



Advancing Rural Queensland

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Urban Interest in Ag Sector Alive

THOUSANDS of Brisbane students and families are expected to 'get down to the farm' when AgForce Queensland brings the country to the city at its annual Moo Baa Munch event.

The five-day showcase, held from 26 to 30 March at the Corinda State High School Farm, provides urban students, families and consumers with the opportunity to come face-to-face with farm animals, crops, farmers and other agricultural professionals. The concept, developed by AgForce two years ago, is designed to help urban communities understand where their food and fibre comes from and to engage with a range of stakeholders across the agricultural sector.

The school farm, uniquely situated just 11kms from Brisbane's CBD, will be transformed into an interactive classroom where primary and high school students will learn the agricultural industry extends far beyond mustering cattle.

AgForce events Manager Wendy Allen said the interest for the school days this year exceeded expectations with both primary and secondary schools rushing in to book the sessions before the end of 2013.

'The popularity of the school educational days is indicative that AgForce is providing a quality learning opportunity about the importance of our industry to everyday life and the range of careers involved in supporting this critical industry, Ms Allen said'.

'We'll be showing the primary school students the basics of where their food comes from in a fun, interactive format.

'The high school days will focus on the rewarding and interesting careers that await students who choose to study science, technology or other courses that lead to a position supporting our primary industries sector.'

Almost 1200 students are booked in to visit farm on the school days with many expected to return with their families when AgForce opens the gates to the public for the 'Family Fun Weekend' on 29 and 20 March.

Set to be even bigger and better than last year, the weekend will be a full schedule of exciting hands on workshops, industry displays, baby animals, demonstrations like sheep shearing and cow milking, food stalls, farmers markets, live entertainment and much more!

'Last year we had almost 4000 mums, dads and kids through the gates all eager to learn more about this vibrant industry and we are predicting this year to be no different.

‘We are looking forward to seeing even more urban families out there this year to share how exciting and crucial agriculture is to everyday life’.

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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.