

# Media Release

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



Thursday, 9 October 2025

## AGTECH SHOWCASE OFFICIALLY LAUNCHES IN VICTORIA

The Allan Labor Government is proud to support the launch of evoke<sup>AG</sup> 2026 – an internationally renowned agriculture and innovation event that is coming back to Melbourne.

Minister for Agriculture Ros Spence joined industry leaders at the launch to recognise AgriFutures Australia's event that will be held across multiple days in February 2026.

Over two days, the event – hosted in Victoria for the first time since 2020 – will welcome more than 2,000 delegates from around 20 countries, and more than 50 startups, to discuss the latest innovations in agriculture sector.

As the Asia Pacific's premier agrifood event, it aligns with the Government's Economic Growth Statement, which identifies agribusiness and digital technologies as priority growth sectors.

Over the last few years, more than \$15 million has been invested to back AgTech innovation through Agriculture Victoria, including \$2 million to support 40 local startups to pursue projects on supply chain efficiency, farm automation, soil intelligence, and pollination management systems.

The \$2 million Hugh Victor McKay Fund has backed four promising companies, while CivVic Labs have supported 20 startups to test and refine their innovations on farm safety and circular agriculture.

One recipient of this support, Yield-X, presented at the launch event, outlining how Government support has helped them achieve success as they work to create efficiencies in farming practices.

Agriculture Victoria actively supports AgTech adoption through trials across its SmartFarm network, including initiatives such as demonstrating virtual fencing technology at the Ellinbank SmartFarm, to inform regulatory reform and potential benefits in pasture management and animal welfare.

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, underpinning strong demand for AgTech-enabled trade opportunities in global markets.

Funding for emerging technologies reinforces Victoria's position as a global leader in AgTech innovation and investment, and evoke<sup>AG</sup> 2026 will showcase this to the world once again.

For more information on how the Government is supporting AgTech, visit [agriculture.vic.gov.au/farm-management/agtech](https://agriculture.vic.gov.au/farm-management/agtech), and for further information on evoke<sup>AG</sup> visit [evokeag.com/](https://evokeag.com/)

### Quotes attributable to Minister for Agriculture Ros Spence

*"Victoria's innovative start ups are helping farmers adopt new technologies, improve productivity, and grow their businesses – making the state a perfect place for events like evoke<sup>AG</sup> to showcase the future of farming."*

*"Over the past five years, we have grown the number of early stage AgTech startups in Victoria from fewer than 40 to more than 150, making us a leader in the agriculture and innovation field."*

### Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

**Media contact:** Pam Kiriakidis 0472 725 548 | [pam.kiriakidis@minstaff.vic.gov.au](mailto:pam.kiriakidis@minstaff.vic.gov.au)

*"Events like evoke<sup>AG</sup> are more than just industry showcases – they're catalysts for economic growth. By bringing global innovators and local talent together, we're helping drive new ideas, create jobs, and unlocking new export and trade opportunities through AgTech innovation."*