

MEDIA RELEASE

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PRESIDENT'S MEDAL JUDGES VISIT GUNDOWRING

Gundowring Fine Foods will this Tuesday show how the family-business's support for the local farming community and its talent for tackling a challenge has created top quality gourmet ice cream, as judges decide if it's the best of the best in Australian agricultural production.

Gundowring 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.

Gundowring's licorice flavour was awarded Champion Ice Cream 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 Gundowring's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes.

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

Sarah and Stephen Croke started making ice cream five years ago while looking at value-adding opportunities for their dairy farm, and use predominately local produce for flavouring.

"Some recipes are prompted by local farmers bringing in seasonal fruit, other times we'll see different flavours combining unusual things and try it in an ice cream," Ms Croke said. "We also work with local chefs who want something special, and that's how the licorice came about.

"It's a huge thrill to be a finalist and show that a small regional business can mix it with the big boys, and that a passion for local produce and community development can pay off."

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 Gundowring 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.

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