

MEDIA ALERT

For Thursday August 6 2009



AgForce unveils phase four of *Every Family Needs A Farmer*

Rural group AgForce will open the farm gate and introduce consumers to the families who produce and deliver food and fibre from paddock to plate or wardrobe when the latest *Every Family Needs A Farmer* campaign is unveiled at the Ekka this Thursday at 3pm.

In 2009, AgForce is putting a human face to the agricultural supply chain and showcasing the professionalism of the people who grow, transport, process and sell food and fibre.

AgForce president John Cotter said: "We want people to understand that when they buy a loaf of bread or a steak or a wool or leather garment, they are taking home a product which has been grown, transported and prepared for them by many people with unique and valuable skills."

AgForce president John Cotter said the Governor of Queensland Her Excellency Penelope Wensley AO will lend prestige as patron of the positive rural image campaign when she unveils the 2009 *Every Family Needs A Farmer* message at the Ekka.

The EFNAF campaign aims to build understanding and awareness amongst urban consumers about the role of farming and farmers in society, and the Ekka provides a perfect showcase and great visuals for the campaign.

WHERE: The MEATing Centre, Commerce Building, Ekka

WHEN: Thursday, 6 August from 3-3.30pm

WHO: Governor of Queensland Her Excellency Penelope Wensley AO and AgForce president John Cotter

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