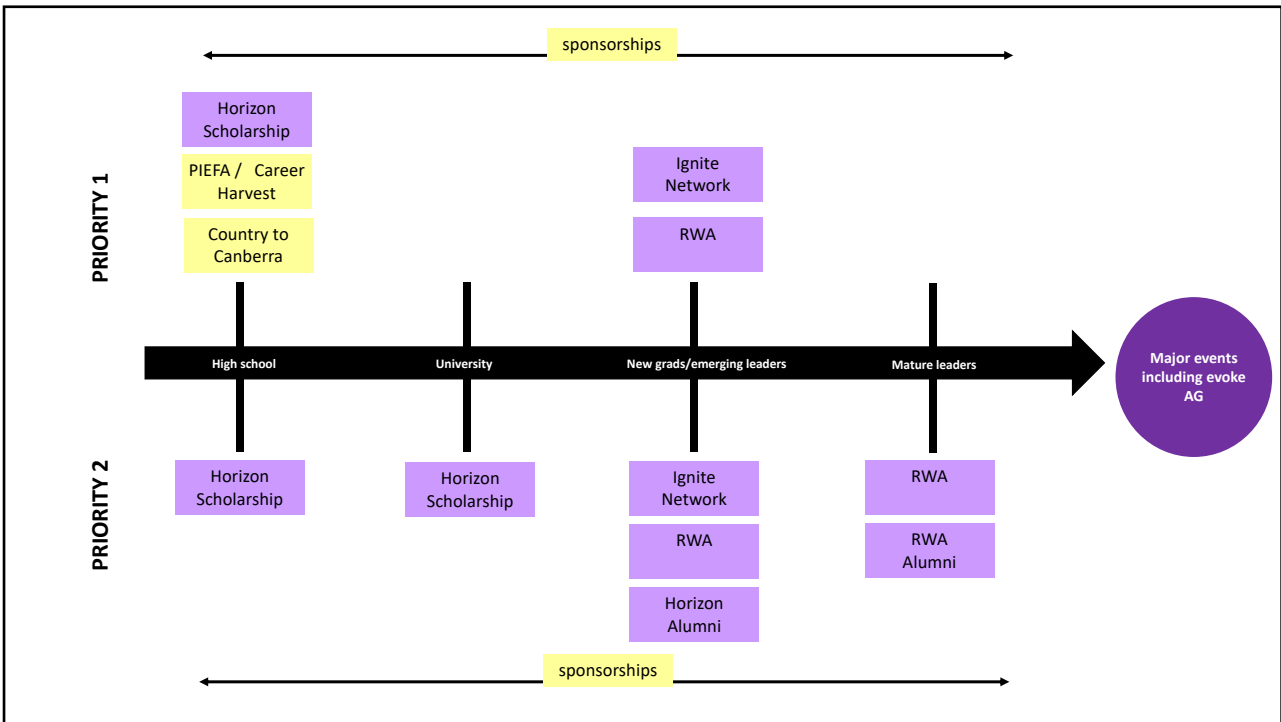




**Our vision**  
is to grow  
the long-term  
prosperity of  
Australian  
rural industries

Arenas	Outcome	Programs
<p><b>1</b></p> <p>People and leadership</p>	<p>Rural industries are equipped with skilled people and the leadership to grow and prosper.</p>	<ul style="list-style-type: none"> <li>- Rural Women's Award</li> <li>- Horizon Scholarship</li> <li>- Emerging leaders</li> <li>- Investing in people</li> </ul>
<p><b>2</b></p> <p>National challenges and opportunities</p>	<p>Challenges and opportunities that are common across rural sectors are identified and addressed.</p>	<ul style="list-style-type: none"> <li>- National rural issues</li> <li>- Emerging technologies</li> <li>- ExtensionAUS</li> <li>- Nationally coordinated initiatives:               <ul style="list-style-type: none"> <li>• The Climate Change Research Strategy for Primary Industries</li> <li>• Primary Industries Health and Safety Partnership</li> <li>• Improved seasonal forecasting</li> <li>• Biocontrol of weeds</li> <li>• Securing pollination</li> <li>• QFever</li> <li>• Australian biomass and bioenergy assessment</li> </ul> </li> </ul>

<p><b>3</b></p> <p>Growing profitability</p>	<p>Industry participants are confident that their levy investment is delivering value.</p>	<ul style="list-style-type: none"> <li>- Rice</li> <li>- Chicken meat</li> <li>- Export fodder</li> <li>- Honey bee and pollination</li> <li>- Thoroughbred horses</li> <li>- Smaller levied industries               <ul style="list-style-type: none"> <li>• Ginger</li> <li>• Tea tree oil</li> <li>• Pasture seeds</li> <li>• Goat fibre</li> <li>• Buffalo</li> <li>• Kangaroo</li> <li>• Deer</li> <li>• Ratite</li> </ul> </li> </ul>
<p><b>4</b></p> <p>Emerging industries</p>	<p>High-potential emerging rural industries established.</p>	<ul style="list-style-type: none"> <li>- New and emerging rural industries</li> </ul> <p>Some examples are:</p> <ul style="list-style-type: none"> <li>• Kakadu plum</li> <li>• Camel milk</li> <li>• Quinoa</li> </ul>



# evoke<sup>AG</sup>. is collaborative thinking to change the future...

Australia has the right ingredients to lead the world in food and farm for the future.

The rate of technological change presents us with an opportunity to take our industries to new heights.

We have experienced farmers, productive land, bright young minds, engaged organisations and cutting edge research.

Global agriculture has problems needing solutions.

evokeAG. is an initiative by AgriFutures Australia to gather and connect all people across the food and agriculture landscape to change the conversation and elevate thinking to expedite outcomes.

evokeAG. will showcase leading innovation within Australia and from around the world.

It is our mission for this event to become the most important gathering in the Asia Pacific region and to drive innovation, collaboration, funding and opportunities.

**John Harvey**  
Managing Director  
AgriFutures Australia