



Royal Agricultural Society of NSW

MEDIA RELEASE

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PRESIDENT'S MEDAL JUDGES VISIT HOLY GOAT CHEESE

Holy Goat Cheese at Sutton Grange in central Victoria will show off their award winning organic goat cheese operation on Wednesday 19 May, as judges decide if it's the best of the best in Australian agricultural production.

Holy Goat Cheese 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.

Holy Goat Cheese's La Luna Goat Cheese was awarded Champion Cheese of Show and Champion Sheep, Goat and Buffalo Milk Product 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 Holy Goat Cheese'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.

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

Co-owner and cheese maker Carla Meurs said the company is proud their organic farm based cheese production has been nominated for such a prestigious award.

"We believe our goat dairy and on farm manufacturing processes provide a model for revitalising and inspiring farming communities. The success of our product starts with respecting and caring for our soil, our native grass pastures, protecting remnant bush habitats and ensuring our goats are healthy without using chemical fertilizers, herbicides, pesticides or antibiotics,

"At Holy Goat we strive to produce a cheese that inspires a celebration of what the Australian speciality cheese industry can achieve. We milk 70 goats, produce 10 tonnes of cheese per year and employ 6 local people," said Ms Meurs.

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 Holy Goat Cheese 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.

Further media information:

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