sheep Show. Their Champion Fine Wool Ram – described by one judge as being "as big as a horse" – was named Supreme Merino.

Judge Alan McCormack commented that it was the ram's size, scale and quality that set it apart from all others to first be named Best Merino Ram, and then to beat out the Best Merino Ewe exhibited by Leo and Judy Blanch of Westvale Stud, Wollun, NSW, for top honours. "There was a huge quantity of wool with great staple length and character – also, he's got

huge sire appeal," McCormack said.

Winning the Best Merino Ewe Award was a first for Leo and Judy Blanch, with their ewe described by Judge John Crawford as having good coverage, structure and being true to type.

Merryville set a new Easter Show record by winning 37 ribbons, including seven Grand Champions, beating their own record of 36 set in the Moore Park days. Merryville also went home with the prestigious Stonehaven Cup for Best Exhibit of Five Merino Mach Shorn Sheep setting a new record of 24 victories for the stud.

Something to crow about

Murgon, in Queensland, is more than 1000 kms from Sydney. Exhibitors Denis Dowdle and Rod Lucht might not have had the furthest to travel to the Show, but with 13 hens in the back of their four-wheel-drive it probably felt like it.

Their Black Australian Langshan beat an enormous field of 3800 to be named Grand Champion Bird of Show. It's the highest number of entries since 1998. Dowdle, from Murgon and Lucht, from Maryborough, have bred chickens together for the past 10 years, and walked away from the Show with 21 prizes in all.

GOAT

ANGORA

Best Angora Goat In Show Rivers 747, W & H Ypma, Rivers Angoras, Bega, NSW.

Most Successful Angora Goat Exhibitor Miss D Scattergood, Cullbookie, Bungendore, NSW.

Champion Mohair Fleece West Wyalong High School, Willow Glen Angoras, West Wyalong NSW.

BOER

Best Boer Goat In Show Terraweena Remington Abmfe9006, Emma Cabot & Fleur Tarlinton, Macgregors Boer Goat Stud, Ryeford, QLD.

Most Successful Standard Boer Goat Exhibitor P L & J A Ormsby, Mugambi, Forbes, NSW.

DAIRY

Best Dairy Goat In Show Wheogo Shatahlia, A & A Milligan, Wheogo, Richmond, NSW.

Most Successful Dairy Goat Exhibitor Mr D G Bishop, Osory, Mudgee, NSW.

POULTRY & PIGEON

Grand Champion Bird Of Show D Dowdle & R Lucht, Maryborough, QLD.

Champion Waterfowl Mr Michael Underwood, Oakdale, NSW.

Grand Champion Racing Pigeon Mr Fred Frendo, Abbotsbury, NSW.

PIG

Supreme Champion Pig Of Show Glendave Diamond, D & G Middleton, Glendave Stud, Wallabadah, NSW.

Most Successful Exhibitor Of Show Glendave Hot Test V383, D & G Middleton, Glendave Stud, Wallabadah, NSW.

SHEEP & FLEECE

Grand Champion Merino Fleece Grathlyn, Mudgee, NSW.

Supreme Merino Merryville, Boorowa, NSW.

Supreme Prime Lamb Sire 423 Tattykeel 1, Oberon, NSW.

Supreme Prime Lamb Dam 436 Tattykeel 1, Oberon, NSW.

Below right: Queensland's champion Rodeo team

Below left: Supreme Allbreeds cat CH Coolcoons Blizzard
Below right: Dale Ashton, Harden NSW 2010 Specials Judge

Young Farmer Success

After a successful trial in 2009, an expanded Young Farmer Challenge thrilled crowds in the Main Arena, with an action packed final on day 10 of the Show.

An initiative of the RAS Youth Group, the challenge pits teams of four young farmers against each other as they race to complete a series of agricultural farm tasks.

"This competition is about showcasing and celebrating rural youth – the combination of everyday skills, new technology and safe work practice that is required by young farmers today.

We aim to engage, educate and entertain and this year over 100 competitors and volunteers were involved in the event. We are looking forward to the 2011 Young Farmer Challenge with a bigger, harder and faster competition that involves even more young people but we need industry support," explains Jillian Kilby, RAS Youth Group Deputy-Chair and

the coordinator of the event.

Competitors had to: put a tyre on a four wheel motorbike and complete an obstacle course using the four wheeler; drench sheep; prime a pump and extinguish a fire; crack a whip; perform first aid on a tree fall victim; build a dog kennel; use a GPS; assemble fencing equipment; and relay hay bales across the finish line.

After four heats held throughout the day in the Schmidt Arena, the top teams got to battle it out in front of a packed Main Arena. The team of 2009 Rural Achievers proved victorious in 2010, beating the 2009 Young Farmer Challenge Champions and old rivals the ASC Youth Group.

To get involved in the Young Farmer Challenge as a supporter, competitor or sponsor – please contact the RAS Youth Group on youthgroup@rasnsw.com.au or (02) 9704 1160

Foster family build lasting legacy

Tasmanian David Foster has done it all: Show Legend; more than 1000 championships; Captain of Australia for 21 years; and Australian Axeman of the Year a record breaking nine times in a row.

However he missed out on the title he wanted most at the 2010 Show by a mere 0.06 of a second, when he and his son, Stephen, were beaten by New Zealanders' Jason Wynyard and Robert Dowling in the 600mm World Championship Double-Handed Sawing event.

Wynyard, a double world title winner, also captured the 375mm Single-Handed Championship, with David Foster finishing third.

