

Dear farmers and rural Australians ...

AN OPEN LETTER

As we reach the half-way mark of Australian Year of the Farmer 2012, it is important we celebrate our progress, remind ourselves of our objectives and check we're on track to achieve them.

AYOF is a not for profit, non-political organisation designed to highlight the great work and contribution farmers make to Australia's financial and social fabric. We are dedicated to celebrating our farmers and highlighting the critical role of agriculture in the future wellbeing of all Australians.

We are supportive of existing farmer and

agricultural groups and operate on an "as well as, not instead of" principle.

Here is a recap of Australian Year of the Farmer 2012 objectives:

- * Establish closer ties between Australia's rural and urban communities

- * Celebrate the broad range and fine quality produce our farmers grow and harvest

- * Share how Australia is leading the world in farming techniques and innovation

- * Highlight the essential role of Australian agriculture to the maintenance of national and global food security

- * Promote the role

our farmers play as environmental managers, creating and delivering sustainability through best practice management

- * Recognise farmers for feeding the nation and sustaining our vital agribusinesses

- * Communicate to all Australians the importance of farming and rural communities to our national economy and social fabric

- * Encourage Australians to reflect on the origins of the food they consume every day and perpetuate the call to buy Australian produce

- * Focus on – and prepare for – the future of farming in Australia by creating awareness of career opportunities in agriculture and related areas

Since the Australian Year of the Farmer commenced, the importance of farming and agriculture has been more widely discussed and recognised throughout Australia. We're encouraged this discussion is taking place, helping to lessen the tendency of Australians to take farming for granted.

As Aussie farming communities, you can contribute positively to

these discussions by taking every opportunity to demonstrate and celebrate what you do. By showing others that we lead the world in farming techniques and innovation, you are promoting our vital contribution to the agribusinesses value chain.

The Australian Year of the Farmer Board is very appreciative of the countless contributions and initiatives from the individuals, businesses and organisations supporting our endeavours. We look forward to strengthening our focus on farming as the year progresses.

We will continue to relay our messages to all Australians, whether they live in metropolitan, urban or regional Australia. As one country, we rely on our farmers as providers and on the success of agribusiness for a secure and sustainable future.

Thank you to all who are engaging with the Year and contributing to what is such an important issue for all present and future Australians.

**Philip Bruem,
Chairman,
Australian Year of the
Farmer.**

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