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NEWS RELEASE

New Grower Marketing Consultant for Proserpine

Wilmar Sugar Australia is pleased to introduce its new Grower Marketing Consultant for the Proserpine region, Shirley Norris.

Shirley has a strong rural background and brings a wealth of international experience to her new role.

She grew up on a coffee farm in Kenya and has worked in the agricultural and horticultural sectors in East Africa, Holland and Australia.

"I've worked in and around primary industries for more than 20 years, both as a producer and in grower support roles," she said.

"I spent a number of years growing roses commercially for export to the European markets, so I know firsthand some of the challenges growers face and how global issues can impact their business.

"I've also worked in supply chain management, best practice management, marketing and, more recently, in a grower liaison role for the mango and avocado industries."

Wilmar Grower Marketing and Pricing Manager PJ Gileppa said Shirley joined Wilmar in February and had hit the ground running.

"Shirley is passionate about sustainable farming and helping growers achieve the best possible outcome for their business," he said.

"She's looking forward to meeting local growers to talk about Wilmar's sugar marketing offer and explain how our pricing and payment options can support their business."

Shirley is based at Proserpine Mill and will spend much of her time meeting with growers on farm.

She's looking forward to meeting growers from across the Proserpine region and providing professional pricing and payment support.

To arrange a meeting, give Shirley a call on 0437 803 019 or email Shirley.norris@au.wilmar-intl.com.



Proserpine Grower Marketing Consultant Shirley Norris

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