

**MEDIA RELEASE**

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**A treasured achiever is recognised**

Considered the type of person communities treasure the most, Narrogin's Peter Trefort has been named the 2009 Rural Community Achiever.

The award recognises the contribution of those in rural communities who work to promote regional development and support their local communities.

From the sporting clubs to community groups and industry bodies which Peter is involved in through to his own farming and meat processing business, the father of three is known for personal philosophies like "to be able to go to bed at night and lie straight is very important".

The 64-year-old considers himself a farmer first and a meat processor second and has pioneered the creation of a close relationship between lamb producers, abattoirs, retail and customers.

Hailing from a century-old Narrogin farming family, the grain and sheep-producing property was diversified to include an on-site butcher shop. Later frustrated by the closure of a number of country abattoirs, Peter decided to build his own and developed it into a highly successful local supply and export company, Hillside Meats.

Locally and nationally respected for his tireless work and a willingness to speak, consult and problem-solve about the sheep industry, he developed the Q-Lamb program which meant working with producers to ensure a consistent and better-tasting product.

Today both Hillside Meats and Q-Lamb are considered marks of quality both around Australia and overseas. The company now also employs more than 100 Narrogin locals.

Councillor in charge Lyn Piper says Peter Trefort is the best example of the power of one she has seen in a long time.

"His contribution to his community, agriculture and WA and quite outstanding," says Lyn. "When he says there's no such word as can't that seems to sum up his life.

"If you want something built, get Peter Trefort to build it. I was totally blown away by his application in terms of all the ways he is involved."

Coordinated by The Royal Agricultural Society of Western Australia, the Rural Community Achiever award encourages members of rural communities to nominate exceptional and inspirational individuals. The Rural Community Achiever receives \$2000 cash plus a further \$2000 is donated to a community project of their choice.

Because of the high calibre of nominees, the judges have also awarded the 10 finalists \$200 each towards their community projects.

The 2008 Rural Community Achiever was Kojonup's Margot Stretch who has given more than 40 years as a volunteer to Red Cross.

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The Smoke Free Perth Royal Show is presented by The Royal Agricultural Society of Western Australia



Community Partner