



His Royal Highness The Prince of Wales receives the Royal Agricultural Society of England's National Agricultural Award for 2009

His Royal Highness The Prince of Wales today was presented with the Royal Agricultural Society of England's National Agricultural Award 2009 at St James Palace, London. The presentation was made during the launch of the Prince's Countryside Fund.

Addressing His Royal Highness at the presentation, RASE Chairman Henry Cator said: "It is a great honour and privilege for the Royal Agricultural Society of England to have the opportunity to present our National Agricultural Award for 2009 to you, Sir, in these most wonderful and prestigious surroundings. The National Agricultural Award is the Society's highest accolade."

"And we know that today Your Royal Highness is launching probably your greatest rural initiative and it could not be more fitting that you should do so as you receive this award in recognition of all that you have done for British agriculture."

"Sir, your contribution has been of incalculable value and you are owed a very real debt by everyone who minds about the future of agriculture in this country and that is why our whole Society is proud and delighted that you are to receive the Agricultural Society of England's National Agricultural Award for 2009."

--Ends--

Full citation below

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**The National Agriculture Award 2009
HRH The Prince of Wales**

As a farmer, who clearly cares about the British countryside and the welfare of those who live and work in it, HRH The Prince of Wales has acted as a catalyst to facilitate change, to generate debate and to raise 'minority' interests in agricultural and rural communities.

The Prince was the driving force behind four practical initiatives as part of the Business in the Community's Rural Action Programme, in particular food farming and local sourcing, Affordable Rural Housing, Strengthening Trading Conditions for Market Towns and Rural Enterprise.

Through some of his many other initiatives HRH has encouraged partnership and has worked to improve communication within the industry as well as between farmers and the general public. Some examples include:

1. Mey Selections, part of the North Highland Initiative - helping farmers in the north of Scotland create a recognised brand for their, mostly meat, produce. There are also similar initiatives for farmers in the Peak District and Cumbria. His own Duchy Originals have been a huge success and acted as a blueprint for others.

2. It is indicative of the Prince's understanding of the industry that in conjunction with Chefs the 'Mutton Renaissance' initiative was set up to help sheep farmers in the Borders to get a sensible price for their two-year-old ewes.

3. The Prince of Wales's Rural Revival Initiative (RRI). The initiative was based on the belief that local innovative solutions are needed to overcome problems of rural isolation and that many others will benefit through sharing experience and the lessons learned:

As well as being an Honorary Trustee of the Society the Prince is Patron of a number of organisations closely linked with the RASE, including the Year of Food and Farming, Farm Crisis Network and the Rare Breeds Survival Trust.

The Prince has also been active behind the scenes in both official and unofficial patronage of the Society's charitable work.

HRH gave considerable practical support to farmers with others, affected by the more recent foot and mouth outbreaks.