

# Australian Year of the Farmer

2012

Our Farmers. Our Future.



- The Australian Year of the Farmer will strive to educate every Australian to understand the role and importance of our farmers in our lives.
- Australia is a farming nation. Our farmers sustain and benefit us ... sowing the seeds of our future.
- In 2012 we celebrate the Australian Year of the Farmer. It is a year that is vital to every one of us, no matter where we live.
- Our children should know that their breakfast cereals, eggs, milk and toast come from the success of their country partners
- The contribution of our farmers makes a real difference to our lives ... failing to understand that could affect all our futures
- Leading the world in the science of farming, Australia's produce is top quality, our yield is maximised and our environment is sustained for today and tomorrow
- Our farmers strive for a food security future for Australian families. They also feed our overseas friends - and our economy
- Thanks to our farmers, builders build, spinners spin, printers print ... Australia and Australians work
- Australia's farmers make sure that our families enjoy quality fruit and vegetables ... fresh and close to home
- Our country depends on dedicated and skilled men and women sowing the seeds that sustain our future
- The Australian Year of the Farmer will strive to educate every Australian to understand the role and importance of our farmers in our lives

## OBJECTIVES OF AYOF 2012

- Establish closer ties between Australia's rural and urban communities.
- Celebrate the broad range and fine quality of the produce our farmers grow and harvest.
- Share how Australia is leading the world in farming techniques and innovation.
- Highlight the essential role of Australian agriculture to the maintenance of national and global food security.
- Promote the role our farmers play as environmental managers, creating and delivering sustainability through best practice management.
- Recognise farmers for feeding the nation and sustaining our vital agribusinesses.
- Communicate to all Australians the importance of farming and rural communities to our national economy and social fabric.
- Encourage Australians to reflect on the origins of the food they consume and the fibre they use every day and perpetuate the call to buy Australian produce.
- Focus on -- and prepare for -- the future of farming in Australia by creating awareness of career opportunities in agriculture and related areas.