



Advancing Rural Queensland

AgForce media release: 31 August, 2011



AgForce takes food security global

Everyone has heard the numbers – that the world’s population will exceed 9 billion in 2050 and climb to more than 11 billion by the mid 2060’s – but what does this mean for global food supply and what role does Australian agriculture play in a rapidly changing world?

AgForce will set the food security debate on a global stage when the broadacre group welcomes international speakers for the first time to its 2011 conference – ‘What will we eat? ...making food security the global priority’ on the Sunshine Coast in September.

AgForce president Brent Finlay said Elanco Global Director Food Industry and Consumer Affairs Mike McCarty and New Zealand Farmer of the Year Doug Avery will share their views on the role Australia plays in the secure and profitable production of food and fibre in a national and international context.

“Mike leads Elanco's Global Food Industry and Consumer Affairs effort, and is responsible for maintaining and creating market access on a global scale for animal protein production technologies by building advocacy across the food supply chain for safe, affordable, and wholesome food produced through environmentally friendly and sustainable practices,” Mr Finlay said.

“He has built a strong understanding of global food supply and demand through relationships with key global food industry companies and major global supply chains.”

Mr Finlay said AgForce would also be proud to host New Zealand Farmer of the Year Doug Avery at the September conference.

“Doug’s story is all-too-familiar – in 1998, his family farm ‘Bonavaree’, was gripped by severe drought and on the brink of collapse; but after converting to lucerne as a primary grazing plant the property has soared to new heights and now has some of the highest performance figures in stock growth, including lambs growing 360 to 400 grams per day birth to weaning, far above the New Zealand average of 175 grams per day.

“The Avery family was awarded the "Green Ribbon" from the NZ Ministry for the Environment in 2008, the Lincoln University Foundation South Island Farmer of the Year in 2010 and the Marlborough District Council Farm Environment Award in 2011.

“His story will hopefully inspire all delegates to look at different approaches to their agribusinesses to continue profitability into the future.

The two-day ‘What will we eat? ... making food security the global priority’ conference is on 15-16 September, and is preceded by a local industry tour on 14 September. The popular social program includes a welcome function, conference dinner, and a business breakfast that discusses the importance of technology in modern agriculture.

To view a full conference program and to register, visit www.agforceqld.org.au > Events > AgForce State Conference.

For comment, contact Brent Finlay on 0414 415 361 or AgForce events manager Wendy Allen on 0409 814 200. AgForce media and communications: Jane Paterson 0418 733 102 or patersonj@agforceqld.org.au Grace Reck 0427 626 853 or reckg@agforceqld.org.au

Who is AgForce? AgForce represents thousands of Queensland broadacre producers who recognise the value in having a strong voice. AgForce leads the way to ensure agriculture’s social, economic and environmental contribution is recognised by all levels of government. AgForce works alongside landholders, encourages and supports the next generation, builds industry partnerships and skills and promotes agriculture - for secure, sustainable, progressive and profitable food and fibre into the future.