

MEDIA RELEASE

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PRESIDENT'S MEDAL JUDGES VISIT TYRRELL'S VINEYARD

Tyrrell's Vineyard in the Hunter Valley will tomorrow show off its historic operations and obsession with creating top class Semillon, as judges decide if it's the best of the best in Australian agricultural production.

Tyrrell's 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.

Tyrrell's Vat 1 Semillon 2005 won the Albert Chan Trophy for Best White Wine of the Show at the 2009 Macquarie Group Sydney Royal Wine 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 Tyrrell's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes.

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

Managing Director Bruce Tyrrell believes the company's Vat 1 Semillon is unique. "The Hunter does Semillon better than anywhere else in the world. No oak is used in production, so you get pristine flavour. Lower in alcohol than most red blends, it will live 30-40 years."

Established in 1858, family company Tyrrell's still makes wine from vines planted in 1879. Up to 5000 cases of Vat 1 Semillon are produced annually from vines planted as far back as 1923.

"To get good production from land that's been farmed for 100 years, you have to consider sustainability all the time. It's an important factor for us," Mr Tyrrell said. "This year we're setting up an environmental committee to find ways to further reduce our carbon footprint."

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 markets. "The President's Medal raises consumer awareness and rewards producers who use sustainable practices. Judges look at financial, social and environmental performance, market acceptance, and the passion, commitment and enthusiasm of the producer.

"This prestigious award is fitting recognition for Australia's world class food and wine industries and I congratulate Tyrrell's 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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