

1 December 2011

### Photo competition showcases 'rich tapestry' of rural New Zealand

Dairy farmer Allan Hassall is the winner of the 2<sup>nd</sup> annual PGG Wrightson Calendar Photo Competition, catching the eye of the judges with his dairy entry *Paddock to Pad*, shot at Wallace Farms, Waitoa.

This year the competition – reflecting the theme 'Growing New Zealand' - attracted more than 800 entries from across the country. After a rigorous judging process these entries were slimmed down to a final 24. *Paddock to Pad* was eventually selected as the outright winner - featuring both on the cover and for the month of August.

Mr Hassall also receives a cash prize of \$2,000 and a digital Nikon camera for the winning entry. The 11 other winners each received PGG Wrightson shopping vouchers valued at \$500.

Professional photographer and key judge Richard Cosgrove says the panel had a tough job selecting a winner amongst the high calibre and creativity of images submitted. "Rural New Zealand truly does provide a rich tapestry of images for our lenses. Each photo told a different story from a different part of the country so the calendar tells a very unique story every year.

"I would commend each of the entrants and in particular to the finalists this year. I would certainly urge all budding photographers to enter again for 2013!"

Competition details for the 2013 calendar will be posted on [www.pggwrightson.co.nz](http://www.pggwrightson.co.nz) early in 2012.

PGG Wrightson clients who haven't yet received their calendar can speak to their local PGG Wrightson representative or email us at [info@corporatecommunications.co.nz](mailto:info@corporatecommunications.co.nz).



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