



MEDIA RELEASE

Australian Agricultural Medalist to take home a Toyota Tundra

The stakes for Australia's first truly national agricultural awards have reached new heights, with the inaugural Australian Agricultural Medalist set to drive away in a Toyota Tundra Platinum valued at \$181,000.

The Australian Agriculture Awards were launched early this year by Australia's largest agricultural media company and publisher of this website, ACM Agri, and the National Farmers Federation.

The awards are proudly supported by platinum partners [Nutrien Ag Solutions](#), [Westpac](#), and Toyota Australia.

This week, in partnership with Toyota Australia, it has been announced that the overall winner, to be presented at the national awards in Canberra in November, will take home a brand new Toyota Tundra Platinum - Toyota's flagship truck featuring a powerful Performance Hybrid engine valued at \$181,000.

The Tundra range first went on sale in Australia in late 2024 following a six-year world-first development program to locally re-engineer the US-built pick-up for Australia's right-hand drive environment.

ACM Agri editorial director Penelope Arthur expects the prize to generate plenty of excitement.

"Nominations have already been really strong right across all the award categories but we really expect that to accelerate with such an amazing and generous prize up for grabs," she said.

"These awards are hugely important in terms of recognising the people that are driving innovation and change throughout the agricultural sector and having our Australian Agricultural Medalist walk away with a Toyota Tundra Platinum really provides the recognition these nominees deserve.

"I'd like to thank Toyota for their support of the awards and for their willingness to help elevate the best in Australian agriculture."

Toyota Australia Chief Marketing Officer Vin Naidoo said Toyota is proud to support the inaugural Australian Agriculture Awards, recognising the people driving this vital industry forward.

"Agriculture has long been central to Toyota's connection with Australian communities, and we're pleased to shine a light on the individuals and initiatives helping create safer and stronger farming environments through the Toyota Wellbeing and Safety in Agriculture Award," Mr Naidoo said.

"The Toyota Tundra, awarded to the overall medallist, reflects the values essential to regional Australia - capability, strength, and reliability - with a performance hybrid engine and durability born only from Toyota-quality, it's Ready for Everything.

"We wish all nominees the very best and commend their outstanding contribution to the future of Australian agriculture."

The awards feature five categories: Women in Agriculture, Nutrien NextGen Leader, Sustainability in Agriculture, Westpac Innovation in Agriculture, and Toyota Wellbeing and Safety in Agriculture.

Three finalists in each category will be selected to head to state award events being held in September and October, where category state winners will be announced.

The state winners will then go on to the national awards in Canberra in November where the national category winners and the overall Australian Agricultural Medalist will be announced.

Ms Arthur said while people could nominate themselves or someone else, it was important to consider the criteria.

"We've got a lot of high-quality entries already flowing in which is exciting to see and very inspiring to read," she said.

"Our awards program will include a rigorous judging process and when you have such high-quality nominations, it can often come down to how people address the criteria. So if you are making a nomination, my tip would be to demonstrate how your nominee, whether it is yourself or someone else, best fits that criteria."

For more information or to nominate, please visit agawards.com.au

An image of ACM Agri editorial director Penelope Arthur is available

[here](#). **About ACM Agri**

[ACM Agri](#) is Australia's largest agricultural media company with [Queensland Country Life](#), [The Land](#), [Farm Weekly](#), [Stock & Land](#), [Stock Journal](#), the [North Queensland Register](#), and [Farmonline](#) publishing news around the country.