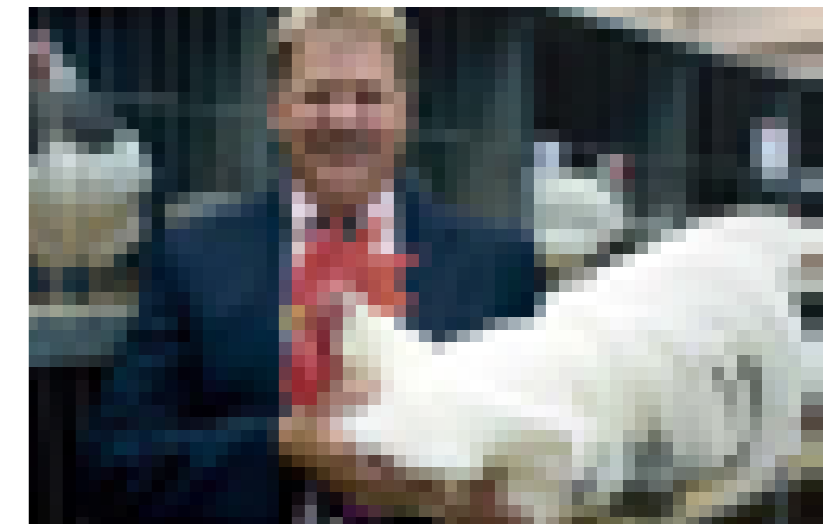
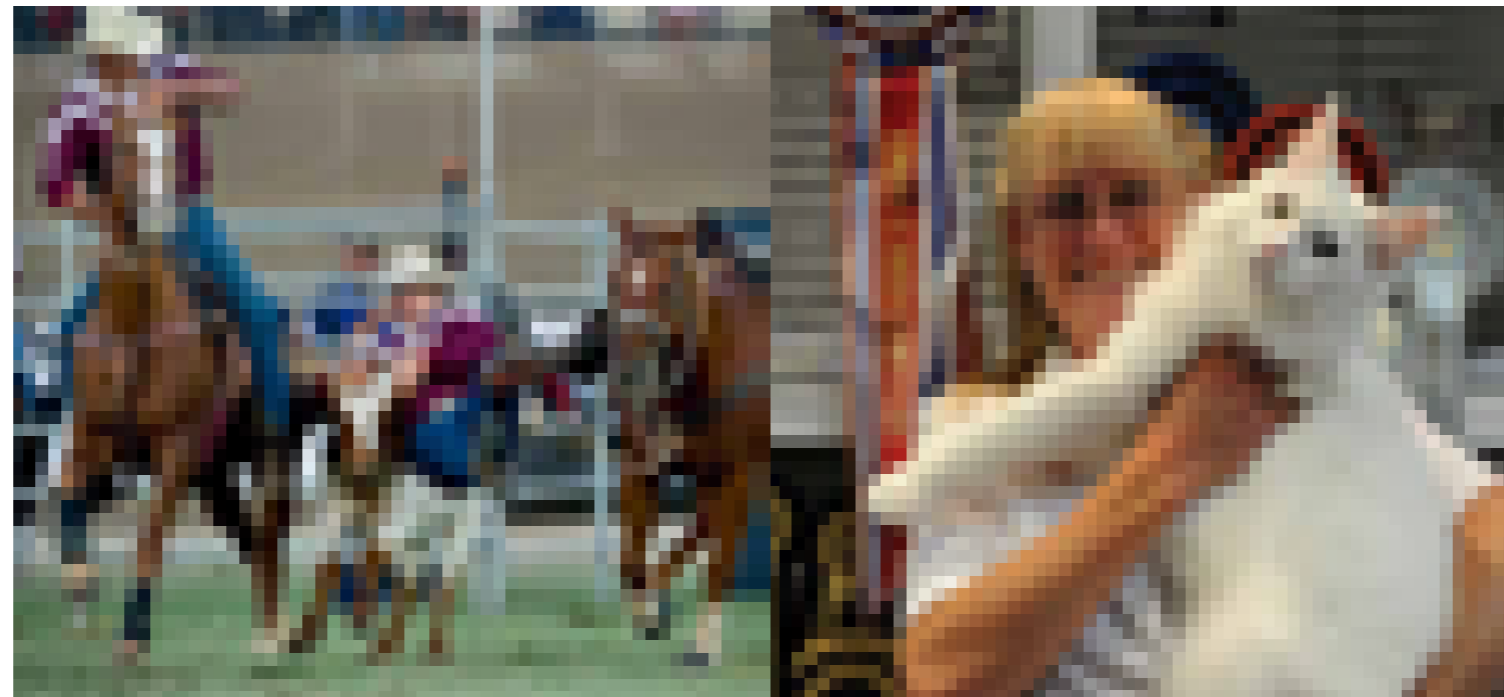
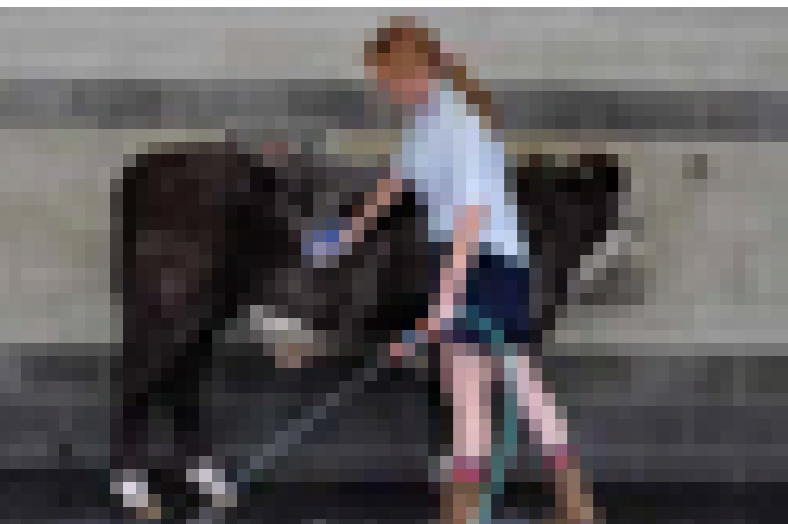
Foster was looking for his 23rd World Championship Double-Handed Sawing title, after winning 11 in a row partnering his father George, and a further 11 with his brother Peter. He vowed to return in 2011, chasing his dream

of winning once more with the next generation of wood-chopping talent from the Foster family.

"It's been a dream of mine for a long time to win a World Championship with my son," David Foster said.

Stephen Foster is continuing the winning family tradition, making the finals of the 375mm World Championship Underhand, which was eventually won by Victorian Laurence M O'Toole.

Queenslander Mitchell Hewitt showed fine form to capture the 325mm Treefelling World Championship, his sixth victory in a row while kiwi Adam Lowe completed the honour roll of World Champions, winning the 375mm Standing Block title.



CAT

Supreme Allbreeds Exhibit In Show Ring 1 Kalame Judeo, exhibited and bred by Mrs F Martini-Jakson.

Supreme Allbreeds Exhibit In Show Ring 2 CH Coolcoons Blizzard, exhibited by Mrs S Yelland and bred by Ms F Cooper.

Supreme Allbreeds Exhibit In Show Ring 3 Kalame Beelzebub, exhibited and bred by Mrs F Martini-Jakson.

Supreme Allbreeds Kitten Ring 1 Shawtop Shes The Culprit, exhibited by Mrs S Greentree and bred by Ms T Rushton.

Supreme Allbreeds Kitten Ring 2 Shawtop Shes The Culprit, exhibited by Mrs S Greentree and bred by Ms T Rushton.

Supreme Allbreeds Kitten Ring 3 Johari Just In Time, exhibited and bred by Mrs C Collins.

DOG

Best Exhibit In Show Ch. Taejaan Birdon Awire, Ms J Kramer & Mrs N Rule-Steele.

Best Puppy In Show Daykeyne Save Your Breath, Miss T Buckley.

Best Breeders Group Bratrice, Mrs S Edmunds & Mr G Edmunds.

The Best Australian Dog Breed, Dog Or Bitch In Show Ch. Whatajack Rebel, Bowe & Mrs A Bowe & Ms J Purss, D.

WOODCHOP

The Mens International Relay Australian Axemans' Association.

The Ladies International Relay Australian Axemans' Association.

The Manny Mccarthy Memorial 375mm World Championship Under-Hand Woodchopping Contest Laurence M O'toole, Doncaster, VIC.

375mm World Championship Standing Block Woodchopping Contest Adam Lowe, Hokitika, NZ.

325mm World Championship Tree Felling Contest Mitchell Hewitt, Wamuran, QLD.

375mm World Championship Sawing Contest (Single Handed) Jason Wynyard, Auckland, NZ.

600mm World Championship Sawing Contest (Double Handed) J

For all the 2010 Show results visit www.eastershow.com.au/ShowResults

Legen-dairy Charlie



Charlie Shearer, Show Legend, pictured with his favourite Holstein cow 'Wyoming Kitewell Pommette'

With 64 consecutive Sydney Royal Easter Shows under his belt, this cattleman is the stuff of legend.

Charlie Shearer remembers attending his first Sydney Royal Easter Show when he was six years old. It was 1940 – and except for the War years when the Show was suspended (1942-46), he hasn't missed a single one since.

At this year's Easter Show Charlie was named the Show Legend for 2010. Caught completely unaware by the prestigious honour, he made a heartfelt acceptance speech capturing the public and media's attention.

"I'm shocked, just shocked. I can't believe it," he said.

"I love the Show. I've got so many fond memories. I love catching up with the people I've made friends with over the years."

Taken by surprise at the Dairy Interbreed judging on the Cattle Lawns, an emotional Charlie received his award with tears in his eyes. He went on to describe the Show as a place he thinks of as home and that he'll keep coming back to for as long as he can.

Charlie's family farm, Wyoming, near Singleton NSW, has always shown Holstein dairy cows. Charlie has lead a dairy cow in the Parade or worked as a Parade Steward every year since 1947 and he has also shown in various categories, including poultry, at the Show.

