



Royal Agricultural Society of NSW

MEDIA RELEASE

7 June, 2010

PRESIDENT'S MEDAL JUDGES VISIT HUON AQUACULTURE

Huon Aquaculture Group in Tasmania will show off their award winning salmon operation on Tuesday 8 June, as judges decide if it's the best of the best in Australian agricultural production.

Huon Aquaculture Group 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.

Huon's Banquet Slice Tasmanian Smoked Salmon was awarded the Champion Salmon Product at the 2010 Sydney Royal Fine Food 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 Huon's framing and processing operations to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes along with their passion, commitment and enthusiasm.

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

Co-founder of Huon Aquaculture, Frances Bender, said the Huon Aquaculture team was honoured to be nominated for the prestigious award.

"We are very proud of our salmon, and it is great to be recognised for doing something that we love, we don't want to be the biggest, we want to be the best," Mrs Bender said.

"We've been farming top quality salmon in the pristine wild waters of Tasmania for more than two decades, and in that time we've learnt a thing or two about the best way to raise the kind of product that not only wins awards, but is sought after in Australia, Japan and America,

"We are up against some incredible producers from around Australia, and we are very proud to be a part of this year's RAS President's Medal."

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 Huon Aquaculture on their nomination," Mr Dudley said.

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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

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

Media are invited to attending judging on Tuesday June 8;
7128 Bass Hwy, Sassafras (Parramatta Creek) TAS, at 10:30am.

Further media information:

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