

MEDIA RELEASE

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PRESIDENT'S MEDAL JUDGES VISIT BULLA DAIRY FOODS

Bulla Dairy Foods in Colac will this Wednesday show how it successfully combines modern technology with a century's experience, as judges decide if it's the best of the best in Australian agricultural production.

Bulla is one of six finalists in the 2009 President's Medal, awarded by the **Royal Agricultural Society of NSW (RAS)** and Australia's only competition pitting award-winning producers from the food and wine industries against each other for \$10,000 in cash.

Bulla's Premium Sour Cream was awarded Champion Cream or Dairy Dessert at the 2009 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 production and marketing of their Champion product.

Judges Simon Marnie (ABC Radio) and Scott Davenport (NSW Department of Primary Industries Chief Economist) will visit Bulla's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes.

Bulla Dairy Foods is up against five other 2009 finalists: Gold Coast Marine Aquaculture (QLD); Gundowring Fine Foods (VIC); Paringa Estate (VIC); Richard Gunner's Fine Meats (SA) and wine giant Tyrrell's Vineyards Pty Ltd (NSW).

Managing Director Russell Sloan says 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."

Glenn Dudley, President of the RAS said the President's Medal recognised 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. Judges will be looking at financial, social and environmental performance, market acceptance, and the passion, commitment and enthusiasm of the producer.

"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 in Sydney on Wednesday 20 May 2009. It is proudly supported and sponsored by the NSW Department of Primary Industries and Woolworths Ltd.

Further media information:

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