



Royal Agricultural Society of NSW

MEDIA RELEASE

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PRESIDENT'S MEDAL JUDGES VISIT BULLA DAIRY FOODS

Bulla Dairy Foods in Derrimut Victoria will show off their award winning dairy produce operation on Thursday 20 May, as judges decide if it's the best of the best in Australian agricultural production.

Bulla Dairy Foods is one of six finalists in the 2010 President's Medal, awarded by the **Royal Agricultural Society of NSW (RAS)**, Australia's only competition pitting award-winning producers from the food and wine industries against each with the winner taking home \$10,000 in cash.

Bulla's Light Sour Cream was awarded the Champion Cream or Dairy Dessert at the 2010 Sydney Royal Cheese and Dairy Produce Show. From this the company was nominated as a finalist in the unique President's Medal, which is judged on a whole-of-company approach to the production and marketing of their product.

Judges Simon Marnie (ABC Weekends presenter and passionate foodie) and Scott Davenport (Industry and Investment NSW Chief Economist) will visit Bulla's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes along with their passion, commitment and enthusiasm.

Bulla Dairy Foods is up against five other 2010 finalists: Holy Goat Cheese (VIC); Huon Aquaculture (TAS); The Yalumba Wine Company (SA); T & R Pastoral (SA); and Peter Lehmann Wine (SA).

Managing Director Russell Sloan said the family-owned company has been able to maintain a kinship amongst its 400-plus staff, with low turnover and a strong commitment from every employee.

"It's quite an honour to be nominated for a whole of company award, because the key to our success is our people," Mr Sloan said.

"We have 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."

A further round of judging will take place in Sydney on July 1 to analyse the market acceptance and point of sale appeal of each product, which will be led by renowned Australian chef Justin North and a representative from Woolworths.

RAS President Glenn Dudley said the President's Medal recognises the multifaceted approach to food production required in the competitive domestic and international market.

"The President's Medal raises consumer awareness and rewards producers who use sustainable practices to develop outstanding products.

"The prestigious award is fitting recognition for Australia's world class food and wine industries and I congratulate Bulla Dairy Foods on their nomination," Mr Dudley said.

The President's Medal will be presented at a gala dinner on Wednesday 14 July 2010, at the Four Seasons Hotel Sydney. Tickets can be purchased online from May 19 at www.rasnsw.com.au/presidentsmedal.htm

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The President's Medal is proudly sponsored by Industry and Investment NSW and Woolworths Ltd.

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