

# Introducing Jarrad Norrish

Technical Sales Representative for the Northern Cropping Region in Western Australia

25 February 2011

**D**RAWN back to agriculture and to dealing with rural customers, Jarrad Norrish has taken up the position of Crop Care technical sales representative for West Australia's northern cropping region.

After several years away from primary industries, Mr Norrish is looking forward to working closely with the Crop Care WA team, rural retailers and growers across his territory.



From a property at Trayning in the WA central wheat belt, he completed his schooling in Perth before joining IAMA at Welshpool, Perth – initially in wholesale, then in retail. He decided to improve his opportunities by undertaking a Bachelor of Agribusiness – majoring in marketing – at Curtin University's Muresk Institute of Agriculture, Northam, WA.

That led to a two-year stint as merchandising manager at Landmark, Mingenew, followed by a two-year working holiday in London.

On his return to Australia, Mr Norrish took advantage of employment with the Fortescue Metals Group in the Pilbara region 'to recoup some funds', before being attracted to the Crop Care position.

Mr Norrish will be part of Crop Care's small team of experienced staff based at a central office in Perth, and providing a highly focused service for WA's broadacre and horticultural industries.

Jarrad Norrish: "I'm looking forward to getting back into a sales environment, dealing with people, and building good working relationships with our customers.

"I'll work to provide good service and technical backup to rural retailers and growers in the northern region of WA, where the major crops are wheat, barley, canola and lupins.

"Although it's been a very dry summer, there have been recent falls of rain in the top end of that area, with potential for more summer rain across the region during our continuing cyclone season.

"Coming from a family property and being involved in rural merchandising, I understand how growers like to be looked after, and the service they require from their retailers and suppliers. So I will draw on that experience in my new Crop Care position."

#### For More Information:

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