

**From: The New Zealand Guild of Agricultural Journalists
and Communicators Inc.**

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Jacqueline Rowarth, an academic who is a passionate advocate of agriculture and agricultural science, is this year's Landcorp Agricultural Communicator of the Year.

Jacqueline Rowarth is Professor of Pastoral Agriculture at Massey University and throughout her career as an active agricultural scientist has had a strong commitment to technology transfer. She has been dedicated to promoting public awareness of science and the importance of research to schools, interest groups and society in general.

The Landcorp Agricultural Communicator of the Year Award is administered by the New Zealand Guild of Agricultural Journalists and Communicators, and recognises excellence in communicating agricultural issues, events or information. It is judged by a nation-wide panel of ten independent judges.

Regarded as the premier award for agricultural communicators, it is also the most valuable prize on offer. Landcorp provides a prize of \$2500, which is part of a funding package of \$7500 in sponsorship for the Guild. The additional funding assists with administration costs, including the Award dinner.

Guild President, Mick Calder, said Professor Rowarth has always been a prolific speaker about the importance of agriculture to the New Zealand economy and particularly about the need to attract quality young people into education for all different facets of the agricultural sector. "She is always provocative and challenging as a speaker, and I am sure her students could not help but be stimulated and entertained."

In 2007 Dr Rowarth was appointed to the foundation chair in pastoral agriculture at Massey. She is a member of the Advisory Committee for Bright Futures Scholarships, the Foundation for Research, Science & Technology, the Advisory Board for Education Review, and the Royal Society of NZ Council. She was also a member of the Ministerial Advisory Committee for Science and Technology Promotion.

She is a Trustee of AGMARDT, and on the Executive of the New Zealand Grasslands Association, the Primary Resources Advisory Committee for the Royal Society of New Zealand (RSNZ), and the Massey-Lincoln Agricultural Industry Partnership for Excellence.

In 2008 she was appointed a Companion of the New Zealand Order of Merit for her work in Agricultural Science, and in 2009 became the inaugural Federated Farmers Personality of the Year.

The winner was announced at an Awards Dinner in Hamilton last night (Wednesday 16 June), an annual event held on the first evening of National Fieldays, which was attended by many members of the agricultural media, with invited guests from the agribusiness sector.

For more information:

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