

Agronomist's focus on sustainable agriculture recognised with Syngenta Growth Award

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Agronomist KIRRILY CONDON was awarded a 2017 Syngenta Growth Awards for her dedication to sustainable and productive farming systems.

As production system sustainability remains a hot topic across agriculture, agronomist KIRRILY CONDON believes one of the most important philosophies of the agricultural industry initiative Syngenta Growth Awards is that sustainability is held equally to productivity.

KIRRILY won the 2017 Syngenta Growth Award for Sustainability – Adviser, which was announced recently in Sydney, Australia. The Awards recognise leading agricultural growers and advisers across three categories: Productivity, Sustainability and Community & People. From an initial pool of 51 nominations across Australia and New Zealand, 25 people were awarded Regional Winners and eight overall winners received a 2017 Syngenta Growth Award.

With her husband Greg, KIRRILY owns and runs Grassroots Agronomy in Junee, NSW. She says the opportunity that the Growth Awards provides - to meet growers and agronomists from different commodities across Australia and New Zealand - does not come along every day.

“We as Regional Winners were recognised for our work in the three different categories, so it was a valuable experience to discuss issues we faced and opportunities for our own businesses and commodities. We now have a wider community of people we can turn to who have expertise across so many different aspects of agriculture,” KIRRILY says.

For Kirrily, the goal is always the same. If she can provide advice to growers that makes their operation more sustainable and profitable, then she's set out what she aimed to achieve.

"We have so many means to communicate, but disseminating information and innovation that captures the attention of growers and industry always remains a challenge."

Kirrily produces E-booklets and newsletters to spread knowledge, and has also embraced social media platforms. Grassroots Agronomy's YouTube channel showcases short clips on crop management challenges and successes, and both Kirrily and Greg regularly use Twitter to engage with the global agricultural community.

Kirrily says the Syngenta Growth Awards were a great way to address the challenge of information sharing.

"I'm extremely humbled to be a part of the Syngenta Growth Awards. Whilst the Awards are well respected within the industry, being involved exceeded any expectations I had of what it might be like," says Kirrily.

Video of 2017 Growth Awards Winner: Kirrily Condon