



Media Release

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Rural Press journalist named Alltech Young Leader in Rural Journalism

Rural Press Canberra bureau chief, Lucy Skuthorp, is the 2007 Alltech Young Leader in Rural Journalism in NSW and the ACT and will represent NSW and the ACT in the national Award.

Lucy will compete against young journalists from other States for the right to represent Australia at the International Federation of Agricultural Journalists (IFAJ) congress in Japan in September

The award is offered by Alltech through the Farm Writers' Association of NSW. Lucy's selection as the NSW & ACT winner was announced at Farm Writers' monthly seminar in Sydney last Friday.

"This award embodies Alltech's belief that rural journalists play an essential role in communicating the ideas that will inspire progress and ensure the sustainability and success of our industry," said Emily Boyd, Alltech's Pacific Rim Marketing Manager.

"Alltech aims to identify future leaders in the field of rural journalism and enable them to attend the IFAJ congress so that they can meet and work alongside the world's top agricultural journalists," she said.

Beverley Jordan, President of the Farm Writers' Association, said that the competition attracted several quality entries from both print and broadcast journalists in NSW & the ACT.

"Lucy's entry convinced the judges that she's well on her way to fulfilling her ambition to become a leader in agricultural environmental reporting," Ms Jordan said.

"Lucy identified a major challenge for rural journalists today – how to ride the wave of popular interest in climate change and water management whilst retaining a professional and responsible approach to reporting the complex issues. Her approach is to continually question those attacking the farm sector in a bid to force all players in the natural resources debate to bring proper science and valid arguments onto the record," she said.

Lucy began her career working at the Coonamble Times and 2WCR FM, Coonamble's community radio station, whilst completing a Bachelor of Arts Communication (Journalism) at Charles Sturt University.

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After volunteering in the Fairfax newsroom at the Sydney Olympics, Lucy joined Rural Press as a cadet on the Western Magazine in Dubbo. Over the past five years Lucy has worked across Australia, writing for Queensland Country Life and The Land. Currently she is Bureau Chief in the Canberra Press Gallery for Rural Press Agricultural Publishing.

About Alltech

Alltech is a multinational biotechnology company providing natural animal health solutions through nutrition. The company employs more than 1700 people in 85 countries and operates 14 production facilities, including two in the Asia-Pacific region. Alltech is recognised as one of the leading research-based animal health companies in the world. By focusing on providing natural solutions to real problems, it works to respond to the industry needs and enhance customers' profitability. Alltech is committed to its pioneering ACE program, ensuring its products are safe for the animal, the consumer and the environment.

About Farm Writers' Association of NSW Inc:

Farm Writers' holds regular forums in Sydney, and is a unique platform for the exchange of ideas pertaining to agriculture in NSW and the world. Farm Writers' members come from a wide range of backgrounds but share a common dedication to promoting quality communication, and a deeper understanding, of rural issues amongst the urban community. Members include Australia's leading agri-business companies, rural industry organizations, financial institutions, communication consultancies, advertising agencies as well as the state's regional print and electronic media organisations. This unique mix has always had a core commitment to rural journalism. Farm Writers' is affiliated to the IFAJ through its founding membership of the ACAJ.

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