

SE Agribusiness  
HD MPs sample nation's best  
BY COLIN BETTLES  
WC 529 words  
PD 19 November 2015  
SN Stock Journal  
SC FSTOCJ  
PG 15  
LA English

CY Copyright 2015 Fairfax Media Publications Pty Limited. [www.stockjournal.com.au](http://www.stockjournal.com.au) [<http://www.stockjournal.com.au>]. Not available for re-distribution.

LP **FEDERAL** politicians tasted Australia's best farm produce but also sampled a dose of Mother Nature's ill-timed interventions, when it rained on the Australian Parliament Farmers' Market in Canberra last week.

The event was an initiative between the National Farmers' Federation and the Parliamentary Friends of Primary Producers.

TD It showcased a diverse range of food and fibre products, including beef, grains, dairy, forestry, horticulture, seafood and pork.

PFPP co-convenor and Liberal MP Nola Marino said the event helped to educate parliamentarians about food production.

She believed the inaugural event would also grow and expand in future years.

"We want to make sure that the members of parliament understand the connection between who grows their food and the food that they're eating," she said.

"If you're out there enjoying some of the wonderful produce, you need to know that it's grown and produced by Australian farmers."

Opposition agriculture spokesman Joel Fitzgibbon said it was important to raise the profile of Australian agriculture in parliament and reinforce the connection between the farming community and food.

But the PFPP co-convenor said the farmers' market day was not just about food production it was also about fibre products like wool and cotton.

NFF chief executive officer Simon Talbot thanked parliamentarians for attending the event that aimed to promote Australian agriculture.

He said the farm sector was on the cusp of a "boom" and was valued at \$57 billion and growing at 8 per cent.

"We have to continue the bipartisan approach," he said.

Sanger Australia CEO James Campbell said his company was part of the Bindaree Beef Group and participated in the promotion to showcase its brands to the nation's political leaders.

He said Bindaree also anticipated expanding trade opportunities for Australian beef in export markets like China, having recently signed a deal that gave China's fourth-largest pork processor, [Shandong Delisi Food Co](#), a 45pc stake in his company, valued at \$140 million.

"We see that Australian agriculture has a very bright future," he said.

"The free trade agreement with China is an essential tool that was negotiated by government but will be executed by business.

"From Bindaree's perspective we're technically invested in China (following the Shandong deal) and that's a strong commitment for our business and to achieve greater synergies over time."

Australian Dairy Farmers and Dairy Australia showcased a range of products including Australian Grand Dairy Award-winning cheeses and Sharma's Kitchen flavoured milk.

ADF president Noel Campbell said the event was an important opportunity to establish stronger ties with decision-makers and to demonstrate that supportive policy could provide farmers with the confidence to invest in best practice initiatives and for the wider industry to invest in a strong future.

"We want to ensure every member of parliament understands the challenges and opportunities facing our primary food producers," he said.

"We are working to invest in ourselves but it is not just up to us.

"Industry and government must work together to ensure Australian agriculture reaches its full potential."

CO naffed : The National Farmers' Federation

IN i010010502 : Dairy Cattle Farming | i0 : Agriculture | i01001 : Farming | i0100105 : Cattle Farming | ilsfarm : Livestock Farming

NS mlvstk : Livestock/Meat Markets | gpol : Domestic Politics | gcat : Political/General News | gpir : Politics/International Relations | m14 : Commodity Markets | m141 : Agricultural Commodity Markets | mcat : Commodity/Financial Market News | ncat : Content Types | nfact : Factiva Filters | nfce : C&E Exclusion Filter

RE austr : Australia | auscap : Australian Capital Territory | saustr : South Australia | apacz : Asia Pacific | ausnz : Australia/Oceania

PUB Fairfax Media Management Pty Limited

AN Document FSTOCJ0020151118ebbj00016

© 2017 Factiva, Inc. All rights reserved.