

# Food Farming Australia

If you googled 'food farming Australia' in March 2010, the first three websites to appear were government agencies and the fourth was the Australian Conservation Foundation. Where is Australian agriculture?



Artwork by Rocco Fazzari



## Steering the conversation about food from what is for dinner to who grew my dinner?

FOOD is essential. And trendy. There is plenty of buzz about the preparation and eating of food, reflected in burgeoning interest in chefs, television cooking shows and recipes. The emphasis is on **what is for dinner?**

The buzz doesn't reach back to the farm. Australian agriculture – a \$44 billion industry – tends to be invisible because the bush is difficult to access and distant from where most food is consumed.

In Australia today, 90% of people live in cities and towns. They have limited connection to farms and most children

grow up with no knowledge of farming. There is little conversation about **who grew my dinner?**

Jane Milburn has a vision to cultivate a fresh brand for Australian agriculture through credible and positive stories about sustainable food production. In turn, this will raise pride in the sector and foster understanding in urban communities.

Jane has identified an opportunity for a consumer-focused web platform showcasing agriculture as the source of all fresh Australian food.

"If you eat, you are interested in agriculture. That is why learning more about the realities of modern-day farming warrants fresh priority and more journalistic effort to foster understanding of the nation's food-production sector."

JANE MILBURN, *The Walkley Magazine*, March 2010

# [www.foodfarmingaustralia.com](http://www.foodfarmingaustralia.com)

## a showcase of Australian agriculture

### WHAT

[www.foodfarmingaustralia.com](http://www.foodfarmingaustralia.com) can fill in the knowledge gaps about Australian agriculture through stories of families growing food and managing the landscape, facts and figures about food production, perspectives on challenges and myths, interactions via twitter and blogs, links to existing information sources, connection to producers selling direct, and farming news via an ABC Rural widget.

### WHY

Renewed focus on the farming side of food can

- increase awareness about food production
- activate interest in sources of quality fresh food
- promote agriculture that protects environmental values

### HOW

Jane Milburn is seeking the support of stakeholders and investors in developing this project, after being selected as 2010 RIRDC rural women's award Queensland runner-up.

### WHO



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#### **JANE MILBURN**

Jane is an agricultural scientist, a freelance writer and vice-president of the Australian Council of Agricultural Journalists.

Jane's life and work straddles two worlds, rural and urban. Jane currently lives in a city and is on the Australian Rural Leadership Program, sponsored by Rural Press Ltd.

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