



Rabobank

**Media Release
July 18, 2012**

Bradey Davis named Rabobank Simplot Young Potato Grower

Deloraine's Bradey Davis was acknowledged as a young leader in Tasmania's potato industry by being named the 2012 Rabobank Simplot Young Potato Grower.

Accepting his award in front of around 200 potato growers, contractors and industry partners at Simplot's annual dinner on Thursday 12 July, Bradey was widely praised for the initiative and potential he has shown in the industry.

Bradey said he was delighted to win the award, "particularly given the calibre of the other young growers in the business".

Bradey is a fourth generation farmer, who works in partnership with his father Keith on their property, 'Little Bower Bank'. Together they grow 1,250 tonnes of potatoes as well as onions and poppies – taking out the Top Poppy Crop for TPI in Tasmania in 2011/12. Fat lambs are also part of the enterprise mix, complementing their diversified operation.

Bradey said there has never been any question about what he wanted to do, with farming being in the blood.

"Having grown up here, I have always been interested in agriculture and knew that is what I wanted to do. My philosophy is very simple, and that is to do 'the simple things well'. You can't overestimate how important it is to monitor the crops, get the timing right and manage the ground cover to produce the best possible crop," he said.

Bradey is also focussing on building up their irrigation infrastructure, with the enterprise now incorporating two pivot irrigators.

Devonport branch manager, Damon Twibell, who attended the Simplot dinner, said Bradey was a very worthy winner of the award due to the initiative he has already shown in the industry and the positive contribution he is making.

"Off his own back, Bradey contacted his local Simplot representative to assist him with lining up a visit to one of their factories in the US. Simplot arranged a day tour to one of their operations in Boise, Idaho so Bradey could see for himself the technologies that are being used in their fully-automated factories," he said.

"This drive to see what others are doing and best practice in the industry, shows how passionate he is about farming, and the potential he shows."

As part of the award, Bradey will attend Rabobank's Farm Managers Program (FMP), an intensive five day course that is designed for young, progressive farmers from across Australia and New Zealand. Focussing on the operational and strategic business skills essential to running a successful farming operation; the course covers economic and financial management, leadership, business planning and succession.



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Bradey said he was “very appreciative of the opportunity to attend the program and was looking forward to broadening his horizons by mixing with young farmers from other enterprises”.

“It is hard to know what the future holds, but attending programs such as the FMP will equip me with the skills and confidence to tackle any challenges head on, as well as making the most of potential opportunities,” he said.

Rabobank and Simplot have jointly sponsored the Young Potato Growers Award for a number of years, and both see it as an integral way of acknowledging and supporting the future leaders of the industry.

“We want to invest in the future leaders of agriculture and with people like Bradey coming up and taking on the reins, we know the future is in good hands”, Damon Twibell said.

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Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world’s leading specialist in food and agribusiness banking. Rabobank has more than 110 years’ experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 48 countries, servicing the needs of more than nine million clients worldwide through a network of more than 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia’s leading rural lenders and a significant provider of business and corporate banking and financial services to the region’s food and agribusiness sector. The bank has 93 branches throughout Australia and New Zealand.

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