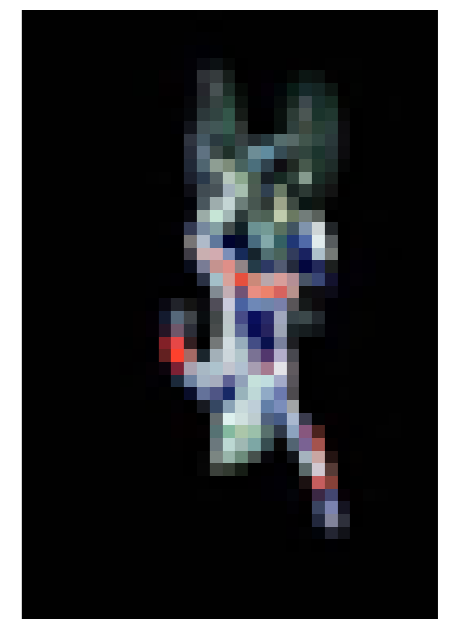
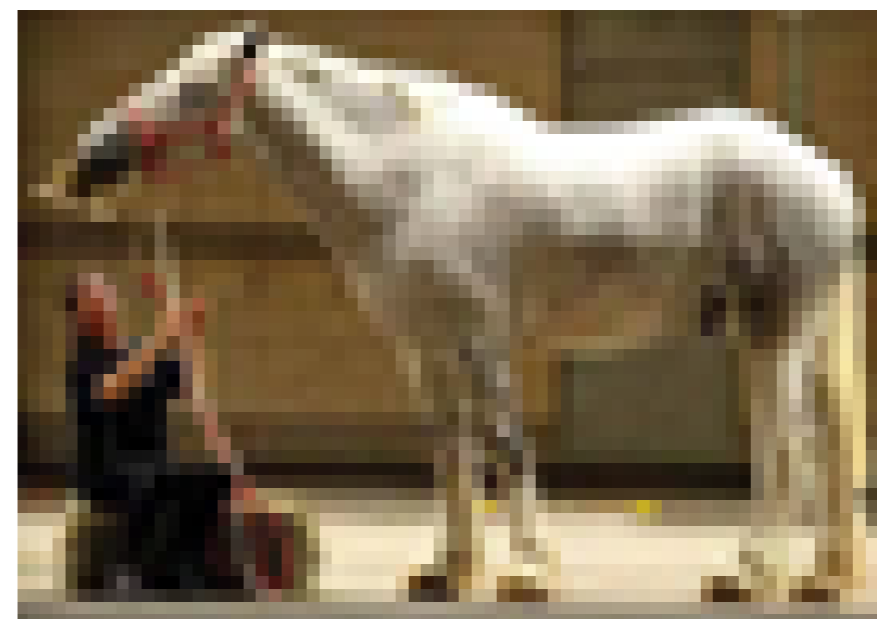
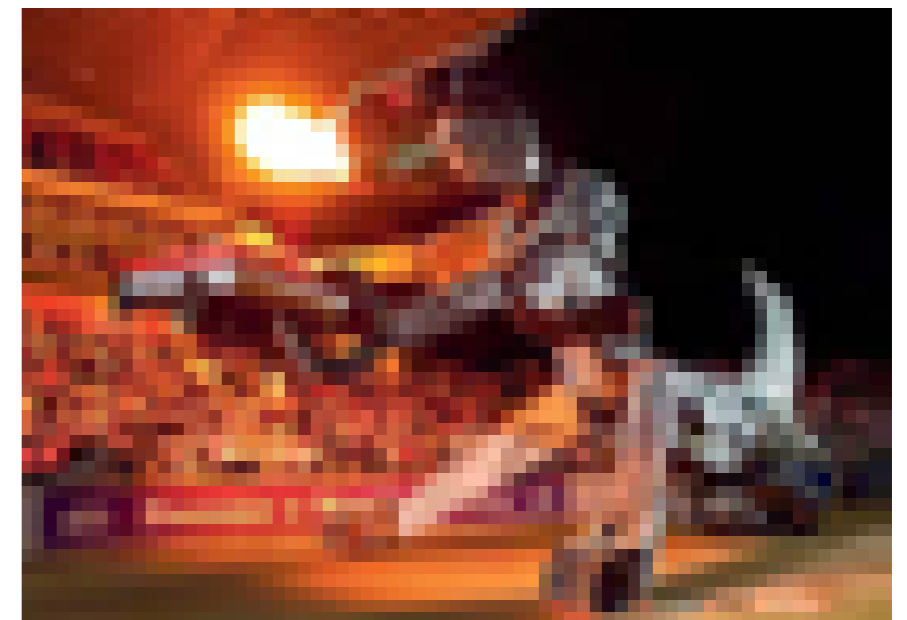
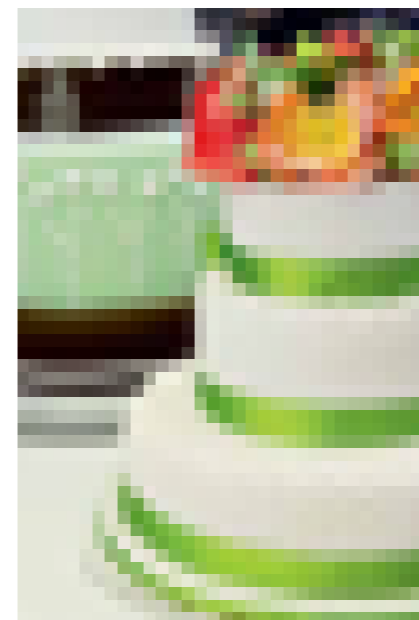
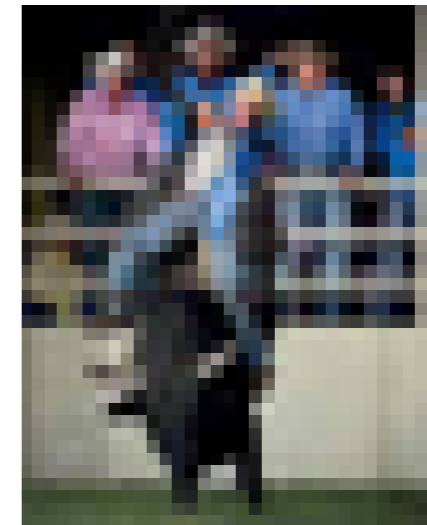
Introduced by the Royal Agriculture Society in 2001, the Show Legend award honours individuals that have made a significant impact on the Show. The award acknowledges participation and contribution to the Show as well as a desire to maintain Show traditions by passing on knowledge and experience to future generations.

In the late 1970s, Charlie introduced the concept of Breed Captains to the RAS. He has served as Holstein Breed Captain since then. He has worked on the Singleton Show Society for more than 50 years, is a qualified show judge, and has been awarded Honorary Life Membership of the RAS.

Previous recipients of the award cover multiple aspects at the Show, from the district exhibits to the woodchop, and the equestrian events to the carnival, all of whom share a mutual passion for the Show movement.

Glenn Dudley, RAS President, acknowledged Charlie's love of the Show and depth of knowledge, saying, "we always thought Charlie was a legend. Now it's official."

Clockwise from right: NSW competing in the rodeo competition; Judgement time; Robosaurus the car-eating monster; Xtreme Korruption takes to the air; Noddy the world's tallest horse; Show-stopping cakes



Celebrating Tradition

- 1940** Charlie Shearer attended his first Easter Show when he was six years old.
- 1941** Charlie is forced to miss the Show, helping his mother drive their cattle to water during a drought.
- 1942-46** World War II forces the suspension of the Show.
- 1947** The Show returns and Charlie, who is now 13 years old, returns too.
- 2010** Charlie is awarded the prestigious title of Show Legend. At 75 years old he has attended and worked at 64 consecutive Shows.

Global Food Demand in 2050

“by 2050 we will need to increase global food production by 70%”

Global food security will be one of the key challenges facing humanity in the decades leading up to 2050. Opportunities exist for Australia’s innovative agricultural industry to play an important role in ensuring future food security.

WORDS: PROFESSOR BILL BELLOTTI

Food security and food sustainability are fundamental challenges for the twenty-first century. Government policy on climate change, water allocation, land use, renewable energy, public health, and rural development will all have an impact on future food security. Our individual food choices will also impact how our food is grown, distributed, purchased, consumed, and wasted.

As a society, we need to become much more informed on how our food is produced, the impact it has on our natural resources, the influence of our food choices on our health, and how our food purchases are linked to the financial viability of farms and rural communities. In short, we need to become food aware, or as the American rural sociologist Thomas Lyson put it, “we need to transform from (a society of) passive food consumers to active food citizens.”

The challenge of global food security

In 2009 the number of food insecure people worldwide passed one billion for the first time (Food and Agriculture

Organisation, 2009). A person is food insecure when they lack secure access to sufficient amounts of safe and nutritious food for an active and healthy life, or according to the United States Department of Agriculture, when they consume less than 2,100 calories per day per person.

Importantly the concept of food insecurity includes a food production and a food affordability/accessibility component. So not surprisingly, food insecurity is strongly correlated with poverty, and most of the food insecure live in developing countries including Sub Saharan African countries (385 million and increasing), India (237 million and decreasing), and other countries throughout Asia, Latin America and the Caribbean.

By 2050 global population is forecast to exceed nine billion. Australia’s population will exceed 35 million, and Sydney’s population will increase from around four million in 2010 to seven million. Those increases equate to a lot more people to feed, along with rising incomes and living standards.

