

PYMBLE

Passionate contributions to trade and sustainability

Marie Hogg

A GENERATION of Australians grew up learning about nutrition from successful campaigns spearheaded by Bruce Standen.

The 72-year-old was at the helm of the Australian Meat and Livestock Corporation in the late '80s and throughout the '90s, when the primary industry body began to promote the merits of red meat, notably iron intake, for a well-balanced diet.

Now the agricultural economist lends his wisdom to the development of sustainable fishing practices and training Third World farmers how to thrive.

Despite his more than 50 years of achievements, Dr Standen said he was surprised to be made a member of the Order of Australia.

"I'm really quite stunned. It's an incredible honour, the recognition for something that I've enjoyed doing," Dr Standen said.

"I'm a country lad who had some good opportunities to work on challenging issues with fine, motivated people and shared the suc-

HONOURED FOR ...

significant service to primary industry, particularly to agricultural economics, sustainability, and research.

cessful outcomes," he said.

Born from hardworking farming stock in rural NSW, he went on to train in agricultural economics and later completed his fellowship. For decades he worked to progress the interests of Australia's cattle and sheep meat industries through domestic campaigns, and propelled Australia's economy by stimulating international trade.

His passion for nutrition, sustainable food practices and focus on economic interdependence is also apparent in his work for the Crawford Fund.

Since 2000, Dr Standen has worked with the fund to assist developing countries in alleviating poverty and improving standards of living through emphasis on agricultural productivity.

"It's a very below the horizon organisation," he said. Agriculturalists are flown

out from countries such as Laos, Cambodia and Papua New Guinea, and trained to manage diseases and increase sustainable food production.

"I think its in our best interest, too. Our long-term prospects and our culture and our economy will improve by our near neighbours enjoying rising standards of living and prosperity," he said.

Today, he sits as deputy chairman of Ocean Watch Australia, a non-for-profit environmental company working towards sustainability in the seafood industry. It's a daily fight against the loss of habitat, the deterioration in water quality along the country's coast and poor public policy.

"We need to be vigilant ... we need advocates," he said as he spoke of their work.

Reflecting upon varied experiences he said he was "comfortable" in the contributions he was making.

"I've given it my all. I've worked with some really splendid colleagues and together I hope we've made a difference".



Dr Standen, of Pymble, is being recognised in the Australia Day Honours for his extraordinary work in the agricultural industry and his passion for sustainability. Picture: VIRGINIA YOUNG