

# National AgDay a celebration for all Aussies

FARMERS make a massive contribution to Australia's society and economy and it is time to celebrate the sector's vital significance to the country.

That is the motivation behind a new national initiative, National Agriculture and Related Industry Day.

The event is the brainchild of Kidman and Co. co-owner Gina Rinehart. Now the National Farmers Federation will take the lead in running AgDay, supported by the Department of Agriculture and Water Resources and a host of farm industry groups.

Agriculture generates \$60 billion of on-farm production, feeds 61 million people globally, is our second largest export industry and drives local economies across the country, employing more

than 1.5 million workers.

"This is a day for people who grow food, eat food and move food," said Liverpool Plains farmer and NFF president Fiona Simson.

AgDay organisers want to light a fire in backyard barbecues and get prime produce sizzling in the city and country.

"Why not host a lunch with all Aussie-produce making up the menu, fire up a community barbecue and raise money for a good cause or simply share a pic of fabulous food or fibre on your social media networks," Ms Simson said.

"All Australians can feel a sense of pride in our nation's contribution to feeding and clothing the world," said Deputy Prime Minister Barnaby Joyce said.

AgDay will be held on November 21. A website has a bunch of handy tips on getting involved, and a social media campaign sports the hashtag #AgDay.

Visit [www.agday.org.au](http://www.agday.org.au)

— MIKE FOLEY



NFF president Fiona Simson, Deputy PM and Agriculture and Water Minister Barnaby Joyce and NFF chief executive Tony Mahar launch national AgDay.