The CSIRO has modelled global food demand and reached some startling conclusions. According to the agency, we

will need to produce more food in the next 50 years than we have in the past 500. This is a daunting challenge, but it is only part of the story. Future food security will be more difficult to achieve than in the past due to a diverse range of environmental constraints and policy settings.

In the past, global food production roughly kept pace with global food demand through a combination of improved agricultural technology and the involvement of more land, water and energy into food production. Future growth in food productivity will, by necessity, be much more dependent on improvements in efficiency than on increasing inputs. This is because we are running out of new land and water resources. Productive land is being lost to urban expansion, mining and degradation, and our river systems are already overcommitted and forecast to be hard hit by climate change. Critical yield-increasing inputs such as nitrogen fertilisers, irrigation water and diesel are becoming more expensive as energy prices increase and the need to reduce greenhouse gas emissions from agricultural activities becomes even more pressing.

Climate change is also forecast to have a severe impact on agriculture, particularly in southern Australia. Rain-fed agriculture will face lower rainfall, higher temperatures and a resulting decrease in soil moisture. Irrigated agriculture will be affected by reduced run-off and river flow as well as a policy of buying back irrigation licences to support environmental flows. At the same time, our most productive land and most reliable water resources will come under increasing competition from urban expansion and mining.

The real magnitude of the global food security challenge becomes apparent when we begin to comprehend that by 2050 we will need to increase global food production by 70% (UN, 2009) from a diminishing resource base while reducing greenhouse gas emissions.

The role of Australian agriculture

Australia is a relatively small country when it comes to global food production, but a very significant contributor in some key global markets such as beef, lamb, wool and wheat. As a nation, we export around two-thirds of our food

production, feeding on average around 60 million people, including 22 million at home and 38 million abroad. By 2050, assuming current production levels are maintained, the split will be reversed – 36 million fed domestically and 24 million internationally. However, a more optimistic target for Australia by 2050 should be to feed 35 million at home plus 55 million overseas, a total of 90 million, requiring a 50% increase in agricultural production over current levels.

So, if we develop the right policies and invest heavily in agricultural research, Australian agriculture may feed around 55 million people beyond its borders, representing around 5% of the forecast population of food insecure people by 2050.

But there is another, more lasting way, that Australian agriculture can assist the world's poor to become food secure.

Australian farmers are world leaders at farming in variable and changing climates, in farming on fragile and infertile soils, and in forming effective alliances between farmers and researchers to develop practical and innovative farming technology. It is this focus on appropriate farming technology that can provide lasting benefits to many of the world's poorest and most food insecure communities.

Remaining financially viable in the face of declining terms of trade, drought and distorted global markets is one of the great achievements of Australian farmers and deserves much wider recognition. Future viability will continue to depend on improvements in productivity but there are worrying signs that growth in productivity has been slowing. Is it possible that we are approaching limits to productivity growth? The answer is not clear, but we do know that investment in agricultural research and development – and education – has been declining.

A recent 2009 analysis by the Australian Council of Deans of Agriculture concluded that there were nearly six jobs for every agricultural graduate in Australia, meaning we produce around 800 agricultural graduates per year versus around 5,000 job vacancies requiring degree qualified applicants.

The Australian Centre for International Agricultural Research

“Australia is... a very significant contributor in some key global markets such as beef, lamb, wool and wheat.”

“As a nation, we export around two-thirds of our food production... [Australia should target] a 50% increase in agricultural production over current levels.”

(www.aciar.gov.au) is part of Australia's international aid program and operates under a unique model by placing Australian agricultural scientists in partnership with local scientists to work on agricultural research in some of the world's poorest rural communities. Lasting benefits have been achieved in crop and livestock productivity, improving farm sustainability, and poverty alleviation.

In November 2009 the OECD released a report indicating that Australian food prices had risen by 40% in the past decade, one of the fastest food inflation rates among the OECD countries. The media was full of claims that a retail duopoly was largely to blame. Despite the media frenzy, no one sought to ask if farmers were getting a fair share of these increased food prices. While food consumers clearly benefit, food producers are often left with low profit margins. Ensuring we retain a viable and financially attractive agricultural sector is in the interests of all. Paying farmers a fair price for their products contributes to their profitability, and in turn, a vibrant agricultural sector will attract greater numbers of students to pursue a career in agriculture.

Opportunities and challenges

Food security is inextricably linked with the global challenges of climate change, energy security and population growth.

Australia has a significant role to play in global food security, both as a food exporter, and as a partner in developing appropriate agricultural technology in regions with a high proportion of food insecure people. At home, consumers must be more aware of the pressures and constraints faced by farming communities, including low farm profitability and a critical shortage in skilled workers. All Australians have a vital stake in the future of our agricultural sector. Most city dwellers have become complacent about food, but without farmers there are no cities. It is time we got serious about the future of food.

Want to know more?

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Professor Bill Bellotti
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Unique Experience

Each year, the RAS provides university students with the opportunity to learn and practise the tricks of the trade as reporters and public relations professionals at the Sydney Royal Easter Show. It's an experience most never forget, and many keep returning. Shannon Carter, 2010 *Bush Telegraph* intern reports...

Adorned with fluoro safety vests, notepads and a readiness to impress, a group of wide-eyed and enthusiastic interns are lead around the Sydney Showground, the place that will become their home for the next two weeks.

It is two days out from the opening of the 2010 Sydney Royal Easter Show. The constant flow of trucks and cranes and the frantic bustle of Show staff give an indication of the approaching spectacle, and as my fellow interns and I are briefed on what will be expected of us over the next 14 days, nervous anticipation can not help but creep in.

For a journalism, media or public relations student, an internship is the next rung on the ladder towards reaching their goal – the chance to get a taste of the 'real' world.

And while internships can often be confusing, challenging and somewhat overwhelming, such opportunities are essential in gaining the practical skills needed to cope and thrive in any chosen field.

The Royal Agricultural Society of NSW chooses to support up and coming students, providing them with an invaluable resource – unforgettable experience – to enhance their future careers. As students are thrown into the biggest agricultural show in the Southern Hemisphere they soon acquire a feel for industry expectations.

The longstanding RAS Internship Program provides two

streams – The *Bush Telegraph* aimed at journalism students and the Media Centre for PR students. It is offered to students undertaking journalism and PR degrees at Charles Sturt University and more recently, the University of Technology, Sydney. A third stream, Show Radio, is offered through a relationship with the Australian Film, Television and Radio School.

Each year, students are chosen to work side by side with RAS staff and professional media at the Sydney Royal Easter Show under the pressures of real media and publishing environments. Tasks include writing and editing multiple stories a day to tight deadlines, organising interviews, assisting production crews with live outside broadcasts, collaborating on story ideas and working together with fellow interns to produce daily YouTube packages highlighting the Show's events.

The program allows students to use the theory they have learnt at university and put it to practical use, in a real work environment.

RAS Manager of Media and Public Relations and mentor to the interns, Philippa Lampe said the Sydney Royal Easter Show internship is one of the most hands on and practical programs in the industry.

"Our interns play an integral and vital role in the operations of the media centre. Their duties include fulfilling interview

requests, researching story ideas, assisting with live crosses, gathering results and pitching stories to media."

With such hands-on experience, it's no surprise the program has been the launch pad for many careers, providing a springboard to success for some of the well known faces that we see on television today.

Channel 7 reporter, Edwina Bartholomew and Channel 9 reporter, Amelia Adams, each undertook the program's journalism internship through the long-running partnership between RAS and Charles Sturt University.

The women highly value their experience and give back to the organisation that provided them with such a unique opportunity. Both return to Sydney Showground each year to not only cover the Easter Show for their respective networks, but to work alongside current interns, providing all-important direction and support.

"The RAS internship was a fantastic experience which I thoroughly enjoyed. It was hard work but also a lot of fun, and I got a lot out of it," said Ms Adams, who undertook the program in 2003.

Ms Bartholomew, who was offered a job at Channel 7 following her RAS internship, has similar memories, "it was a very rewarding experience, and one of the reasons why I love the Easter Show so much and keep coming back each year. As a journalist, we search for unique characters all year long. At the Easter Show, they're all together in one place, you just have to find them," she said.

"For me, it was particularly interesting to work in a different medium and great to have to manage a couple of stories a day, writing and editing. It was very satisfying when you arrived at the Show the next day and people were reading your story," Bartholomew said.

