



## Staking a claim in agriculture's future

Agriculture's emerging leaders can plant their boots firmly on the future of farming and agri-business with the launch of AgForce's **ag generation** initiative.

Featuring networking opportunities, industry forums and social get-togethers, **ag generation** offers producers and agri-business professionals aged 18-30 across Queensland the chance to have a say in their industry, so there was no better place to reveal the first event than to new students at the University of Queensland's Gatton Campus today.

AgForce president Brent Finlay said AgForce has breathed new life into their young member network with the addition of **ag generation** events, to recognise the vital contribution young people make to agriculture and agribusiness.

"If our industry is to keep up with the demands of a growing global population, we must mentor our future leaders by offering them personal and professional development opportunities and an opportunity to influence the direction of key industry issues," Mr Finlay said.

"AgForce's **ag generation** will help young people in agriculture aged 18 – 30 gain new insights into their industry, network with leaders and peers and be recognised for their skills and build on them," Mr Finlay said.

"I have three young daughters who are all on the cusp of stepping into their professional careers. As a father, I know how important it is to foster the next generation and that is why AgForce has stepped up to ensure the future of our industry is in safe hands."

The first **ag generation** event will be on 15 April – strategically placed the day before the Goondiwindi Picnic Races so young people can combine the two events into an informative and fun weekend.

"The Farm of the Future forum will feature inspiring industry leaders covering unique, practical presentations covering industry representation, animal health, agronomy, rural finance and technology.

"We are inviting farmers and agribusiness professionals, aged 18-30, to come along and access information, tools and technology that can be taken away and used immediately in their business.

"If you are an agribusiness – why not make an investment in the future of your industry and encourage staff and young clients to attend, to equip them with a toolbox of knowledge for the future.

**ag generation's** Farm of the Future forum will be at The Victoria Hotel, Goondiwindi from 1.30pm – 5.30pm 15 April 2011, followed by the GrainCorp networking BBQ. For more information or to register, contact Grace Reck on (07) 3236 3100 or [reckg@agforceqld.org.au](mailto:reckg@agforceqld.org.au)

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