MEDIA RELEASE

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**Opportunities beckon for the next generation of Australian farmers**

Innovative and passionate young farmers, with a sustainable long term plan for their enterprise, are being urged to put themselves forward for the sixth annual Young Farmer of the Year award.

Nominations for the 2015 award are closing soon, and Bruce Healy, Brand Leader, for sponsor Case IH, says its important to put the spotlight on young, innovative producers in agriculture.

“As members of the agriculture industry it’s important that we tell positive stories about farming, and young people in our industry must be recognised for the role they play in raising the bar for future generations.”

“We are looking for young farmers who are planning for the future: not just on their own farms, but helping others – young and old – to improve their farming practices and increase productivity,” said Bruce, who also cites 2014 Case IH Young Farmer of the Year, Jack England, a fifth generation farmer from Kingston in South Australia, as an inspiration for nominees in this year’s award.

“Jack’s eagerness to promote Australia’s agriculture industry to the next generation, and his willingness to adopt new technologies, stood out for judges last year.”

“Jack’s scientific approach to all aspects of farming has lifted production and profitability on his South Australian property, said Bruce. “He readily shares the benefits of his experience, whether in cost savings, animal welfare improvements or productivity, with diverse research activities and directorial roles at Livestock SA and South Australia Farmers Federation,”

According to Bruce, Case IH is confident there are lots of young farmers who have a great story to tell.

“Decision makers are often in their fifties and sixties but there’s always young people in the wings who are very passionate,” explains Bruce, “We need to encourage them to stand up and bring that passion to the decision making process.”

Nominations for the Case IH Young Farmer of the Year award are open until Friday 26th June 2015. Entrants should demonstrate good knowledge of workplace health and safety, sustainability and an interest in technology to help improve productivity. More information and entry forms can be found at [www.farmeroftheyear.com.au](http://www.farmeroftheyear.com.au/).

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