

MEDIA RELEASE



WELLARD RURAL EXPORTS

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NATIONAL YOUNG FARMER COMPETITION SUPPORTED BY WELLARD RURAL EXPORTS

Regional WA: State President of the WA Federation of Rural Youth (WAFRY), John Paul Collins, said today that he was very pleased to announce that **Wellard Rural Exports** is the new sponsor of the 2006 National Young Farmer of the Year Competition.

“I am very excited to have Wellard Rural Exports supporting the National Young Farmer Competition. Wellard is a leader in their field when it comes to the livestock industry and animal welfare, and it will be great to have them sponsoring this event,” Mr Collins said.

Wellard Rural Exports Managing Director, Steve Meerwald, said that Wellard had very close ties with rural Australia and was proud to support events such as the National Young Farmer Competition which support young people and have a positive impact on rural communities across the nation.

“This competition is a marvellous opportunity to showcase what rural life can offer young people and raise the awareness in the wider community of the high levels of skills that are required of farmers these days.”

The National Young Farmer Competition is an annual event which aims to not only to reward the young farmer who wins, but also to promote agriculture as an exciting and viable career option for young people from rural areas.

WAFRY will be hosting this year’s event on Wednesday 30 August in conjunction with the National Rural Youth Convention and Dowerin Field Days.

The competition is a series of agricultural based tasks highlighting the broad range of skills needed by today’s farming operations. Marks are awarded for proficiency, technical skill and background knowledge but also flexibility in problem solving if the competitor is unfamiliar with that area of farming.

The competition is also run by Rural Youth members who gain valuable skills in event management, leadership, media liaison, corporate governance as well as meetings and team management. These skills are learnt in a supportive environment and are easily transferred back to their local communities.

As the major sponsor, Wellard Rural Exports will support the National Young Farmer Competition by providing generous financial support for prize money as well as operational costs of running the event. They will also include hosting one of the competition modules at their ‘tent’ at the Dowerin Field Days.

Mr Collins said that WAFRY was very excited about the potential to showcase the ‘Best in the West’ during the competition.

“I see a bright future for rural WA, and the opportunities this competition can offer young people. WA has a marvellous chance to show just how capable and accomplished our future industry leaders during the 2006 National Young Farmer event,” Mr Collin said.

“As two competitors from each State will be entered, there is great prestige in taking out the National Young Farmer title. WA’s 2006 representatives are Cameron Williams of Mogumber and Brett Caporn of Quairading and I wish them the best of luck.”

For further information on the National Young Farmer Competition visit www.ruralityouthwa.org.au

For further information on Wellard Rural Exports visit www.wellardgroup.com.au

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