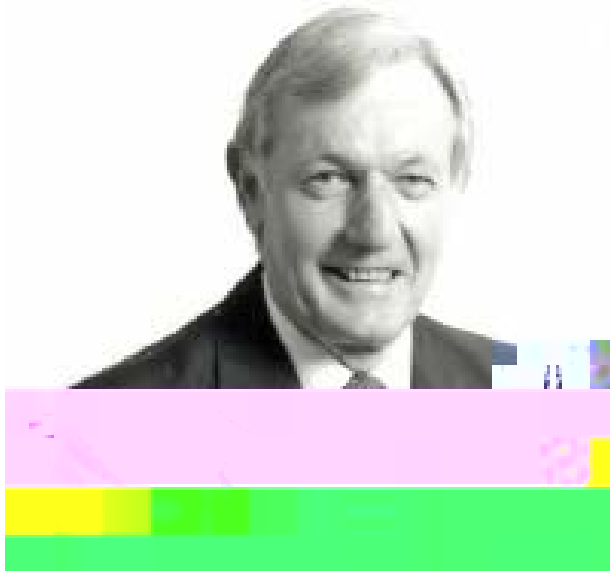


ROCA AWARD OF MERIT 1987 – Robin Steed

Robin Steed (RDA 1953, RDD 1954) graduated with Diplomas in both Agriculture and Dairying, and joined United Dairyman Coop, subsequently Dairy Vale Cooperative Ltd, in 1955 as manager of its Gumeracha factory. He was appointed manager of their new plant at Parkside in 1961. When the Dairy Vale and Metro Milk Cooperatives merged in 1975, he became Operations Manager. In 1977 Robin oversaw the again enlarged operations resulting from the Dairy Vale Metro takeover of Amscol's (Adelaide Milk Supply Cooperative Ltd) city milk business; a necessary rationalisation of the milk industry.



Robin Steed became General Manager and subsequently Managing Director of Dairy Vale Coop in 1985 at an exceptionally trying time, saying; "the industry is in a trough at the moment, which is a challenge in itself". He brought his own pragmatic style to the Society's management – serving the

broader industry problems and able to give the board concise overviews of the nature of the troublesome situations. He said at this time that his first few months in office were: "the most difficult and contentious in [my] thirty years with the Cooperative". Brian Griggs, who worked with Robin for some 37 years, said that Robin was "sharp as a razor" and "able to cope with and make sense out of complex issues".

Robin Steed was also heavily committed to