



## AgForce returns to the Ekka in 2014

AGFORCE Queensland will celebrate a return to the Ekka in 2014 with naming rights to the Royal Queensland Steakhouse Bar, a presence in the main arena throughout stud cattle judging and the giving away of a high quality vet crush from ClipEx.

After a four year hiatus, AgForce Chief Executive Officer, Charles Burke said the organisation, together with key partner WFI, was delighted to be heading back to the RNA and saw the move as a valuable component of AgForce's stakeholder engagement.

"The Ekka is the biggest event on the Queensland agricultural calendar and it makes sense for us, as the peak advocacy group for the broadacre industries, to be part of this special occasion," Mr Burke said.

"For us, it is imperative to be on the ground, talking with producers, other stakeholders and the general public about the importance of the agriculture sector, policy issues and promoting the outstanding beef, sheep and wool and grain Queensland produces."

AgForce can be found in two locations at Ekka 2014 including:

- Centre Ring throughout the stud beef cattle judging on 7 and 8 August (Thursday and Friday)
- Throughout the Ekka at the **Royal Queensland Steakhouse Bar supported by AgForce Queensland.**

"Our major partners WFI have joined with us and will also be present at Ekka to talk to producers and business owners about their vast range of insurance services designed specifically for the rural and commercial sectors in addition to giving away prizes including \$1000 debit cards and iPads," Mr Burke said.

"We have also joined with our partners ClipEx to give away a vet crush and Animal Control Technologies Australia have provided eskies and other merchandise for visitors to our marquee in Centre Ring to win."

"It is our hope the **Royal Queensland Steakhouse Bar supported by AgForce Queensland** will not only link our primary producers and industry professionals but also provide a place to catch up with friends over a drink, share ideas, and soak up the Show atmosphere," Mr Burke said.

"Opportunities like this, where members of the agriculture industry can come together and share ideas and opinions, are vital to our state's farming future."

AgForce's return to Ekka is part of its ongoing commitment to forge unity within the rural sector and increase the productivity, profitability and sustainability of the Queensland agriculture industry.

Ends

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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.