

MEDIA RELEASE
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From Fork to Farm!

Host a BBQ and give back to our farmers this Australia Day

Landcare Australia has launched the From Farm to Fork Australia Day BBQ appeal to help raise vital funds for agricultural drought resilience, preparedness, and management work.

Mr Jean-Marc Maissin, Director of Communications Landcare Australia, said that the From Farm to Fork Australia Day BBQ initiative provided a way for ordinary Australians, having an ordinary celebration, to raise vital funds to support our Aussie farmers.

“We’re asking that Australians all across the nation, already planning an Australia Day BBQ celebration with friends and family, register their BBQ and collect donations to help Landcare raise money for our drought resilience fund,” Mr Maissin said.

“Gathering around a BBQ is a quintessentially Australian way to celebrate, and if every group collected a gold coin donation from everybody attending, we would raise a phenomenal amount to help our farmers prepare their farms for the struggle of drought.”

“The effects of the current drought gripping North-Eastern Australia and Tasmania have an impact not just on the farmers, but on all Australians. It is important that all Australians are aware of and contribute to limiting the future effects of drought on our food supply and quality.

“Australian farmers produce over 90 percent of the food we consume daily. It is therefore incredibly important that Australians lend a helping hand to those farmers currently experiencing some of the worst drought conditions in decades.”

All funds raised through the Australia Day From Farm to Fork BBQ appeal will go to Landcare Australia’s drought resilience fund, which helps Aussie farmers be proactive in building drought resilience and readiness.

Drought ready farmers ultimately reduce the impact of adverse weather events on food supply and quality. Readily available quality food contributes to the health and well-being of every Australian.

As of 1 January 2016, 36 Queensland councils and 40 individual properties are fully drought declared, with a further five councils partially declared. The total area of the state officially in drought has reached a record of 86.11 percent.

Severe or serious rainfall deficiencies affecting agricultural land in the west and east of Tasmania over the past 39 months, with falls in the lowest 5-10% of records, have yet to be declared as drought, but have resulted in two consecutive failed seasons for many farmers.

Australian farmers are at the environmental frontline, owning, managing, and caring for 61 percent of Australian land, and delivering environmental outcomes on behalf of the Australian community.

Landcare Australia and the network of individual Landcare groups across the nation, work towards making Australian agricultural land productive, environmentally sustainable and readily able to cope with adverse conditions.

For more information, or to register a BBQ, visit www.fromfarmtofork.org.au

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About Landcare Australia

Landcare Australia Ltd is a not-for-profit organisation, leading the promotion and financial support of the Landcare national resource management programme in Australia; aligning the practice of conservation with land productivity, and devolving governance and management to local communities.

Landcare Australia works collaboratively with federal, state and local governments, corporate partners and sponsors, and individuals, to deliver hundreds of projects annually through the volunteer efforts and management of local communities, indigenous groups, and the more than 6000 Landcare and Coastcare groups across Australia.

www.landcareaustralia.com.au