



27 October 2011

Dear Editor,

I read with interest the letter from John Uebergang of Moree in last week's *Land* who provided some sound advice to the NFF to "look and listen with responsible intention to the grassroots people in the bush for an appropriate and workable solution" ('A costly future' pg24).

I couldn't agree more, and that's exactly what the NFF is aiming to do with the Blueprint for Australian Agriculture. The very purpose of the Blueprint is to give all people involved with our food and fibre sectors, from production right through to consumption, the opportunity to have their voices heard on the issues and challenges facing agriculture.

The Blueprint is not owned by the NFF, nor by Westpac, but rather all people involved in Australian agriculture. We want to see a strong and sustainable agricultural industry – just as Mr Uebergang does - and we're calling on all people who have an involvement with, or interest in, agriculture to help achieve this.

Importantly, farmers are in control of this process. Your input is incredibly important. The Blueprint will provide you with an opportunity to identify what you think the critical success factors are for the future of farming, and the barriers to achieving this success. Other stakeholders in agriculture will also be asked for their input – including transporters, processors, retailers, agribusinesses, bankers and Governments – so that we can develop mutual understandings of the challenges and pressures facing the supply chain.

I could not put it any better than Mr Uebergang himself: "it is the responsibility of primary producers to be the architects of their future change." Hear hear. We hope that the Blueprint will provide farmers the opportunity to do just that.

Jock Laurie
President, NFF