

Mallee Sustainable Farming

Media release

NEW CHIEF FOR MALLEE SUSTAINABLE FARMING

Mr Lance Brown has been appointed as Executive Manager for Mallee sustainable Farming. Mr Brown heads the non for profit, tri-state Company as it approaches its 9th Annual General Meeting.

Mallee Sustainable Farming Chairman Mr Jim Maynard said, “Mr Brown brings 25 years of experience in agriculture working in senior farming positions. The Board is pleased to be able to appoint a suitably qualified Manager prior in order to work with the new Board in the implementation of our strategic plan. ”

“This opportunity in coming to Mildura to join MSF enables me to pursue a role I am more passionate about. I have an opportunity to be an integral part of the future development MSF and implement strategies to meet its challenges. Embracing innovation and sustainable farming systems as well as working with people and groups involved in farming is something I have wanted to actively involve myself.

I have a passion for agriculture and enjoy building relationships with our farming industries and communities. With the creation in farming enterprises we have become guardians of the land, a duty which I feel is forgotten in some areas by those who try to criticize our rural sector,” Mr Brown stated.

Born in Manangatang, his family owned and operated a mechanical business and the town power house. In 1970 he moved to Swan Hill where his family brought and operated a dairy farm on the Speewa flats.

Mr Brown stated, “As with everyone involved in the rural sector our challenges are many but I see MSF stepping up into the next level of expertise in bringing the commitment to improving profitability and viability in the Mallee region, helping with the creation of strategies with farm related projects for our farming communities to make the right decision for the future. In order to increase our research and development programs, while delivering a wide variety of community projects, Mallee Sustainable Farming welcomes all forms of support from corporate sponsors and potential members.”

Members and guests are invited to attend the forthcoming AGM on October 31st at 2.30pm to be held at the Mildura Hotel.

Further information about the Company is available on the website www.msfp.org.au or from Mr Brown on 0418 634 847.

What inspires you The people around me who apply the energy and enthusiasm to be part of the farming communities see the partnerships that evolve and extend from the farming sectors, as well as the ability by our researchers to keep our enterprises at the forefront leading our competitors around the world who have the comfort of subsidies in there farming programs, this has made us a resilient bunch who question the

reasoning of why and to help each other with networking of ideas and concepts in there area, which is completely Australian for which we all are proud of.

Why did you choose to move to Mildura and take this position.

I have a strong connection with the Mallee region and with MSF vision and mission. Mildura offers many personal opportunities my wife and I have been seeking after many years working in remote areas. It has a central function to MSF role with the tri-state role as well as being a beautiful town with all is attributes.

What are the main challenges and goals in going forward for the future at MSF?