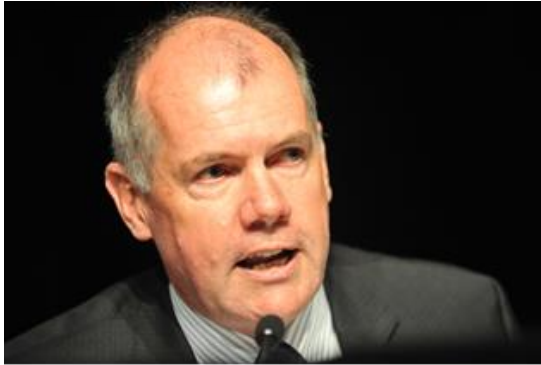




## Farming in the Modern Era



*Mick Keogh is the Executive Director of the Australian Farm Institute, from where he conducts research into strategic policy issues of importance to Australian agriculture, as well as remaining involved in family farming interests in southern NSW.*

Managing and financing a farm business in the modern era, is an issue with many examples of challenges being successfully met by a range of enterprises across the region of Murray Dairy.

The Murray Dairy Business Forum, coming up on 19<sup>th</sup> October at Shepparton, has set a program to bring together these various experiences, as well as the latest opportunities in following the latest innovation and technology in agtech applications, including updates on data gene mapping from AgriBio.

Keynote Speaker Mick Keogh, Executive Director of the Australian Farm Institute, has carried out a wide range of research into the challenges, and provides some significant messages through his project work on the changing face of Australian Agriculture.

Owning a farm is becoming more difficult for many interested in a career in the farming sector. However, a professional role, either on farm, or in the service sector, could be just as rewarding and 'hands-on'. Who are the young people in the dairy industry and where will they be in the future?

Katunga Dairy Farmer, Karen Rowlands, is keen to hear the stories on employment as she says, "One of the hardest things is, not just finding good people to employ, but to keep them in the business as well. It will be timely, and great, to hear from these quality speakers on how to address these challenges".

The Murray Dairy Business Forum will celebrate this event at the Shepparton Showgrounds in the McIntosh Centre, Thompson St., Shepparton.

Enquiries for bookings or sponsorship opportunities, contact Murray Dairy on ph 5833 5312, or email on [admin@murraydairy.com.au](mailto:admin@murraydairy.com.au)