

Media Release



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2023 VFF Annual Conference and Dinner to showcase modern AGvocacy

The Victorian Farmers Federation (VFF) is excited to announce the **2023 VFF Annual Conference and Dinner to be held at the iconic Melbourne Cricket Ground on July 24 and 25.**

VFF President Emma Germano said the event promised to delve into the issues facing farmers and unpack this year's theme- **'Nothing about us without us: modern advocacy for Regional Victoria.'**

"It's shaping to be one of the premier agriculture events of the year and an unmissable chance to join fellow farmers, industry leaders and leading agricultural figures to delve into the issues facing the sector."

"We're entering a really interesting time for the industry here in Victoria as we face a range of ongoing challenges from rising farm costs to crumbling infrastructure, but we need to explore whether traditional methods of advocacy are suitable for farming in 2023."

"Farmers need to innovate for the future and manage risk in these volatile times. That will be a major focus of this event and the role that modern advocacy has to play," Ms Germano said.

The event will feature a soon-to-be unveiled, jammed-packed line-up of speakers led by a keynote address from former Federal Minister for Agriculture, Fisheries and Forestry, the Hon. Joel Fitzgibbon.

The 2023 VFF Annual Conference and Dinner will also feature individual Commodity Group Conferences for the VFF Grains, Livestock and United Dairyfarmers of Victoria groups on day two.

"We're bringing together a number of commodity conferences to the same event. While each commodity will still get their chance to raise issues within their sector, it'll be a fantastic opportunity to get together as a whole."

Registrations are now open and more information, including ticket prices, exclusive partner/accommodation deals and how to secure your ticket can be viewed on the [VFF website](#).

Media wishing to attend are encouraged to contact the VFF Media Team on the below details.

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