



**Rabobank**

*Media release  
July 15, 2014*

## ***2014 Rabobank Simplot Young Potato Grower announced***

The 2014 Rabobank Simplot Young Potato Grower has been announced, with north-west farmer Jeremy Fielding receiving his award at the annual Simplot dinner held at Pier01 in Ulverstone last week.

Rabobank and Simplot have jointly sponsored the Young Potato Growers Award since 2006 and both organisations see it as an integral way of acknowledging and supporting the future leaders of the industry.

Proudly announcing the 2014 winner, Rabobank Devonport branch manager Damon Twibell said Mr Fielding had been awarded based on his vision and innovative approach to his farm business.

“We are thrilled to see Jeremy take out the prize and we are confident he will go a long way in the industry where he will continue to forge a successful farming career,” Mr Twibell said.

“From our perspective, it’s important to invest in the future leaders of the industry and recognise their potential early on. Given the growth and expansion of Jeremy’s business in recent years, we think he displays promising characteristics and is a deserving winner of the Simplot prize.”

In 2015, as part of his award, Mr Fielding will enrol in the Rabobank Farm Managers Program, a course which offers young farmers from across a range of agricultural sectors in Australia and New Zealand the opportunity to develop and enhance their business management skills. Participants take away new skills and techniques with a commercially-driven perspective on farm management to put systems and structures in place to manage growth.

Mr Fielding said it was a “great surprise” receiving the Simplot award.

“I certainly wasn’t expecting this but I am excited about the opportunity to participate in the Rabobank Farm Managers Program as I think it will be beneficial for our business,” Mr Fielding said.

“I came home to the farm upon leaving school so it’s really good timing to get some more formal training on business management, people skills, and other important aspects of leadership. I can see this being a big benefit to our business in the future.”

Based in Gawler in Tasmania’s north west, Mr Fielding runs a 90-acre potato enterprise supplying Simplot with quality potatoes annually. He operates the business in partnership with his wife, Katie.

In 2007, Mr Fielding was introduced to the agricultural contracting business and took to driving a digger very quickly – since, he has never looked back. He then bought into a contracting business and is now completely running the company.



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During the three-year period, Mr Fielding as increased his initial contract from 500 tonnes to the current level of 2,100 tonnes, growing storage Rangers and Burbank's as well as JR-2 potatoes supplied to Simplot.

As a fourth generation farmer, Mr Fielding has a strong sense for the operational side of the business but is looking forward to expanding on his strategic management skills to ensure long-term growth and profitability of the farm.

"We have grown quite a lot over the past few years – this growth we hope to manage into the future and if the opportunity is to arise, we would look to increase our scale even more," he said.

"I love what I do – every day is different, every paddock is different and you just don't know what's around the corner. Farming is a great industry to be in and there is always something to learn."

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