



Royal Agricultural Society of NSW

## 2009 PRESIDENT'S MEDAL

The President's Medal was developed by the Royal Agricultural Society of NSW to promote and reward profitable and sustainable Australian primary industries. It is the only award of its kind in Australia where Champion products and producers from the wine, dairy and fine food industries are judged on a multifaceted basis.

### 2009 Finalists

Six Champion products from the 2009 Sydney Royal Wine Dairy & Fine Food Shows have been nominated by the Chairmen of the Wine (David Clarke AO), Dairy (Gerry Andersen) and Fine Food (Lyndey Milan) Committees to compete for the Medal. They are:

Bulla Dairy Foods (VIC)	Premium Sour Cream
Gold Coast Marine Aquaculture (QLD)	Cooked Black Tiger Prawns U10
Gundowring Fine Foods (VIC)	Licorice Ice Cream
Paringa Estate (VIC)	Paringa Estate Estate Shiraz 2006
Richard Gunner's Fine Meats (SA)	Hay Valley Lamb
Tyrrell's Vineyards Pty Ltd (NSW)	Tyrrell's Vat 1 Semillon 2005

### 2009 event

A gala dinner will be held at the Four Seasons Hotel, Sydney on Wednesday 20 May 2009.

### The judging process

The RAS decided it was vital for the integrity of the competition to send representatives from the judging panel to visit each producer and review their operations. Two judges, Simon Marnie (ABC Radio) and DPI Chief Economic Analyst, Scott Davenport will be dispatched to observe the production practices of the finalists and to gather economic and local information.

### Triple Bottom Line

This assessment is undertaken by economists from the NSW Department of Primary Industries through interviews with producers and using information gathered by the judges to identify the producer's financial, social and environmental performance.

### The human factor

The RAS believes it is important to take into account the human factor involved with producing Champion products. Due merit is therefore given to producers for their passion, commitment and enthusiasm as they pursue excellence.

### Market acceptance

Acceptance in the marketplace is fundamental for the long-term success of a Champion product. The final round of judging includes analysis of market acceptance and point of sale appeal of each product.

### The sponsors

The President's Medal is proudly supported and sponsored by NSW Department of Primary Industries and Woolworths Ltd.

### The prize

The winner receives \$10,000 prize money and a silver heritage RAS President's Medal which will be presented at a gala dinner at the Four Seasons Hotel, Sydney on 20 May 2009.

### For further information

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