

INDUSTRY ADVOCATE PROFILE

Your name: Craig Belford

Name of your business/where you work: Norco Rural Store Toowoomba

What is your occupation? Senior Salesman - Animal Health Rural Sales

How long have you been with the business? 2 years with Norco, 8 years in rural sales

Tell us briefly about your background and education? I studied at the University of Gatton, where I obtained an Associate Diploma in Animal Studies and a Bachelor of Applied Science in Animal Studies. I grew up on a cattle and sheep property at Texas, I worked on stations and feedlots, broke in and trained horses for polo, polocrosse, racing and cutting all over the world. I've worked for CRT, Pursehouse Rural and Norco rural in the rural retail game.

What types of activities do you undertake as part of your occupation? I look after the dairy farmers needs in the greater Toowoomba area, from their seed and fertiliser to their milk chemical and drench. I get to attend field days, dairy days, crop walks and other things such as Farmfest. I also do on farm visits.

Tell us about the 'lurks and perks' of your job, do you have a car, laptop, ability to travel? Ute, laptop, phone and I travel to training days and trips to suppliers, i went to Victoria for a week last year.

What do you enjoy most about what you do and why? I enjoy that I have the freedom in my work to learn and travel, I can do deliveries and farm visits as required and I get to work with a variety of different reps and farm types.

What are your aspirations for the future? To continue in the rural retail sector, maybe becoming a rep or manager in the future.

How is your occupation connected with the dairy industry?

Do you connect with other industries? My job is to get dairy farmers what they need when they need it.

Tell us something that you wish to share about the dairy industry?

I hope that the dairy industry can continue on and be profitable, I have seen the change from the mum and dad farms to more commercial operations that milk large numbers of cows.

