



# Newsletter

November 2005

President: Bev Jordan (bevjordan@msn.com.au)

Secretary: Susan Madden (smadden@hassall.com.au)

Newsletter: Camilla Hunter (camilla.hunter@solutionsgroup.com.au)

Farm Writers' Association of NSW Inc. GPO Box 1108 Sydney NSW 2001  
Internet: [www.nswfarmwriters.org](http://www.nswfarmwriters.org)

## The Taste of Orange Wine not Citrus – from the Hunter Valley

Our November function promises to be a great networking opportunity as well as a chance to learn more about the rise of Orange as a wine-producing region.

On the evening of Thursday 17 November at the Country Embassy, Mark Davidson of the Hunter's celebrated Tamburlaine winery will be serving seven of his Orange wines, made at his Hunter winery from fruit sourced from several Orange vineyards.

He will introduce us to the still relatively rare Rhone variety, Marsanne, as well as a Riesling and a Sauvignon Blanc. He describes the reds as "exotics" – they are his 2003 Grenache and 2003 Cabernet Franc as well as a Malbec and a Petit Verdot from the 2004 vintage. At least four of these wines are medal winners this year – at the National Cool Climate Wine Show and the Orange Wine Show

The Pokolbin-based managing director of Tamburlaine Wines has nurtured the "degraded farm", with shallow, over cultivated clay soils, that he bought in the Hunter Valley 20 years ago into an estate that is 'organic in transition'. Two organic wines will also be served, a 2004 organically grown Hunter Verdelho and a 2003 certified organic Durif.



Mark Davidson of  
Tamburlaine Winery.

Wine writer and raconteur, Paul Foster, will join Mark. Now an independent consultant, Paul was the Wine Master for The Australian Wine Society for over a decade and he has lately become an unofficial ambassador for the Orange region. He will share his



Paul Foster, wine expert.

enthusiasm for Orange and his views on the industry. Paul, a past winner of the Wine Press Club Award and the *Vin de Champagne* Award, is also a respected wine judge and one of Australia's top wine educators.

Orange is the most exciting of the newer wine regions of New South Wales. It is unique in that it is defined by altitude as well as area. As a cool climate district it is producing distinctive wines of quality. The higher vineyards on the slopes of Mt Canobolas are yielding impressive Sauvignon Blanc and Pinot Noir and the warmer, gentler hills of the Molong Road area is yielding deep, elegant Cabernet and Bordeaux-blend wines. Orange is exciting, too, for its olive oil and infant truffle and snail industries.

The evening will be educational and entertaining. It will also be an unusual networking event as we have invited AARES and the Agri-Business Association to join us. Book now as numbers will be limited. ☞

### Register on-line for "A Taste of Orange". Please note atypical time, cost & venue

Sponsors: Thanks to Agricultural Appointments Pty Ltd for Paul Foster's appearance and the Department of State and Regional Development for the use of the venue.

**Venue:** The Country Embassy, Level 44, Grosvenor Place, 225 George Street, Sydney.

**When:** 5:45 for 6pm on Thursday 17<sup>th</sup> November 2005

**Cost:** \$35 per head, or voucher for members. **\$45 per head for all non-members.**

**Register:** **BEFORE 5:00pm, Monday 14<sup>th</sup> November** at <http://www.nswfarmwriters.org/BOOKINGS.htm> or by emailing [bookings@nswfarmers.org.au](mailto:bookings@nswfarmers.org.au) or by phone to Sarah Robson (02 8204 3730).

**Late cancellations:** Phone Sarah Robson (02 8204 3730)

Website sponsored by Telstra Country Wide NSW

## Meat Industry Building on Strong Base

Corporate member of the month, Grain Corp, and a diverse range of members gathered to hear Meat & Livestock Australia's managing director, Mark Spurr, address the Association's October.

In a wide-ranging address, Mark gave an overview of MLA and the state of the Australian red meat and livestock industry, a snapshot of three key regional markets and a taste of the threats and challenges facing the industry.

He described an industry in "great shape", emerging from a year of record cattle and lamb prices, highest ever red meat sales and exports increasing in both value and volume.

"In the short to medium term we see solid demand, improving supply, but the probability of price reductions," Mark said. "Behind these price drops will be the return of the US to the Japanese and Korean markets and some easing in the high US consumer demand for beef." He cited other risk factors as the prolonging of the drought, new trade barriers, the value of the Australian dollar and any food safety incidents.

Mark characterised Japan and Korea as big markets with continuing potential for growth but warned that it was "unrealistic" to think Australia's current market share could be maintained in the face of the imminent return of the US. Similarly the Middle East – Australia's third largest market for lamb and largest market for mutton – is very competitive and price sensitive and Australia faces growing competition from Brazil, New Zealand, India and China.

"We need to use our current strong position to nurture our significant competitive advantages of product integrity, safety and quality, whilst improving productivity and sustainability," Mark said. Rather than compete with the lower priced, lower quality offerings, he advocates positioning at the top end of the market – selling better quality at higher value. The strategy involves maintaining Australia's clean, natural and safe image and improving supply chain efficiency.

Mark said that the emergence of global retailers provides opportunities for collaboration. "We are looking to develop new innovative processes and move into developing closer relationships with the retail sectors in key export markets," he said. "It's all about understanding the consumer all the way back down the supply chain." ☺ Thank you to our corporate member of the month, Grain Corp.

### Coming Events

**The Farm Writers' Association Christmas luncheon** is not far away, with patron, Minister for Primary Industries, Ian Macdonald, hosting us at Parliament House for the festivities. Get together a table of guests for the **December 7** function. In past years this has proved a good opportunity to say "thank you" to business associates and clients or build new relationships.

As in past years, we are relying on the generosity of members to provide Christmas cheer for this year's Christmas luncheon. Gifts (with a suggested value of \$25) to be drawn at the luncheon would be greatly appreciated. What a way to get the company's logo out there in front of a huge group of agricultural professionals.

Gifts can be sent to **Suzie Ward** at Agricultural Appointments, 84 Pitt St, Sydney (phone 9223 9944) or to **Margaret McCullough** at NSW Farmers' Association, 10th Floor, 225 Elizabeth St, Sydney (phone 8251 1827).

**February 27th 2006** Mark your diaries and book for lunch with Roger Perkins from the Royal Agricultural Society.

**Bookings are open for both events - go to the website: [www.nswfarmwriters.org/bookings.htm](http://www.nswfarmwriters.org/bookings.htm).**

☺ Know a speaker you'd like to hear at a Farm Writers' event? Email [suggestions@nswfarmwriters.org](mailto:suggestions@nswfarmwriters.org)

### New Committee

At the 2005 Annual General Meeting (held before the October seminar), Stuart Hutton and David Stoate stood down as President and Treasurer respectively. Fiona Dewar and Brendan Fox also stood down from the Committee. We thank them all for their contributions. The newly elected Executive and Committee for 2005/2006 are:

#### Executive

**Bev Jordan** (President), **Colin Munro** (Vice President), **Suzie Ward** (Vice President and Corporate Members), **Stuart Hutton** (Treasurer), **Susan Madden** (Secretary)

#### Committee

**Jamie Graham** (Front of House), **Sandy Grieve** (Archives), **Margaret McCullough** (Membership Secretary), **Camilla Hunter** (Newsletter), **Oscar Pearse** (New Member Recruitment), **Sarah Robson** (Venue and Media Liaison) and **Mick Keogh** (Website Co-ordinator).