



MINISTER FOR PRIMARY INDUSTRIES
MINISTER FOR ENERGY
MINISTER FOR MINERAL RESOURCES
MINISTER FOR STATE DEVELOPMENT



MEDIA RELEASE

Wednesday 30 July 2008

LandLearn launched to help city kids recognise the dairy cow from the milk bottle

A schools education program designed to better educate young people about primary industries production in NSW was officially launched today in Sydney.

The joint Government/industry initiative was unveiled before a crowd of school students and supporters of the initiative at the NSW Farmers' Annual Conference by the NSW Minister for Primary Industries, Ian Macdonald, and Association President, Jock Laurie.

Minister Macdonald said the program gave urban-based school students an excellent insight into food production, as well as other facts and figures about primary industries.

"This program aims to encourage and support the incorporation of studies of primary production and natural resource management into classroom teaching," he said.

"LandLearn NSW also highlights how science and research findings are leading to more innovative and sustainable farming practices."

Mr Laurie said it was important to take every opportunity to improve the knowledge and understanding of primary industries amongst young people, particularly in urban areas.

"We are pleased to be associated with LandLearn NSW and look forward to seeing a greater connection between city students, teachers and rural communities through it," he said.

Minister Macdonald and Mr Laurie were also joined at the launch by Royal Agricultural Society Chief Executive Peter King, who is also a sponsor of the initiative.

The strength of LandLearn NSW is the programs, products and resources it draws together under one umbrella. Schools can now connect with programs about fisheries, forestry, agriculture and minerals in one place.

LandLearn originated in Victoria over ten years ago and has grown to become a well respected program by Victorian schools. Check out www.landlearnsw.org.au for more details.

Media contacts: Jason Bartlett (for Minister Macdonald) 0438209281
Amanda Barwick (for NSW Farmers' Association) 0428 400 736



Royal Agricultural Society of NSW