



FOR IMMEDIATE RELEASE

LEADING CONSULTING FIRM APPOINTS NEW GENERAL MANAGER

Agricultural consultancy Meridian Agriculture has appointed experienced rural industry leader, Mark McKenzie, as its new General Manager.

Mr McKenzie has extensive experience as a CEO of a number of rural industry organisations, most recently as the CEO of NSW Irrigators Council, and has extensive experience across the agri-sector working with Government agricultural agencies, industry bodies and agribusinesses in the irrigation sector.

He brings very broad experience across agriculture and horticulture through his family farming background in beef cattle, prime lambs and cereal production; his subsequent career with ABC Rural; and the management of national, state and regional wine industry organisations. His family now grow wine grapes and olives in the Ararat district of Western Victoria.

Meridian Agriculture Chairman Robert Ades said as well as being a seasoned CEO, Mark had extensive experience consulting at both the farm gate and kitchen table, and brings an established network across the agri-sector as well as market skills that complement and will extend Meridian Ag's business activities to producers and industry.

"Mark brings skills in developing and implementing industry level RD&E programs, industry-government partnerships, business strategy, and commercial programs as well as a background in marketing and communications that will deepen the range of services that Meridian Agriculture can offer. We are very pleased to have him on board".

Mr McKenzie joins Meridian Agriculture on August 3.

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For further information or interviews, contact Chairman - Meridian Agriculture

Robert Ades

M: 0419 561 039 or rmades@meridian-ag.com.au