



Yolla
Co-Op
Farmer owned

CELEBRATING
40
YEARS

Can meat make millionaires?

Paul Higgins on the future

THERE are more people on the planet getting richer and eating more animal-based protein.

So will beef, pig and poultry farmers become multi-millionaires?

The answer to that question will drive a talk by Emergent Futures managing director Paul Higgins at the highly anticipated Yolla Co-op Open Day at Wynyard.

Mr Higgins has been a dairy cattle veterinarian, an abattoir manager, a farmer and an agribusiness consultant before becoming a futurist with Emergent Futures.

He has also been chairman of the pork industry national body twice and president of Country Labor in Victoria for five years.

At 10am on May 24 Mr Higgins will talk about the need for farmers to not be threatened by the future challenges of agriculture in Australia but to embrace them.

His focus during the speech will be on the future of agriculture.

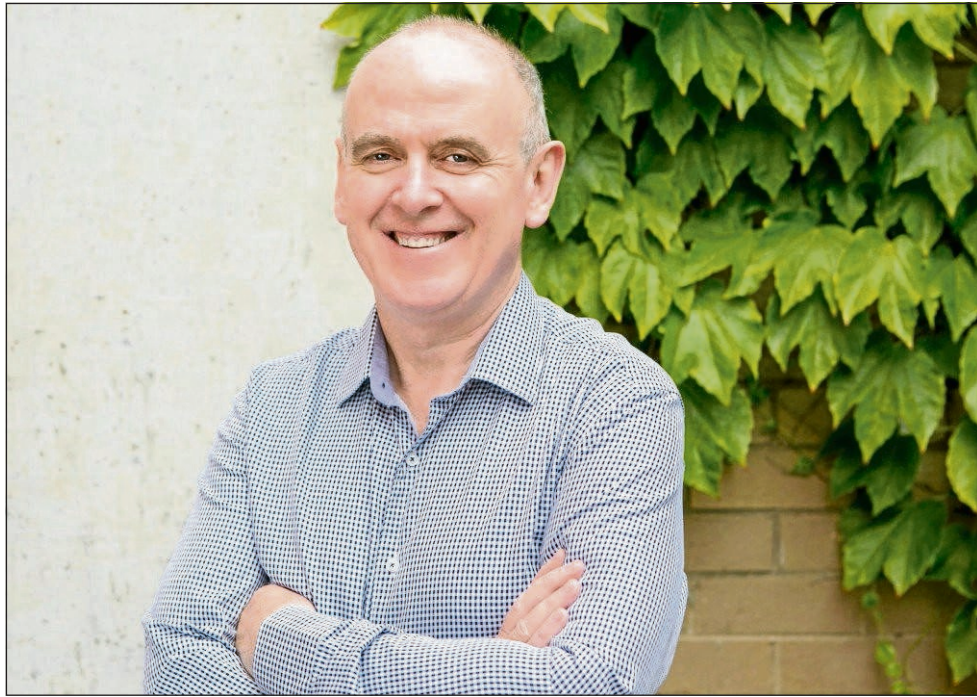
He will begin by talking about the financial prospects of farmers as more people consume more food across the globe.

In previous speeches, Mr Higgins said farmers were reluctant to agree with his notion they would become millionaires if there was a higher global demand and more people consumed their product.

"The reality is that's a possible scenario but the history of the past 50 years is also a possible scenario," he said, speaking of the hardship farmers have historically faced.

"How do they be successful if either of those scenarios happens?"

Mr Higgins specialises in new technology and works with the agricultural industry to become more efficient



FUTURIST: Emergent Futures managing director Paul Higgins will be the special guest speaker at the highly anticipated Yolla Co-op Open Day at Wynyard on May 24.

and secure a higher profit.

He said the farming sector's acceptance of new technology had been "patchy".

"It certainly resonates more with the younger generation of farmers," he said.

"The use of mobile tech-

nology for market information and weather has been adopted quite widely."

Another guest speaker will

be Peter Law, managing director and CEO of Australian Independent Rural Retailers Pty Ltd.

More than 400 people are expected at what will be a celebration of forty years since the farmers' producer group was formed.

All of the Co-op's major suppliers, such as Gallagher, Tru Test, Dasco and Impact will be represented by their CEOs and product stalls will demo some great new and tried and tested products.

Rural services such as the Tasmanian Institute of Agriculture and Rural Alive and Well will provide some great information.

More than \$10,000 worth of prizes will be given away on the day - everything from a chainsaw to a barbecue, and there will be some great one-off special deals on offer along with the free lunch.

For more information go to: www.yollacoop.com.au



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