

ATTN: PETE BEDWELL, EDITOR

RURAL BUSINESS

FEBRUARY 2005

Nufarm nurtures talented graduates

Having the right people to service its customers has always been a high priority for Nufarm, Australia's leading crop protection company. Recently Nufarm appointed two graduate trainees as a result of its participation in the Agribusiness Grad-Link program.

The Grad-Link program is designed to bring agribusiness employers and graduates together via a series of open days and is facilitated by Rimfire Resources, an Australian company providing people and information solutions to agribusiness.

Annabel Wiseman this month [January 2005] will take up a Business Manager's role in the Australian marketing group at Nufarm's headquarters at Laverton. Ms Wiseman will be responsible for several strategic brands and will work in brand management, forecasting and developing and implementing marketing plans.

She joins Nufarm after completing a Bachelor of Business at University of Sydney, Orange Campus. Her industry interests include marketing and cotton.

Nufarm also welcomes **Stacey Jones** who has been appointed Territory Manager for northern and central Victoria based at Shepparton and will work closely with the Victorian sales team.

Ms Jones has completed a Graduate Diploma in Education and a Bachelor of Rural Science at University of New England. Her industry interests include agronomy, viticulture and extension.

Nufarm is committed to supporting new graduates and to fostering close relationships with key agricultural universities such as University of New England, University of Sydney and University of Queensland.

Nufarm CEO, **Doug Rathbone** said that for 50 years Nufarm had worked at going the extra mile for its customers.

"Nufarm people have rightly earned the reputation of having a 'can-do' attitude.

"The graduate trainee program ensures we will have the resources to meet our customers'

needs into the future. The program demonstrates the commitment Nufarm has to Australian agriculture and our customers in the long term.

“Nufarm believes in the youth of Australia and knows that young people need the opportunity to start somewhere worthwhile. Nufarm’s growth from a one-man operation to one of the world’s top ten crop protection companies proves that if you have the determination and the right attitude you can achieve success.”

According to Employee Development Manager, **Robyn Stonehouse**, the graduates employed by Nufarm would be given meaningful roles which added real value to the company. The graduates would receive high levels of on-the-job training and personal “mentoring” to assist in their skill development.

“ Nufarm has a relatively low staff turnover rate which means we hold a valuable level of experience amongst our employees. Sharing this experience with new graduates is a key driver for Nufarm initiatives. The mentoring program allows us to take enthusiastic graduates and develop them into highly regarded industry professionals who will enjoy a long career building relationships with Nufarm’s many customers.”

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Photo captions: Annabel Wiseman; Stacey Jones.

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