



Seed company says thanks to community

HOW to say thank you in a practical and meaningful way to amazing community volunteers?

That was the question Upper Murray Seeds general manager Stewart Sutherland put to his staff after the business was impacted by the December bushfires in NSW.

The bushfires destroyed about 80 per cent of Upper Murray Seeds' main production property at Tooma on Thursday, December 17, 2009.

Woolsheds and hay sheds were lost, seed and pastures affected and the historic Tooma station homestead was saved by the brave and diligent work of volunteer fire fighters, aircraft and Upper Murray Seeds staff.

"It is so hard to come to terms with initially, and while the effect on us was severe, some of our neighbours were affected more than us," Mr Stewart said.

"It opens your eyes to those who are less fortunate.

"After the initial impact had passed, we wanted to think of a way to say thank you to the local 'fire-ies' and at the same time support some of the local communities affected.

"Then we thought, why not find a way to help other areas that have suffered from fires, as well."

The Upper Murray Seeds team has come up with a simple and effective way to help local groups because the entire community is affected by disasters such as fire, according to National sales manager Graham Martin.

"We decided to donate money to local community groups when seed is bought from us," he said.



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"Most farmers buy seed in preparation for autumn sowing, so this promotion gives people the opportunity to donate money to their local fire authority, emergency services or even the local sporting club or school, at no cost to them, while purchasing necessary farming inputs.

"Farmers simply return the tags on their Atomic and Awesome ryegrass bags to us, nominating the community group to receive funds, and we do the rest.

"We'll be in contact with the groups nominated and will distribute the donations after the promotion closes at the end of June.

"It's what we can do as a local and Australian-owned business, and it's very community oriented.

"We reckon there are plenty of other people out there who'd like to be in a position to help their favourite community group, or to say thank you in a meaningful way, and this is a way we can help them do that."

More information: Contact Ballard Seeds, Narrogin, on 9881 5711 for more information on all Upper Murray Seeds varieties available in WA.