



MEDIA RELEASE

Queensland agriculture sector and farmers putting on a show in Brisbane's CBD for National Agriculture Day

Queensland's peak representative body for agriculture, the Queensland Farmers' Federation (QFF) and its members will shine the spotlight on Queensland farmers this National Agriculture Day – Friday, 17 November - putting on a show at Reddcliffe Place in Brisbane's CBD.

Held on the third Friday of November each year, National Agriculture Day encourages the public to get involved and celebrate Australian farmers with a range of events being hosted throughout the nation.

Alongside its peak body members, Queensland Fruit & Vegetable Growers, Canegrowers, Cotton Australia, Nursery & Garden Industry Queensland, and eastAUSmilk, QFF will be taking the opportunity to celebrate the world class food, fibre and foliage produced by Queensland farmers.

"Our farmers lead the world when it comes to best practice, sustainability and innovation but not everyone is aware of this. By bringing a bit of the country to the city we are able to build a deeper understanding of the great work that Queensland farmers do," QFF CEO Jo Sheppard said.

The showcase will begin at 11am and run through to 3pm, giving members of the public the opportunity to engage with industry, see, touch and taste some of the incredible products and learn more about the sector and what it contributes to Queensland.

"It's been a challenging few years for Queensland farmers, with natural weather events and rising input costs impacting the entire sector, along with growing biosecurity risks, increasing land use competition, labour shortages and a changing operating environment in terms of market concentration," Jo Sheppard said.

“This is a great chance for people to learn more about what actually goes into producing their food and clothing, and how much that contributes to our economy and regional communities. It’s also a great opportunity to celebrate the amazing diversity of food, fibre and foliage the Queensland agriculture sector provides and recognise the farmers who make it happen.”

“If you are in the city on Friday, 17 November pop down and say hello. Queensland farmers will be putting on a show from 11am – 3pm, so don’t miss it, come celebrate all that is agriculture with us.”

QFF will also be hosting a National Agriculture Day Breakfast event with 180 guests at Customs House prior to the CBD showcase featuring an industry panel discussion on the role of technology as an enabler in agriculture of the future.

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[View media release on the QFF website](#)

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