Trying out the latest amusement park ride or sampling the diverse smorgasbord in the Woolworths Fresh Food Dome in the name of journalistic 'research' are definitely some of the perks. But, as the stage where 'the country meets the city', interns also come face to face with a vast spectrum of experiences and characters, all of which make a lasting impression.

Whether it is interviewing the President of the RAS, or in Bartholomew's case, being piddled on by a goat, the Easter Show provides all the unpredictability of the media industry, and then some.

As Angus Rutherford, one of this year's PR interns said, "you cannot expect to be successful in any given industry without sufficient experience and the RAS internship provides this in bucket loads! I would suggest that those wishing to undertake a crash course in PR, that even hardened PR nuts could appreciate, should get involved in this internship – the experience will not be matched anywhere else."

For me, after two short yet action-packed weeks, the exciting and often challenging opportunity has laden me with newfound confidence to enter the workforce, aided with not only the necessary skills and abilities to succeed, but stories to hold on to forever.

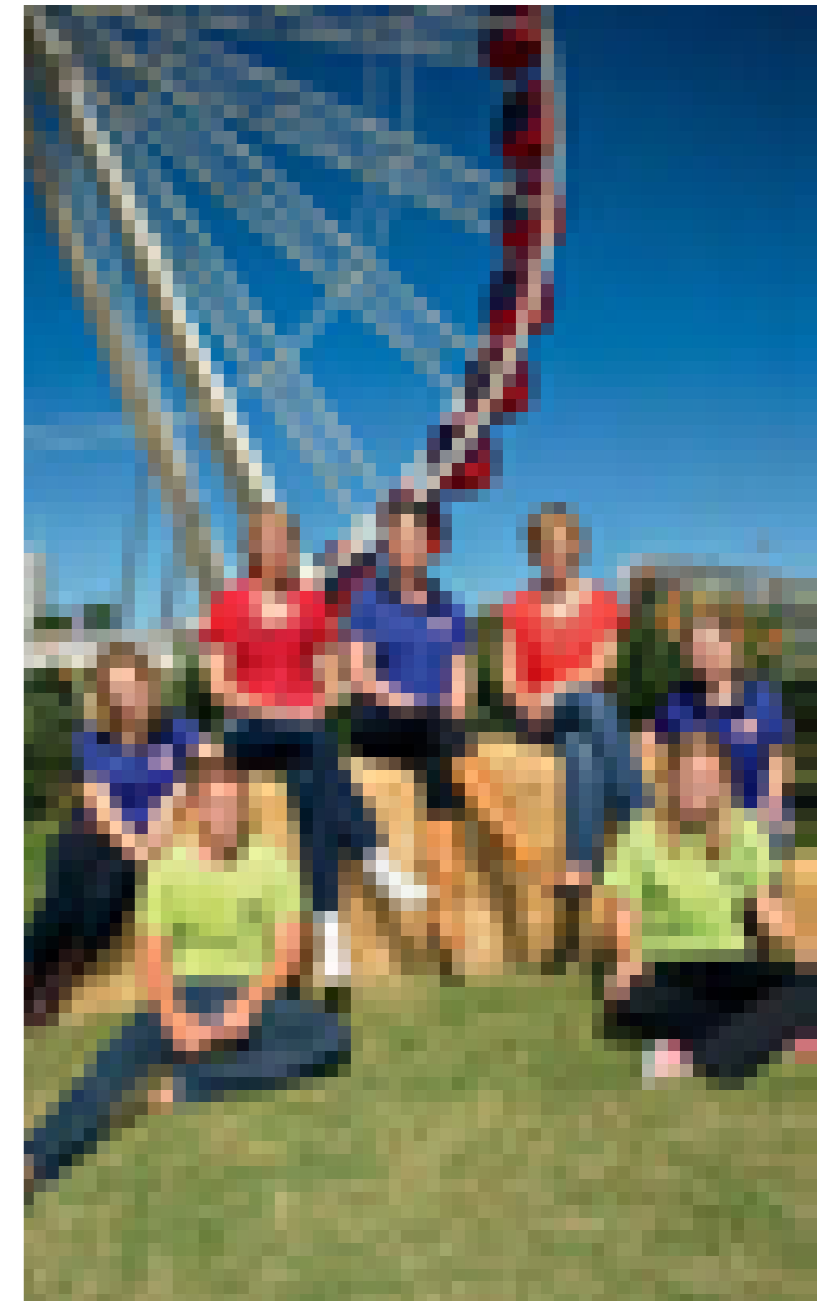
Shannon Carter is a third year Journalism student at Charles Sturt University, Bathurst. She completed this year's *Bush Telegraph* internship program and found the experience truly rewarding – particularly the free food – and was bitten by a goat.

Front row: Media Centre interns Angus Rutherford and Mallory McLean

Back row: Far left and far right, former interns and now PR consultants at Cox Inall Communications, Alison Hunter and Kate Leahy.

Amelia Adams from Nine News (left) with Philippa Lampe, RAS Media and Public Relations Manager (centre), and Edwina Bartholomew of Seven News (right).

"you cannot expect to be successful in any given industry without sufficient experience and the RAS internship provides this in bucket loads!"

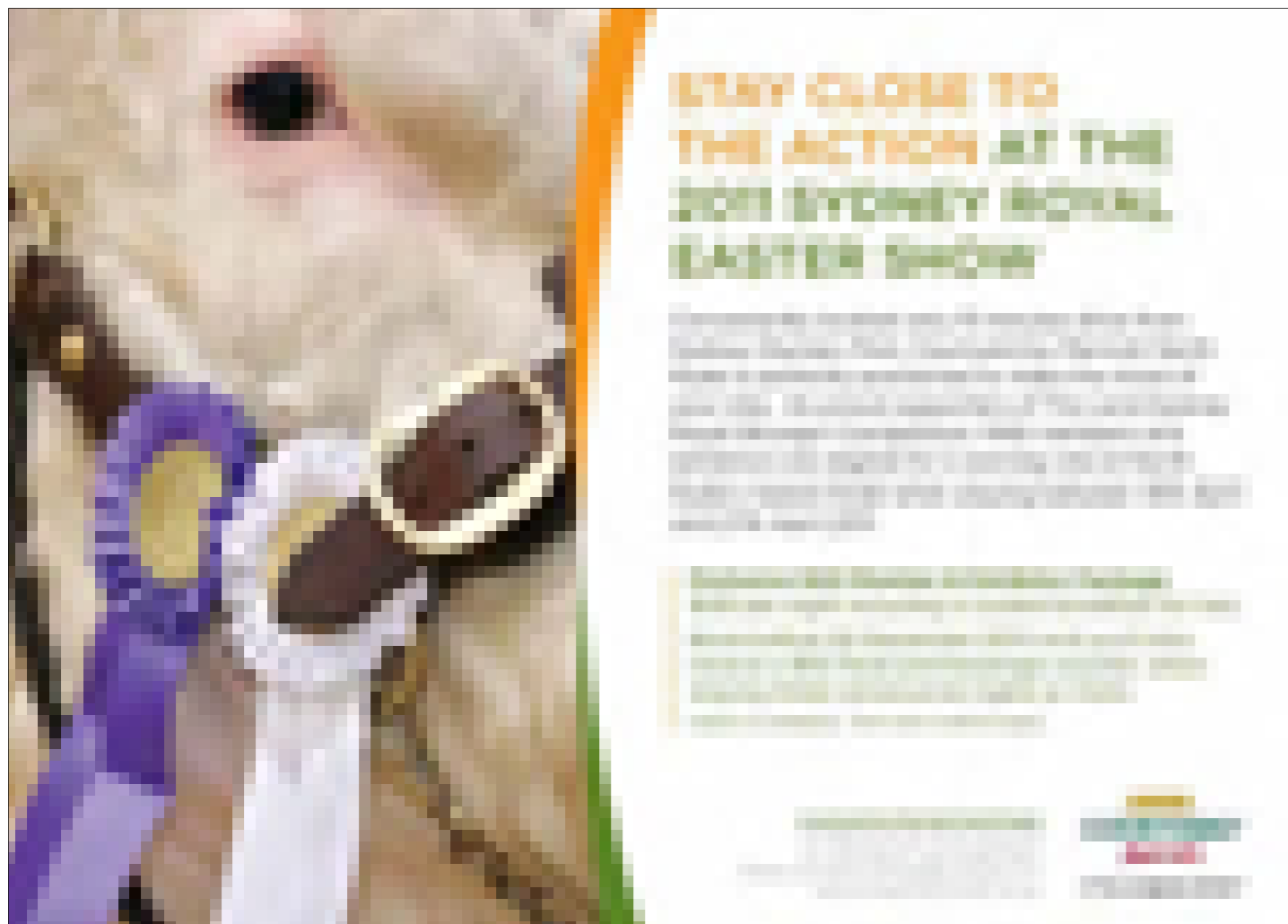




Branching out

They used to clear them, but now farmers are growing trees to boost agricultural production and improve land management.

