
CropLife Australia Stands with the Land on National Agriculture Day

Friday 21 November - Today marks National Agriculture Day, a moment for all Australians to celebrate and learn more about the nation's vital farming sector.

Under this year's theme "Stand with the Land", the day highlights the resilience, innovation, and sustainability of Australian agriculture.

Chief Executive Officer of CropLife Australia, Mr Matthew Cossey, said "The day is an opportunity to reflect on the essential contribution and great success of Australian farmers and the key industries that enable an amazing ag sector.

"National Agriculture Day is a chance to reflect on, and show appreciation for, Australian farmers and the sectors that contribute to putting food and drinks on our tables and clothes on our backs," Mr Cossey said.

He emphasised the critical role of plant science in driving agricultural productivity, farming sustainability and environmental stewardship.

"Plant science innovations—including modern crop protection products, crop biotechnologies, and precision agricultural techniques, enable Australian farmers to produce more food, feed and fibre with a smaller environmental footprint.


"An independent technical review of Australian farming released at COP30 in Brazil this week showed that our farmers are the most sustainable growers and producers in the world and that is primarily driven by early and significant adoption of modern farming innovations and practices."

Mr Cossey also warned that the challenges facing the sector are intensifying, citing climate volatility, slow and inefficient regulators delaying access to innovations and challenging global markets.

He called for policies that protect access to modern technologies, incentivise research and development, and recognise the essential role of plant science in meeting climate and food security goals.

About CropLife Australia

CropLife Australia is the national peak industry organisation representing the plant science sector in Australia. CropLife's members are the world-leading innovators, developers, manufacturers and formulators of crop protection and crop biotechnology products. The plant science industry, worth more than \$31.6 billion a year to Australian agricultural production, provides products to protect crops against pests, weeds and diseases, as well as developing crop biotechnologies key to the nation's agricultural productivity, profitability and sustainability. CropLife is a part of the plant science industry's 91 country international federation.



Agriculture remains a cornerstone of the Australian economy, contributing \$91 billion annually, supporting 1 in every 8 jobs, and sustainably managing over 50% of the nation's landmass.

"CropLife Australia and our members are very pleased to support and congratulate all Australian farmers this national Ag Day, and every day, on the amazing job they are doing," concluded Mr Cossey.

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Audio grabs may be found [here](#)

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