



Australian Award Winning!

Woombye farmer Stephen Jeffers recently travelled to Sydney to receive a prestigious Young Leader's Award by Horticulture Australia Ltd. The Young Leader Award is for under 35 year olds who are able to demonstrate leadership in relation to Australia's horticulture industry. Stephen was one of three young leaders selected from across Australia.

Stephen was recognised for his contribution to the development of the Australian Persimmon Industry over the past decade. As president of Persimmons Australia, he has led the industry through an exciting period of growth and development, including undertaking a substantial research and development program in conjunction with Queensland Department of Primary Industries' Maroochy Research Station, and a nationwide promotion of persimmons as a fruit that's 'pure pleasure' to eat.

"Persimmons are a wonderful and healthy fruit to eat, that you will see more and more of in

Australian fruit bowls. We are very keen to raise the profile of persimmons with Australian shoppers," Stephen said. "It is also gratifying to receive this recognition from my peers, many of whom are from larger, well-established industries such as apples, oranges and bananas. It is good to see that some of the new and innovative fruit crops are being recognized as making an important contribution to Australian farming. "I think it also shows people that behind every bit of fruit they eat, there is an enormous number of volunteer hours done by farmers on committees to make sure their industry is **run responsibly and the food they produce is safe to eat, well grown and nutritious.**"

The Jeffers family have been farming at West Woombye since the 1950's. They grow a range of crops including Persimmons, avocados, tomatoes and zucchini. They also run the Yandina fruit market, where they sell a lot of their home grown produce.





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Pictured above: Dr Nigel Steele-Scott of Horticulture Australia presents Woombye's Stephen Jeffers with his award