



# A RICH HISTORY PRICELESS CONTRIBUTIONS OUR STRONG FUTURE

Melbourne, Thursday 21 November 2019

Wednesday 20 November 2019

## Victoria's peak farmer body turns 40 tomorrow!

Tomorrow, on National Ag Day, the Victorian Farmers Federation (VFF) will celebrate its 40<sup>th</sup> Birthday with members and key stakeholders from industry, government and media at the Melbourne Museum.

"This significant milestone in farmer advocacy is an opportunity to reflect on the VFF's rich history, acknowledge the priceless contributions of our members and celebrate Victorian agriculture's strong future," said Mr David Jochinke, VFF President.

"In 1979, the Victorian Farmers Union, Victorian Graziers Association, and United Dairyfarmers of Victoria joined together to form the Victorian Farmers and Graziers Association - later renamed the Victorian Farmers Federation.

"Farmers have never been afraid to fight for their rights and even take to the streets to demand a fair go. Over the last 40 years, the VFF has led the way in taking the concerns of rural and regional Victorians to decision makers and driving policy change.

"As Victoria's peak body advocating for farmers, we regularly meet with politicians, government agencies and industry in pursuit of policy outcomes that support a viable, sustainable and socially responsible agricultural industry. The VFF has been instrumental in the current State-Government drought package, the review of local government rates, protecting free trade agreements and limiting extreme animal activists.

"However, none of this would have been possible without the relentless determination and hard work of our members over four decades. Tomorrow is ultimately about thanking our members and honouring their contributions and achievements.

"We are also thrilled to have the Minister for Agriculture, the Hon. Bridget McKenzie, pitch her vision for the future of agriculture at the Gala Dinner.

"The VFF is always growing and adapting to the changing political, environmental and social landscape. We are ready to tackle new and emerging challenges on behalf of, and with the help of, our members into the future.

"Thank you to everyone who is joining us tomorrow to celebrate the VFF's 40<sup>th</sup> Birthday. We look forward to reuniting with old friends and new networks over a delicious meal.

"Advocacy is essential to the viability and sustainability of all farm businesses and the agricultural industry. Here's to four more decades!" said Mr Jochinke.

**ENDS**

The Victorian Farmers Federation and National Farmers Federation will also be celebrating National Ag Day with Melbourne commuters by giving out delicious Victorian apples for free in Federation Square from 7.30 – 9.30am.

The VFF 40<sup>th</sup> Birthday Celebration will commence with a members-only afternoon at the Melbourne Museum at 3pm. Guests will join the celebration at 5.45pm for a Gala Dinner.

Media are welcome at all events. Please register your interest with Heather Smillie.

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**About the VFF**

The Victorian Farmers Federation (VFF) is dedicated to representing the interests of farmers and making a positive difference to their businesses and communities. We strive to create an environment for our members, our farmers, that enables profitable, safe, sustainable production to ensure an enduring social licence in a community that respects and values the sector.