



## Peter Long

### Director-Principal, RURAL LAW with Peter Long

Peter is highly regarded as one of Australia's leading litigators for small agribusinesses and rural enterprises. In 38 years of practice, Peter has worked on thousands of cases and has won some of the most significant legal victories on behalf of small businesspeople in Australia's regional areas.

Peter's abilities were recognised by his peers, when in 1997, he was awarded the Australian Plaintiff Lawyers Association Civil Justice Award (the association is now named the Australian Lawyers Alliance).

The award followed Peter's outstanding success in representing several thousand farmers who had suffered major losses when their cattle were contaminated by a cotton pesticide, Helix.

Peter has also successfully represented rural-based businesspeople in other landmark group actions including the Federal Court Acatak litigation for several hundred graziers whose cattle were contaminated by a tick acaricide; and the Federal Court Alfarm class action on behalf of dozens of farmers throughout Australia who suffered losses from acquiring defective farm machinery. He is currently conducting a class action in the NSW Supreme Court against Hardi Australia on behalf of farmers throughout Australia who suffered losses from acquiring defective farm spraying machinery that they allege is defective.

Peter was admitted to the Supreme Court of New South Wales in 1983 and was accredited as a Specialist by the New South Wales Law Society in 1993. His practice has evolved in the last 26 years from purely personal injury law to one where rural commercial litigation makes up about 60% of the work with the balance being transactional and advisory work, particularly in the area of farm and agribusiness succession planning. He has delivered numerous papers and presentations to seminars and conferences of lawyers, accountants, agronomists, and other professionals throughout Australia.

Peter is a father of four children (three of whom are lawyers) and husband to Sarah and his interests include being a regenerative grazier. Peter has the great fortune to benefit from his lawyer daughters, Alexandra and Angelica being co-directors with him in the law practice and gets much pleasure in seeing how clients he has worked with over the last four decades welcome the fact that the law practice will be able to continue to provide that service for decades to come.