WORDS: GEORGIE OAKESHOTT



Twenty years ago, Andrew Stewart's farm in the foothills of the Otway Ranges in southern Victoria was struggling with problems of erosion, salinity and water logging. Today that same farm is a showcase of productivity and sustainability.

The difference has come about because of a carefully constructed farm management plan which involves trees, thousands of them.

Since 1992, the Stewarts have established around 37,000 trees throughout their sheep and beef property, providing valuable shelter for their lambing ewes as well as noticeable environmental benefits.

"It's complementary to the farming system," Andrew Stewart explains. "Our farming system wasn't sustainable. We had serious environmental issues and a lack of ecological balances throughout the property, so we came up with the whole farm plan to divide the property into its land classes to address all these environmental issues and try to improve the productivity of the farm by providing shelter and a better ecological balance."

Otherwise known as agroforestry, this strategic integration of multipurpose trees and shrubs into farming systems is delivering enhanced farm productivity, improved natural resource management and landscape sustainability.

In this part of southern Victoria more than 300 local landholders have formed an agroforestry network, which recently hosted a visit to the region by members of the House of Representatives Primary Industries Committee.

"Agroforestry offers a mechanism to implement multi-functional agriculture, which is urgently needed across the nation," Andrew Stewart told the committee members.

"Improved water quality in our streams, protection of soils,

crops and livestock, the conservation of our unique flora and fauna, and the promise of alternative timber sources and other products from revegetation make well managed trees on farms a good story for rural communities and the nation as a whole."

The Stewart's property, 'Yan Yan Gurt West' is part of the Yan Yan Gurt Creek catchment area where more than 20 families have planted 40 species of trees on cleared farmland, taking the catchment's forest cover from six per cent 10 years ago to 21 per cent today.

"We've got a lot of under-story there which has been grown from locally collected seed, and we've put some over-story species for timber such as spotted gum, blue gum, shining gum and blackwood," Andrew Stewart says. "We're managing these trees for high quality saw logs by high pruning, and then all the other indigenous trees are there to hold the landscape together and provide the biodiversity and integrated pest management program. Collectively all these trees are providing shelter for the stock and pastures and protecting the landscape."

With full community support, these trees are contributing a supply of timber through pulpwood plantations or sawlog production as well as delivering environmental and agricultural benefits. Stock shelter availability, for example, has increased from 17 per cent of the catchment area to 57 per cent.

"It's like a web of trees," Mr Stewart says. "By involving farmers in the design and management of trees for conservation and profit, landscape change occurs in a way that reflects the interests and aspirations of the local community." He says their first harvest of blue gums provided a significant and valuable source of income when the farm's productivity was low. They've also sold *Pinus radiata*

thinnings as Christmas trees and they're currently cleaning seeds from their seed orchard which they're looking to market.

"With all the landholders we have across the Otway Agroforestry Network, there's a huge bank of information and long-term knowledge about the landscape and how to select the appropriate species for your particular issues," he says.

"It's all that networking which gives us the confidence to move forward. A lot of it is experimental but there's a fair bit of science behind it as well. It's the notion of networking that develops innovation and creative solutions to land management problems."

Founding member of the Otway Agroforestry Network, Rowan Reid describes himself as a forest scientist by profession, a tree grower by passion, a farmer by inheritance and a woodworker by ambition.

Since 1987 he's established more than 50 commercial tree species for timber, nuts, seed, foliage, fodder and food over 25 per cent of his property, 'Bambra Agroforestry Farm'.

He regularly takes visitors through a series of 'outdoor classrooms' to see his collection of mountain ash, blackwood, shining gum and blue gum, slow growing black walnut and fast growing hybrid poplars. Farm forestry, he says, is about choice, ownership, management and community involvement and offers a range of short, medium and long-term benefits.

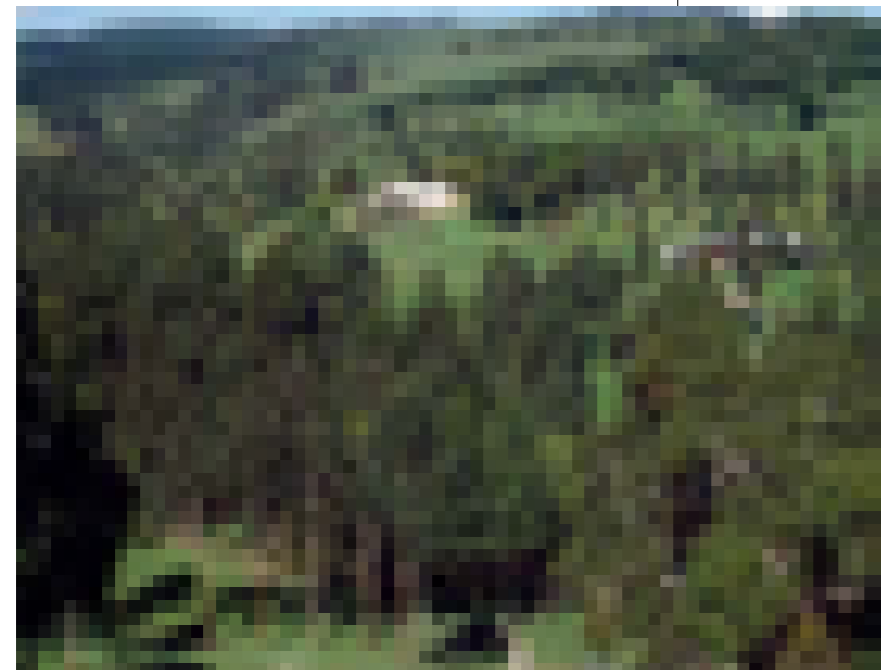
"Tree growing is often being promoted on the long-term benefits like salinity control and timber production, but for many farmers that's 20 years away," he says.

"What we try to do is work with farmers to identify how putting up a fence and planting trees can help them almost immediately through shelter, improved stock management, even improving some of the natural pest control options on the property which can come quite quick. And then we build in the medium to long-term values as a bonus, so they might be planting a shelter belt which might ultimately be harvested for high quality timber production.

"The cost of growing the timber is actually covered because the trees are offering those short-term benefits."

Tree growing is often being promoted on the long-term benefits like salinity control and timber production, but for many farmers that's 20 years away.

View across Rowan Reid's property Bambra Agroforestry Farm



He says the success of the Otway Agroforestry Network is built on farmers talking to farmers.

"We don't fund trees and fences, we get money from governments and philanthropic groups to actually pay farmers to talk to farmers, to educate farmers about their opportunities, to bring expertise into communities to explain how they can use trees more effectively. Then the farmers go ahead and we help them design and implement their own projects."

This concept of ownership is what distinguishes farm forestry from corporate, industrial or government forests, he says, and not just ownership of the land and trees but ownership of the decision to do it and how it's done.

