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Australia boosts support for Agricultural Innovation at evokeAG 2026 with $450,000 commitment

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The Australian government reaffirmed its dedication to advancing agricultural innovation with a $450,000 funding boost for AgriFuturesâ?? evokeAG, a leading agrifood technology and innovation event. This investment, announced as part of the $23.8 million Showcasing Australian Agriculture â?? Regional Trade Events program, supported the event over the next three years

evokeAG, at the Melbourne Convention and Exhibition Centre, drew approximately 2,000 participants. These included farmers, producers, startups, researchers, policymakers, investors, and business leaders. The event was a hub for collaboration and knowledge sharing, aimed at addressing the most pressing challenges in the agricultural sector

This yearâ??s edition focused on three key themes: **information and future technology, environment and sustainability, and system and policy**.

Attendees explored how these areas intersect and shape the future of agriculture. The event provided a platform for stakeholders to discuss and develop solutions that enhanced productivity, resilience, and global competitiveness in the agrifood industry

Minister for Agriculture, Fisheries and Forestry, Julie Collins MP, emphasized the governmentâ??s commitment to fostering a modern and innovative agrifood system. â??Australian farmers and producers are already world-class innovators, and events like evokeAG provided an opportunity to share ideas, build connections, and create new opportunities,â? she said. â??We

were proud to back evokeAG, which helped forge stronger links between research and industry while showcasing the benefits of innovation for farmers and producers.â?•

AgriFutures Australia, one of the 15 rural research and development corporations in the country, played a pivotal role in supporting the research, development, and extension needs of Australiaâ??s agriculture, fisheries, and forestry industries.

Mick Veitch, welcomed the governmentâ??s support, stating, â??This additional funding will expand the reach of evokeAG, support the growth of emerging and established industries, and strengthen the partnerships needed to translate research into practical on-farm outcomes.â?•

The event was not only a showcase of cutting-edge agrifood technology but also a catalyst for accelerating the adoption of new ideas and technologies. By bringing together the brightest minds across agriculture, research, and industry, evokeAG drove innovation and ensured the agricultural sector remained resilient and globally competitive

The government's ongoing support for evokeAG reflected its broader strategy to position Australia as a leader in agricultural innovation. This year's event built on the success of previous iterations, which had already demonstrated the value of connecting diverse stakeholders to address shared challenges. With its focus on sustainability, technology, and policy, evokeAG 2026 was a critical platform for shaping the future of agriculture in Australia and beyond.

The funding boost ensured the event could continue to provide a space for collaboration, innovation, and forward-thinking solutions that benefited the entire agricultural ecosystem. Through events like evokeAG, Australia reinforced its position as a global leader in agricultural innovation, equipping its farmers and producers with the tools and networks needed to thrive in an ever-evolving industry.