



► DR ROSS RAINBIRD

The vision statement of Dr Ross Rainbird's company Imtrade is a reflection of the man himself.

For it is Ross' intention that his manufacturing, research and development organisation specialising in agricultural chemicals continues to be recognised as the leaders and innovators for the agricultural industry in Australasia.

The Kwinana-based business is unique in as much as it is still wholly Australian owned with no affiliation to any multi-national company and that's the way this forward-thinking owner intends it to stay.

Born and raised in Mt Barker, Ross graduated from Wesley College and earned a PhD in plant biochemistry and physiology from UWA.

His work has taken him around Australia and Asia to conduct research projects as well as a stint in the US with DuPont.

The lure of the rural life led Ross to buy a farm in Mt Barker more than a decade ago. He and his

family run Angus cattle and it is his belief there is a real disconnect between the city and the country that is continuing to grow.

With that in mind Ross is looking forward to being a part of continuing to change that perception.

Having led an organisation of a similar size as the RAS to success, Ross is looking forward to the not-for-profit enterprise looking to tap into his strong management skills and experience as it manages the initiated changes to secure a robust and stable future for the Showground.