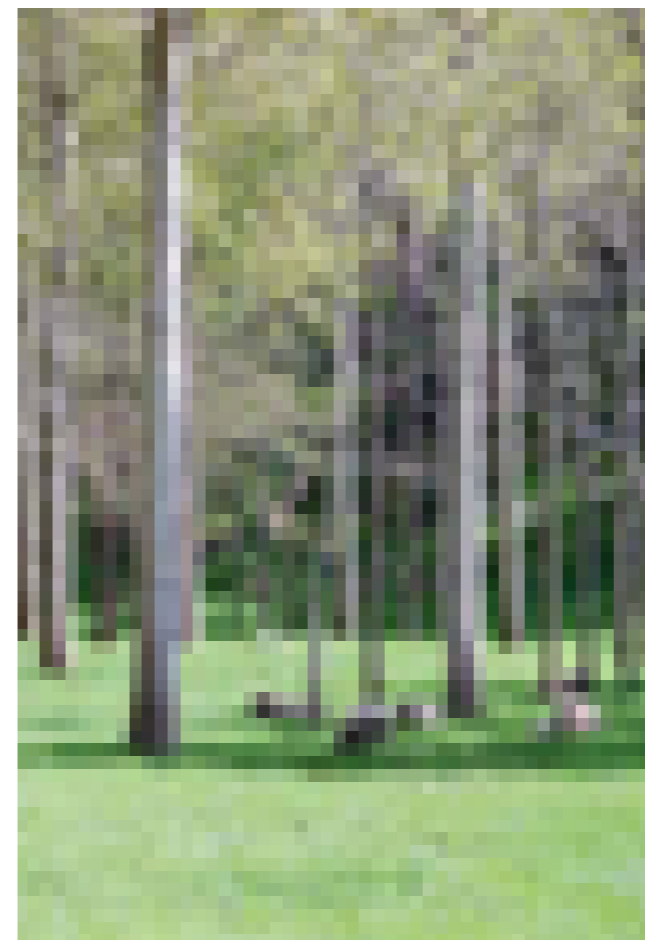
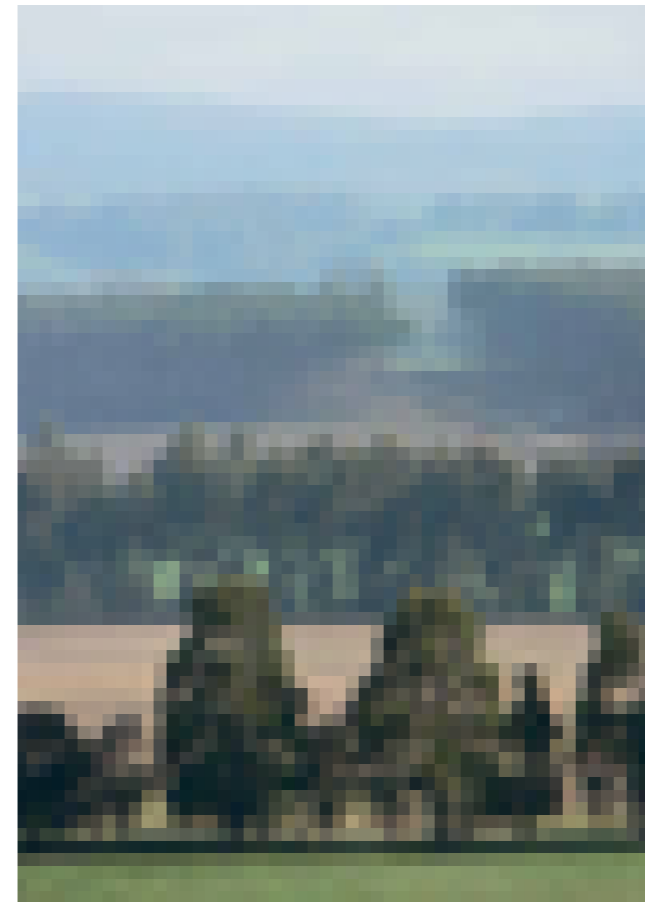
In the words of Mike Robinson-Koss, President of the Otway Agroforestry Network, agroforestry offers a good marriage of commercial and conservation objectives, and works with communities.

"It's not forestry. Forestry is taking over a whole large area and planting a monoculture of trees, dispersing the population. We're trying to help the community," he says.

"What we're saying to farmers is this is an idea which you might be able to utilise in your current agricultural system. It's not taking over, and farmers understand that.

"Where we differ from a lot of other groups is we're working on the person and the community rather than just offering trees. We're training, educating, giving them confidence and all that self-reliance stuff so that they'll want to go out and buy the trees and plant the trees themselves."

Figures published by the Rural Industries Research and Development Corporation show that in 2001 an estimated 13,400 small growers owned a total of more than 67,000 hectares or approximately 5 per cent of Australia's plantation resource. An additional 4,200 landowners were involved in farm forestry through joint venture or leasehold schemes with industrial, corporate or government growers, and an increasing number of farmers were involved in the active management of native forests on farm for commercial forest products.



With the growing popularity of agroforestry, it is anticipated that farmers could become one of the largest group of participants in the forest industry, larger than the number of professional foresters or timber workers. This has already happened in North America, where more than 10 million non-industrial private forest owners collectively manage approximately half the national forest estate and surpass the combined timber production from both industrial and government forests.

Along with his involvement in the Otway Agroforestry Network, Rowan Reid runs the Australian Master Tree Grower program at Melbourne University, where the underlying philosophy is that agroforestry and farm forestry development should be guided by farmers and should reflect the diversity of interests, resources and aspirations of the farming community.

"We've had 1,700 landholders do our eight day course and they're starting to recognise from North Queensland to Western Australia to Tasmania opportunities for this type of forestry."

He says the federally funded Master Tree Grower program uses science to work with the community to see how tree growing can help them.

"If they choose to grow commercial trees such as sandalwood in the wheat belt of WA, or tropical rainforest species like red cedar up in North Queensland, that's fantastic and we'll help them. If they succeed, then their neighbours will pick up the idea and they'll have that local experience to share amongst themselves.

"We have the opportunity of 150,000 farming families trying different ideas in their own landscape and coming up with solutions. That is a great opportunity for this country. Farmers control over 70 per cent of cleared agricultural land in this country. Are we going to work with them on conservation and commercialisation of tree growing, or not?"

He says trees can ameliorate some of the risks associated with climate change, they can diversify farming systems and make them more resilient and, importantly, they lock up carbon.

According to Andrew Stewart, this is the future of farming. "Good sustainable farm management sequesters carbon," he says.

"What the committee needs to think about is how they can help landholders come up with good sustainable farm management systems. Maybe it's better extension or better research and development, or maybe it's paying farmers for environmental credits to pull them through, using a carrot rather than a stick.

"Climate change can bring quick changes and adaptation is an issue, but if you have a well-structured farm with good infrastructure and good natural resource management, then that farm will be resilient and robust as it faces the uncertainty of climate change."

A version of this article originally appeared in *About the House* magazine.

For more information on the inquiry by the House of Representatives Primary Industries Committee into the role of government in assisting Australian farmers to adapt to the impacts of climate change, visit www.aph.gov.au/pir or email pir.reps@aph.gov.au or phone (02) 6277 4500.

Youth Affairs

Celebrating and developing the contributions made by rural youth to the health and wellbeing of their own local communities and the agricultural industry remains a top priority for the RAS.

WORDS: ERIN SEATH AND LOUISE UPTON

2010 Rural Achiever Award finalists
Front left to right: Richard Connell, Panuara; Ashley Strom, Hobbys Yards; Dougall Roberts, Tamworth; Georgina Oakes, Inverell; and Ruth Redfern, Narrabri.
Back left to right: George Wragge, Scone; Kiri Broad, Kangaroo Valley; and Tom Green, Forbes.



“Our youth are our future and are wonderful ambassadors for their regions,” says Mr Dudley.

Celebrating its 21st year, the prestigious award has had 160 people pass through it over its lifetime. Each year, around eight finalists are chosen through regional panel interviews to face the Sydney Show judges. The finalists attend the Show over a nine-day period getting involved in all facets of its running, including stewarding, public speaking, networking and understanding the nitty gritty of running the country’s largest agricultural show.

Ruth Redfern one of the finalists this year was the eventual winner. Now living in Sydney, she is originally from Narrabri, works for the Narrabri Show and runs the Showgirl program for the Narrabri Show Society.

“I was completely surprised when they said I’d won. I guess the program is all about being yourself in any environment, relating to anyone, being a great ambassador and about having a red hot go.

“We all got along and worked as a team. I had a fabulous time and in the end none of us really thought, well, someone has to win this. We sort of removed the competition element and it became about having a great time, getting to know the Councillors, and how the Show works and getting your hands dirty running it.

“I’m working on developing the Young Farmers Challenge which is about getting youth more involved in the Show. I am going to New Zealand to research and explore their program, which includes all the fun stuff like the relay style team games but also involves public speaking and other youth development programs.

“The RAS wants to increase the Rural Achiever profile and I am keen to help do this by attending shows and playing an ambassadorial role as well as exploring ways to increase interest and participation by young people in their rural communities.”

