

## Caitlin Farrell

### 2022



Introducing Caitlin Farrell. This year's Rural Ambassador for the Chapman Valley Agricultural Society.

Caitlin was born to two farming families in the shire of Chapman Valley (Yuna and Nabawa) and spent her young childhood growing up between Geraldton, Nabawa and Yuna. During her primary school years, she attended St Lawrences Bluff Point & Yuna Primary School exposing her to an array of backgrounds at a young age. She attended Nagle Catholic College in Geraldton during her high schooling years and in 2011 relocated to Perth to pursue her tertiary studies.

In late 2013 Caitlin returned to Geraldton where she commenced a position with Landmark in the administration team, which was where her passion for agriculture, it's people and being involved in the sector was reignited. A company restructure saw Caitlin relocate to Perth to finish her tertiary studies and returned to Landmark later in 2016 took on the livestock administration officer for the Midwest, Kimberley & Pilbara regions.

After a while though Caitlin craved something, she knew the city couldn't provide for her – a sense of community and family so in 2018 she relocated to back to Geraldton and was fortunate enough to secure a job with Landmark Geraldton in their merchandise team. Since 2019 Caitlin has been living with her partner on his family's mixed sheep and cropping enterprise in Nabawa and has since taken on a new challenge with Nutrien Ag Solutions (formally Landmark) as Northampton's merchandise manager, a role she thoroughly enjoys.

Caitlin is currently an active community member having taken on the role as treasurer for newly developed, For A Better Chapman Valley (FabCV) in the last couple of years as well as assisting with its incorporation status in 2020. She is a volunteer for the Chapman Valley Agricultural Society, a branch member of Yuna CWA as well as captain of the Vixens in the Northampton Netball Association competition. Caitlin loves to be involved in her community as well as the other surrounding regions and is looking forward to seeing how the Rural Ambassador competition can help her assist her local community and the opportunity to network with like-minded, enthusiastic, and energetic individuals.

Caitlin has a passion for working with farmers and the wider regional community. She enjoys learning the dynamics of the industry whilst maintaining and developing relationships with various people within the networks of agriculture. Caitlin represents the "other side" of agriculture and hopes she can educate and unveil opportunities for those who may only consider the farming aspect of agriculture and not see it as a place for them. She hopes to encourage young people to pursue a career in agriculture well beyond the farm gate as sustainability, digital tech and research are all important aspects to maintain a viable industry in the future.