

MEDIA RELEASE Monday 25th August 2014



SA Agricultural Shows

Next Generation Group

Youth in agriculture in the spotlight at Adelaide Show

The vital role and contribution youth provide to agriculture will be an important highlight at this year's Royal Adelaide Show on Saturday 6 September 2014.

Designed to showcase innovation, careers across the supply chain and challenge public perception of the average farmer, the second consecutive Youth in Agriculture Day hosted by the South Australian Agricultural Shows Next Generation Group at the Royal Adelaide Show is an event not to be missed.

Youth in Ag Day will offer networking opportunities for young people interested in agriculture, country shows and regional living year will be bolstered by a new interactive display showcasing agricultural technology and will have Shadow Minister for Agriculture Food and Fisheries David Ridgway MLC in attendance.

Youth in Ag Day will include:

- 7:30 am Breakfast, Alpaca Pavillion, \$5
- 3:20pm Young Farmer Challenge State Final, Main Arena,
- 4:15pm PIRSA video competition announcement, Bull Bar
- 6:30pm Royal Rendezvous, Bull Bar, \$10 tickets pre-purchased from the Next Gen stand, free members

SA Next Gen President Campbell Lawrie said the event provides a unique opportunity to demonstrate agriculture as a rewarding career choice for young people.

"The constant evolution of agriculture provides so many unique opportunities and exciting career choices in a vibrant and innovative industry," said Mr Lawrie.

"Youth in Ag Day at the Royal Adelaide Show is about spreading the message to youth and highlighting agriculture as one of South Australia's most important economic drivers.

"We are giving people the opportunity to talk to like-minded leaders in the field and to witness and influence the way technology and research is shaping farming for the better."

Recently named National Rural Ambassador, Courtney Ramsey is encouraging anyone interested in agriculture to visit the Group's Royal Adelaide Show site from 6 -8 September.

“Next Gen provides strong networks to harness the skills of young individuals interested in careers in agriculture or rural areas and provides an opportunity to develop leadership skills, vital for regional communities to thrive into the future,” said Miss Ramsey.

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More info at: <https://www.facebook.com/sanextgen?fref=nf>