



Alpine Valleys

agribusiness forum

Australian Alpine Valleys - Where the Best Grows to Perfection

media release & photo opportunity

April 15, 2009

**Future Food and Farming in North East Victoria
May 5, 2009 Beechworth
6.00pm – 9.15pm**

Young Farmers Workshop 2.30pm – 5.20pm

The future of food, fibre and the farming system as we know it is changing rapidly due to the shifting dynamics of a global economy, fluctuating markets and challenging climatic conditions. Trying to crystal ball the future is fraught with danger, making future farming decisions difficult as the unpredictable becomes the norm.

In response to these uncertainties, the Australian Alpine Valleys Agribusiness Forum is holding a Future Food and Farming Forum in Beechworth on May 5.

Guest speakers, Andrew Campbell, author and leading authority on sustainable agriculture and Associate Professor, David Ch'ng, expert on Asia will present current trends and scope out with participants where key opportunities for the North East Victorian agribusiness sector will be in the short and long term.

- Andrew Campbell, Natural Resource Management expert, author of Paddock to Plate, founder of Landcare and Whole Farm Planning models. View Andrew's 170 page commissioned report into the Future Directions of Farming in Victoria www.triplehelix.com.au
- David Ch'ng, Associate Professor at Melbourne University, author, marketing expert to Asia and entertaining presenter with a deep understanding of the food and energy needs for Asia, our biggest market for farm produce going forward.

Making long term strategic decisions is a vitally important component of farm management. Decisions made in isolation are rarely accurate and the lack the outside prospective often negates the validity of the changes planned.

The Future Food and Farming Forum offers farmers of all ages the opportunity to take a closer look at future customer demands and production trends for all agricultural sectors.

The Forum Young Farmers free workshop with Andrew Campbell will run from 2.30 – 5.30pm on May 5.

Future Food and Farming in North East Victoria Forum, May 5, 2009, Memorial Hall, Ford Street, Beechworth

- Young Farmers Workshop [up to 35yrs] 2.30pm – 5.30pm
- Forum 6.00pm – 9.15pm, dinner included

Cost : \$15.00 [includes dinner] drinks available for purchase on the night.

Please RSVP to Anne Shaw, AAVAF North East Drought Co-ordinator on 0458 216 088 or anne.shaw@alpvalleys.com.au