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Families needing Farmers Campaign

NSW Farmers' Association will launch its *Families needing Farmers* campaign next month at its Annual Conference in Sydney.

NSW Farmers' Association President Charles Armstrong says this campaign will be the first of its type to be seen anywhere in NSW and aims to bridge the gap between metropolitan consumers and farmers.

"Research has shown that consumers in Sydney have very little understanding of where their food comes from and what happens on a farm to produce that food," Mr Armstrong said.

"Around half the people living in Sydney, between the age of 25-34, have never set foot on a farm!

"Our campaign will invite those people to look beyond the supermarkets shelves and their kitchen pantry and get to know the people who are producing their food," Mr Armstrong said.

"Each year, every farmer feeds 150 people in Australia and 450 overseas - and they do it with pride."

Phase One of the *Families needing Farmers* campaign will see the unveiling of a television commercial at the NSW Farmers' Association's Annual Conference 2010: The Value of Agriculture.

TV personality Ben Dark and Australian cricketer Phillip Hughes have both come on board to support the campaign, and will appear in the television commercial to air in Sydney and across rural NSW later this year.

"Both Ben Dark and Phillip Hughes have a solid understanding and background in farming and I thank them for supporting this exciting campaign," Mr Armstrong said.

Also included in the NSW Farmers' Association' campaign will be a website highlighting the produce farmers are producing around the State.

Charles Armstrong will launch the *Families needing Farmers* campaign on Tuesday 20 July, during his official address to the NSW Farmers' Association Annual Conference.

NSW Farmers' Association Annual Conference: Value of Agriculture will be held 20-22 July 2010 at Sydney's Olympic Park.

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