



Media Release

Australia's leading agribusiness organisations join forces with beyond blue to tackle depression during the drought

beyondblue: the national depression initiative and Australia's leading agribusiness organisations have formed a partnership to address depression in drought-affected areas.

Agrichemical company Nufarm Limited together with Australia's leading distribution companies Elders Limited, Landmark, IHD, NRI, CRT and fertiliser company Incitec Pivot will work join forces to raise awareness of depression and its impact in rural Australia during these tough times.

beyondblue will train the extensive rural network of Nufarm, Elders, Landmark, IHD, CRT and NRI field staff to recognise the signs of depression and increase their knowledge of available services.

Chairman of beyonblue the Hon. Jeff Kennett said we are pleased to have the support of Nufarm Limited, Elders Limited, Landmark, IHD, CRT and NRI management and staff in getting the message out that depression is not a weakness and people shouldn't be ashamed to ask for help.

"You can't look after your farm, your business or your family, if you don't look after yourself first," he said.

Nufarm's General Manager Australasia Lachie McKinnon said the company was proud to be joining forces with Australia's leading distribution organisations to help the rural communities in times of crisis.

"We understand the pressures many farmers face in today's tough climatic conditions."

“Joining forces collectively we can put something back into those rural communities that have supported us over the years,” said Mr McKinnon.

CEO of *beyondblue* Leonie Young said we look forward to working with Nufarm Limited, Elders Limited, Landmark, IHD, CRT and NRI to let people in the farming communities know that help is available.

“If people need more information about depression or how to help someone who may be at risk, they can go to our website www.beyondblue.org.au or call our info line 1300 22 4636,” she said.

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