



**FELICITY PRITCHARD**  
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## **OILSEEDS NEWS**

### **OILSEED INDUSTRY DEVELOPMENT OFFICER**



Canola and soybean growers now have a new representative for Victoria and southern New South Wales.

Horsham-based Felicity Pritchard is the new Oilseed Industry Development Officer, and she has set her anola and soybeans, grown in

**The good oil:** Felicity Pritchard is the new Oilseeds Industry Development Officer for Victoria and southern New South Wales.

Ms Pritchard will work with grower groups and the peak oilseeds group, the Australian Oilseeds Federation, to help get information out to growers and provide feedback to researchers and other industry groups about a range of issues.

“I’m really looking forward to the challenge of this new role,” said Ms Pritchard today. “I will be covering a range of issues, from marketing to agronomy to research”.

Ms Pritchard said that she will work with companies, agencies and grower groups to help overcome issues that the industry faces in order to expand the oilseed industry.

She has come to the role with seven years' experience working with highly successful Topcrop (farming) groups in the Victorian Wimmera and has more recently worked as a Crop Industry Training Specialist at Longerenong College, near Horsham. She completed post-graduate research in the agronomy of canola and related specialty oilseeds in the mid 1990's.

“In the longer term, I would like to see not only higher yields and an expansion in the area sown to canola and soybeans in the region, but also better water-use efficiency and more profit to growers for a more financially and environmentally sustainable farming system.”

Ms Pritchard is employed by the Irrigated Cropping Forum and the three year position is funded by the Grains Research and Development Corporation and the Australian Oilseeds Federation.

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