



AgForce Launches AgForce TV



AGFORCE Queensland has today announced an innovation in the way it communicates with its members and broader industry stakeholders with the launch of the AgForce Television Network – **AgForce TV**.

Broadcast via the organisation’s website and a dedicated You Tube channel, AgForce TV will seek to provide a consistent source of short videos containing policy updates, member information, latest industry news and commentary as well as producer and on-farm profiles.

AgForce General Manager, Marketing and Communication, Stacey Milner, said AgForce TV would not only provide important and timely information but would also be a valuable historical resource and a hub for rural entertainment and story-telling.

“AgForce TV has been designed to engage our stakeholders including members, government, consumers, media and other primary producers in a way that is time efficient, highly-informative and easy to consume while capitalising on the growing suite of technology we have available to us,” Ms Milner said.

“Our dedicated You Tube channel will be updated regularly with a range of reports and interviews which explain complex policy matters, provide commentary on latest news and issues, detail AgForce advocacy efforts, profile members and staff and go on-farm to demonstrate the leading practices implemented by our primary producers.

“For example, one of our first videos to feature is an on-farm piece with Central Queensland beef producers, the Bennett family, speaking about how recent reform of land tenure legislation, heavily advocated for by AgForce Queensland, will transform their business.

“This is an exciting new phase of engagement for the organisation that we will build upon and grow to make a key part of the way we communicate with the industry and broader public.”

- **To view AgForce TV got to:**

You Tube Channel

https://www.youtube.com/channel/UC6c4dW2u7DkhPtE_U7pKLuw

Introducing AgForce TV

<https://www.youtube.com/watch?v=I0K5U1-7Kig&feature=youtu.be>

or

www.agforceqld.org.au

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.