The RAS Rural Achiever Award and The Land Sydney Royal Showgirl Competition are an integral component of the Show movement and play an important role in the future of agriculture. The competitions provide a chance for participants to challenge themselves, as well as the opportunity to network with their contemporaries and a range of industry leaders throughout the course of their trip to the Sydney Royal Easter Show, helping them achieve their ambitions and kick start their careers.



Left to right: Felicity Matthews, Hay Show Society; Emma McCutcheon, Gilgandra Show Society pictured with this year’s winner Clare McDonald from the Condobolin Show Society



Clare McDonald, 2010 The Land Sydney Royal Showgirl

Creating sustainable, growth oriented rural communities requires strategic planning – not the least of which is the attraction, retention and development of vibrant youth networks in local and regional communities.

The RAS runs two of the country’s most prestigious competitions: The Land Sydney Royal Showgirl and the RAS Rural Achiever Award. Both celebrate the contribution by young people of ideas, innovation and enthusiasm to their local area as well as to rural industry and business. Both are about identifying future leaders and culminate, each year, in a number of tense days’ judging at the Sydney Royal Show.

“At every level, local, in the zones, every single time I went back to my family and said: ‘No good. Haven’t got it. It’s not going to happen’.” So confesses Clare McDonald from the Condobolin Show Society, this year’s winner of The Land Sydney Royal Showgirl title against stiff competition from Emma McCutcheon, Gilgandra Show Society, and third placegetter Felicity Matthews from the Hay Show Society.

Back in 2009, Clare, who has a Bachelor of Agriculture from Armidale University and is a practising agronomist, was participating in the Young Farmers Challenge. Attending an official lunch, she found herself mingling with some of the Showgirls competing that year.

“I hadn’t had much to do with the girls who make it to the Sydney Royal before, and I didn’t realise the high calibre of who we have representing us. I thought, wow! They’re pretty spectacular. I want to be part of what they’re doing.

“They’re amazing women – achievers, contributing toward their communities and holding high career aspirations. They’re fantastic ambassadors representing the best of what

rural communities can be to the city and of what the Show means to the city.”

Steeped in tradition, the Showgirl competition began in 1962 with 20 young entrants and was won by Margaret McKay who later went on to become an RAS Councillor. This year 500 contestants from 120 show societies were judged on confidence, personality, ambition, life goals and local rural knowledge. Finalists are also asked to demonstrate knowledge of their local community and current affairs and are judged on their involvement in and experience of rural affairs. Judging pre-requisites remain unchanged since the 1960s because the value of the skills remains undiminished.

Clare is still surprised by her final win against 16 finishers, but believes it may have come down to the fact that she’s energetic and approachable and in the front line of agriculture.

“The competition wants enthusiasm and knowledge. You have to know your topic and what you’re representing.

“For anyone entering the competition, my advice is to be yourself. The girls who struck me as doing well were those who relaxed and enjoyed the moments they were going through rather than worrying that they weren’t going to make the next step.”

Future leaders in rural Australia are also lauded through the RAS Rural Achiever Award. The state-wide leadership program recognises future young leaders who make a significant contribution to their local community and to rural Australia.

RAS President, Glenn Dudley, says both programs are about supporting and developing the achievements of young Australians who are passionate about rural NSW.

It's your responsibility. Master your knowledge of the products that make them happen in the field.

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 Witness breathtaking feats, tricks and stunts in extreme sport competitions and demonstrations by juniors and professionals. Freestyle BMX, Skateboarding, Freestyle MX and Bull Riding (Rodeo) are some of the extreme sport competitions set to entertain you.
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 Modified car culture at its best combines tuning and car accessories, electronic gaming, fashion, music, and entertainment. This event features the 'Final Battle' between modified cars from Australian and international competitors.
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Stereosonic
 Saturday, 27 November 2010
 Now in its fourth year, Stereosonic brings the best in ever popular and new talent to a discerning music crowd. Featured acts include Tiesto, Calvin Harris, Carl Cox, Robyn, Major Lazer, Sebastian Ingrosso, Benny Benassi, Wiley, Ricardo Villalobos and Infected Mushroom.
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The V8 Supercars Sydney Telstra 500
 Friday 3 December – Sunday 5 December 2010
 The streets of Sydney Olympic Park will ignite over three days with the grand final of the V8 Supercars Championship Series plus one of the world's biggest international rock acts, Guns N' Roses, performing live on the Saturday night.
www.v8supercarevents.com.au

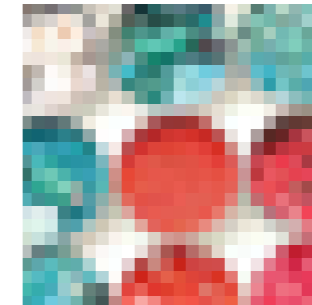
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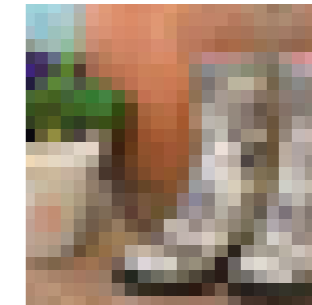
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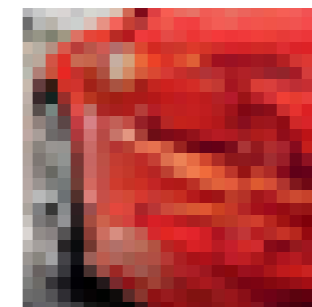


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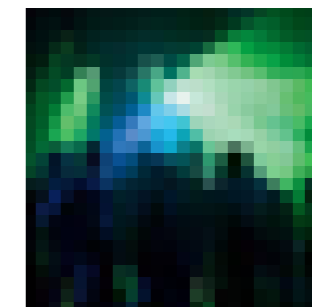
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A sign of quality

Australians are increasingly concerned about the provenance of their food – not only where it comes from, but how it was grown, produced and transported. Traceability is paramount. Hence the rise in popularity of Farmers' Markets where a shopper can talk to the grower or producer and buy their fresh, beautiful food knowing that it hasn't been tricked up to taste good. A paddock to plate philosophy.

Quality and consistency in both standards and supply have also become increasingly important.

Rewarding excellent products, providing a guarantee to the consumer and so increasing demand is what drives the Sydney Royal Fine Food, Wine and Dairy competitions.

a Sydney Royal medal remains the ultimate guarantee of excellence in agriculture and food quality.

As covered in "Holy Cheese takes top honour" on page 10, two champion products from each of the Sydney Royal Wine, Dairy and Fine Food competitions are nominated for the ultimate accolade, the President's Medal.

Take last year's finalists in the President's Medal, Gold Coast Marine Aquaculture. They have won five gold medals in the past two years, including the Championship. Their prawns are the result of a breeding program from CSIRO's Food Futures Flagship using DNA technology to ensure the best Black Tiger prawn stocks are captured to boost performance each breeding season.

After eight generations of selective breeding, yields are up, but not at the expense of quality, as the impartial judging shows. If this methodology was to be adopted by the industry the national production could increase from 5,000 tonnes to 12,500 tonnes, adding \$120 million annually to the value of the industry by 2020.

In an era when Australian prawn producers face competition from imported product – 50% of prawns sold are imported from countries such as China and Vietnam – Sydney Royal validation means more than ever before.

NSW based Tathra Oysters' first foray into competition landed them only a bronze medal. This drove them to review their farming methods and try harder until they became the Champion Exhibitor in the Sydney Royal Fine Food Shows in 2001, 2002, 2003, 2004, 2006, 2007 and 2009. They went on to win extremely rare Awards of Outstanding Excellence in 2004 and 2007 and the inaugural, coveted President's Medal in 2006.

As Gary Rodely from Tathra Oysters explains "the Gold Medals and Championship ribbons we have received have enabled us to have our product recognised in the most prestigious restaurants. The President's Medal recognises not only the quality of our product, but the quality of our business integrity in its entirety. It is an accolade that will stand the test of time and makes us most proud."

The good news for all of us is that a Sydney Royal medal remains the ultimate guarantee of excellence in agriculture and food quality.

For a full list of medal winners visit www.sydneyroyalshows.com.au or www.rasns.com.au

Lyndey Milan

Lyndey Milan is the founding Chair of the Sydney Royal Fine Food Committee and now Chair of the Sydney Royal Wine Committee. Her latest cookbook 'Just Add Spice' (Penguin) is out now. www.lyndeymilan.com

