

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Friday, 27 June 2025

PREMIER AG TECH EVENT RETURNS TO VICTORIA IN 2026

The Allan Labor Government is proud to welcome Asia Pacific's premier agrifood innovation event *evoke*^{AG} to Melbourne – a forum bringing the brightest minds in agtech, food production, research and agricultural investment.

Led by AgriFutures Australia, *evoke*^{AG} is a leading global agrifood technology and innovation event that unites the agrifood innovation community across the Asia Pacific and around the world.

Minister for Agriculture Ros Spence announced its return from 17-18 February 2026 at the Melbourne Convention Centre, where entrepreneurs and growing companies will showcase their work, together with live demonstrations, food and beverage experiences and interactive sessions designed to inspire, inform, and drive collaboration.

Across two days, the event promises to facilitate opportunities for the agriculture sector to innovate and commercialise solutions for key agricultural challenges. It will welcome over 2,000 delegates from more than 20 countries, 134 speakers and more than 50 startups to the state.

The event has a strong alignment to the Government's Economic Growth Statement, which identifies agribusiness as a priority growth sector and Victoria's standing as a leading global investment destination for Agtech and innovation.

Victoria's Primary producers and food manufacturers have delivered another year of record-breaking exports, leading the nation and hitting the state's \$20 billion target six years ahead of schedule.

The *2023-24 Food and Fibre Export Performance Report*, shows Victoria is Australia's top food and fibre exporter, capturing 27 per cent of the total national export value.

Victoria makes the ideal backdrop for the next edition of *evoke*^{AG} as it is home to a quarter of Australia's farm businesses, 14 agricultural Research and Development centres, world-class universities, and a thriving business startup ecosystem.

Since its inception in 2019, *evoke*^{AG} has brought together over 8,100 delegates, 391 investors, 577 speakers, and 1,122 primary producers to drive agriculture towards a better future.

For more information or to register your interest, visit www.evokeag.com

Quotes attributable to Minister for Agriculture Ros Spence

"Research and innovation are central to the success of Victoria's \$20.2 billion agriculture sector, which is underpinned by farmers and a broader industry that embraces new technology."

"We are proud to support the return of this landmark event to Melbourne and to invest in the growth and innovation of Australian agriculture."

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

"Our Economic Growth Statement highlights the importance of agribusiness to trade and investment growth in

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Victoria, this event brings together leaders in the sector from across the world to share their innovative ideas.”

Quotes attributable to AgriFutures Australia Chair Cathy McGowan AO

“As a proud Victorian and advocate for regional Australia, I’m delighted to see evoke^{AG} come to Melbourne in 2026.”

“Victoria is home to a vibrant and diverse agrifood sector, world-class agricultural research institutions, and some of the most innovative producers and startups in the country. It’s the perfect place to showcase what is possible when agriculture and innovation come together.”