

Just days to go before the start of Australia's largest ever agricultural innovation trade fair

Australia's largest ever agricultural innovation trade fair, GFIA In Focus Australia is set to kick off in Brisbane next Tuesday – and with some of the country's top food producers in attendance, it's a prime opportunity for farmers, growers and agribusinesses to learn more about the latest innovations in agriculture. Part of a global series of exhibition and conferences driving sustainable food production and innovation, GFIA In Focus Australia takes place at Brisbane's Convention & Exhibition Center from 27-28 November. Leading producers Mort & Co National Feedlot, Mighty Green and Sundrop Farms are just some of the featured guests, and for Cy Kovacich, owner/manager of Mighty Green, the event is a chance to share his experiences diversifying his sugarcane operation: "The sugar cane industry is traditionally a monoculture — but with margins closing up through soil stress and other issues, my focus is on optimising soil health and finding production gains and economic savings through diversification, by growing other crops like rice, beans and soy. I'm honored to be involved, and to have the chance to hopefully inspire others through discussing my own experiences." Amongst the many innovative exhibitors showcasing the latest game-changing innovations and technology is Ceres Tag, who have announced they will be doing a live demonstration at the event, in what will be a world first for the GFIA. In the days leading up to the event, Ceres Tags will be tagging over 100 cattle in Townsville with their Smart Ear Tags, before live streaming their location, health and behaviour 1,000 kms away at the conference. Guest speaker at the opening ceremony on the 27th November will be The Honourable Mark Furner MP, Minister for Agricultural Industry Development and Fisheries, Queensland. Mark describes the event as "a brilliant opportunity for farmers, growers and agribusinesses across the country to understand more about some of the latest innovations that can better support Australia's agricultural industry." Tim Gentle, Founder, Digital Crusader and Educator of Think Digital will be the second guest speaker at the opening ceremony. He'll be talking about some of the immersive new technologies available for agriculture, including the most exciting advancement to date in the world of Virtual Reality – a VR Platform for Agriculture. "If you thought Virtual Reality is just for gamers, and Augmented Reality is to catch Pokemon Go's, then think again," he says. "In agriculture, immersive technologies will increase productivity, improve safety, enhance training and help you to communicate more effectively than ever before, and I'm excited to be able to unveil the details of this new technology at the conference." For Sales Director at One CMG Group David Stradling, the company behind GFIA In Focus Australia, the event looks set to be a game-changer for those involved. "We anticipate that this event will deliver huge business opportunities for ag-tech suppliers in markets expected to experience significant growth over the next few years," he says. The GFIA are giving away 2,000 free tickets – but with only a small number left, farmers and agribusinesses are encouraged not to miss out on the chance to attend this unique mix of exhibitions, conferences, innovation sessions and educational workshops. To register your place at GFIA In Focus Australia before it begins, visit www.gfiaaustralia.com Event details: GFIA In Focus Australia 27 November 2018: 09.00 – 17.00 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. Media Enquiries: C7EVEN Communications Adam Arndell (02) 6766 4513 / 0403 372 889 adam.arndell@c7even.com.au Kate Munsie (02) 6766 4513 / 0421 935 843 kate.munsie@c7even.com.au Photo captions: Tim Gentle, Founder, Digital Crusader and Educator of Think Digital Precision Farming

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