

Monday, 15th October 2018

MEDIA RELEASE

Leading agribusiness groups throw their weight behind Australia's largest ever agricultural innovation trade fair

GFIA in Focus Australia is fast becoming a much-anticipated event within the agricultural community – and with some of Australia's leading trade bodies recently announcing their commitment to the upcoming exhibition, it's set to be one of Australia's most exciting business-to-end-user sector trade fairs in the 2018 calendar.

Nine of Australia's key agribusiness member organisations have now pledged their support for the show, a satellite edition of a series of fairs that run internationally, driving sustainable food production and innovation. Promoting it as a great opportunity for agri-food professionals to freely attend the exhibitions and adjoining conferences, the organisations include Agribusiness Australia, Queensland Farmers' Federation, AgForce Queensland, Irrigation Australia, Growcom, Passionfruit Australia, Queensland Olive Council, Society of Precision Agriculture Australia and Northern Territories Farmers Association.

Tim Burrow, CEO at Agribusiness Australia welcomed the collaboration:

"Our mantra is to advocate, to be inclusive and to spread knowledge, with the sole aim of advancing agri-business for the national good. A stronger agri-business sector benefits not only our communities, but also our nation's financial and cultural wealth, and this event will no doubt be invaluable in creating new business opportunities, advancing knowledge and supporting greater collaboration."

For Travis Tobin, CEO at Queensland Farmers' Federation, the upcoming fair aligns with QFF's key strategies. "In representing the interests of peak state and national agriculture industry organisations, we engage in a broad range of economic, social, environmental and regional issues of strategic importance to the productivity, sustainability and growth of the agricultural sector. With our mission being to secure a strong and sustainable future for Queensland farmers, *GFIA In Focus* is a great opportunity to learn more about developing sustainable farming for the future."

The Australian edition takes place at Brisbane's Convention & Exhibition Centre from 27-28 November 2018, and organisations like these, which represent tens of thousands of corporate agri-businesses, farmers and growers across the country will now be involved – a move which it's anticipated will greatly extend the exhibition's reach and influence.

With the world's population expected to increase from seven billion to almost nine billion by 2040, the Global Forum for Innovations in Agriculture (GFIA) was born with the belief that continuous innovation in agriculture is the only way to sustainably feed us all.

To support the Australian Government's ambition to increase our agricultural output to a \$100 billion industry by 2030, the Queensland Government is committed to growing agriculture as one of the 'four pillars' of the state's economy. However, as David Stradling, Sales Director of *One CMG Group*, the company behind *GFIA In Focus Australia* explained, government's efforts alone will not achieve the target:

"Unlocking agriculture's growth potential requires a collaborative effort from all levels of government, industry, researchers and vested interest communities. In the face of continued drought and calls to raise productivity, farmers, growers and agribusinesses will increasingly need to implement more sustainable technologies."

"We see *GFIA In Focus Australia* as a prime opportunity for farmers, growers and agribusinesses across the country to learn more about the latest innovations in agriculture," he continued. "We're pleased to have nine of the country's most influential agri-business member organisations on board for this unique event."

David described the exhibition as the beginning of a progressive long-term strategy to create opportunities that strengthen and support Australia's agricultural industry. "We anticipate this event will deliver huge business opportunities for ag-tech suppliers in markets expected to experience significant growth over the next few years," he said.

The two-day show features two world-class showcases of leading-edge technology in precision and smart farming on one side of the Convention Centre's Grand Hall, and on the other, an exhibition of suppliers in technology for controlled environment and protected cropping. The events are supported by their own dedicated conference and side-event programs, and visitors will have access across the entire event.

GFIA are giving away 2,000 free tickets for November's *In Focus* exhibition to food producers, policy makers and investors. Visit www.gfiaaustralia.com to register your attendance, or for further information about exhibiting at *GFIA In Focus Australia*.

Event details:

GFIA In Focus Australia

27 November 2018: 09.00 – 18.00

28 November 2018: 09.00 – 16.00

Brisbane Convention and Exhibition Centre

About GFIA

The Global Forum for Innovations in Agriculture has emerged as a global authority on sustainable food production, driving innovation through exhibitions and conferences across the globe. GFIA exhibitions have welcomed more than 25,000 visitors, and worked with over 50 international partners to showcase innovative products with a proven benefit to the agricultural industry. Their conferences offer stakeholders pioneering forums and marketplaces to foster meaningful dialogue, collaboration, recognition and action between regional food producers, buyers, innovators, policy makers and investors.

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Photo captions:

1. Tim Burrow, *Agribusiness Australia* CEO
2. Travis Tobin, *Queensland Farmers' Federation* CEO
3. David Stradling, *One CMG Group* Sales Director