

For fresh fruit and vegetable marketing and distribution in Asia



By Liam O'Callaghan

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## ***EvokeAG expands agtech horizons***

The latest in agricultural technology from Australia and around the world was on show at the Melbourne event



**S**ustainability and investment were some of the key topics discussed on the first day of the Asian Pacific agricultural technology event evokeAG.

More than 1,300 attendees filled Melbourne's Royal Exhibition Building on 18 February where over 50 national and international speakers highlighted new technologies, food markets, lessons on launching into international markets, and investment opportunities.

John Harvey, managing director of AgriFutures Australia, said evokeAG aimed to inspire and challenge new ways of thinking.

"We are putting the Australian agrifood tech ecosystem on the global stage. In its second year, evokeAG has attracted more delegates, more speakers, more farmers, more startups and more investors," Harvey said.

"It's tremendously exciting to see all parts of the ecosystem coming together

to share their ideas and innovations on the future of our agricultural industry."

John Hartnett, chief executive of SVG Ventures – THRIVE and keynote speaker, explored how we use technology to get more out of available resources to feed our growing population and evolving consumer demands.

Meanwhile, Frank Terhorst head of crop strategy of Bayer, covered the theme of how to shape the future of agriculture sustainably and responsibly with technology.

"We are at a tipping point where both consumers and our planet demand a fundamental change in the agricultural system," Terhorst said.

"As we address the growing world challenges, we need to find sustainable ways of food production that preserve both our natural resources and farmers' economic viability," he added.

"Embracing biotechnology, innovative

crop protection products and digital innovation can help solve the paradox between production and preservation. In doing so, agriculture becomes an important part of the solution in combating climate change and biodiversity loss, while helping to ensure food security in a sustainable way."

Perth was also named as the host city for the third edition of the event on 16-17 February 2021.