



Spirit of the Industry Award

Lloyd & Gwen Ewing

Tonight, the NZ Branch is presenting a special award called the “Spirit of the Industry Award” as a recognition for individuals or companies that have set an example to all of us in the industry in going above and beyond the call duty in the service and assistance of others in a time of need.

For those of us who are Cantabrians, the last month has been one of the most difficult times in our own lives and in our province’s history. At 4.35 am on Saturday morning, the 4th of September, the citizens of Canterbury and Christchurch were violently awakened with a 7.1 magnitude tremor that caused great devastation across the plains, through the city and on the Pacific coastline. In the days and weeks following the initial earthquake, the aftershocks have remained relentless and often violent and brutal as they are shallow and too close. Since that Saturday morning, Canterbury has experienced more than 1500 aftershocks leaving Cantabrians with raw nerves and an immense task ahead of cleaning up the damage and rebuilding.

A victim of this devastation was Weedons Poultry Farm on Maddisons Road just west of Christchurch. Owned and operated by Rob and Helen Souness, the farm is located near the eastern end of the fault line that split and shifted the Canterbury Plains along a 26 kilometre stretch. One of Rob and Helen’s housing units 29,000 hens collapsed in the malstrom.

On the Saturday morning, Lloyd and Gwen Ewing from Hope, Nelson called Rob and Helen to see how they were as they realized the Souness farm was very near the epicenter.

Hearing of the collapsed unit, Lloyd and Gwen flew down to Christchurch on the Monday to lend a hand to help Rob and Helen manage the massive relief job of saving hens and rebuilding the unit. To make matters more difficult, Rob had just had a surgery on his arm and was in a sling so was physically incapacitated.

In the end, Lloyd stayed the entire week along with their staff member Paul to help supervise the relief effort. There were up to 40 people to manage who came in each day to help out. Out of 29,000 hens in the unit, the mortality was less than 10%.

It is in such adversity, we see the Good Samaritans appear as angels. We are humbled by this example of generosity and charity shown to us by folks in our industry who went above and beyond the call of duty at time most difficult

Therefore, it is an honour and privilege for the branch to recognize Lloyd and Gwen Ewing with the first “Spirit of the Industry” Award.

Please join with us in giving the Lloyd and Gwen Ewing a well-deserved ovation in recognition of their selfless effort.