

MEDIA INVITE 19/02/2015

MEDIA INVITATION – PROJECT CATALYST 2015

EVENT: Project Catalyst Growers Forum 2015

DATES: March 1st – March 3rd

LOCATION: Townsville | Jupiters Townsville Hotel and Casino

**Media are invited to attend the Project Catalyst Forum 2015 in Townsville from March 1st – 3rd.
To request a media pass in advance please reply to this email.**

Project Catalyst is a leading program stimulating change amongst Queensland cane farmers to improve on-farm practice and water quality.

Bringing together more than 70 growers from Queensland's major areas of sugar production, the 2015 forum will showcase serious action by sugar farmers across the state to reduce the impact of agriculture on water quality, the environment and the Great Barrier Reef.

Growers will be joined at the 2015 Townsville forum by leading agricultural innovators, researchers and sustainability and industry experts at all levels of the supply chain from Australia and globally.

Project Catalyst is a unique partnership between The Coca-Cola Foundation, WWF, NRM Groups and Catchment Solutions to work with growers to reduce the footprint of agriculture on the reef.

Major project partner, The Coca-Cola Foundation, has today announced a further \$500,000 grant to Project Catalyst Australia, which will bring its total investment to the program to \$3.25 million over the past six years.

Project Catalyst supports growers in catchment areas adjacent to the reef to reduce nutrient, fertiliser and pollutant runoff. NRM and environmental groups coordinating work and trials from these areas are:

- **Mackay and the Whitsundays** | Reef Catchments and Catchment Solutions
- **Burdekin** | NQ Dry Tropics
- **Wet Tropics** | Terrain NRM

Now in its sixth year, Project Catalyst growers have achieved significant outcomes from pioneering major change in farm practices.

To date, Project Catalyst growers have improved runoff and drainage water quality of an estimated 102,000 megalitres - the same amount it would take to fill around 40,000 Olympic sized swimming pools. Trials have focused on improved soil, nutrient, pesticide, irrigation and storm water management across 20,345 ha of land.

ENDS

To find out more, request a media pass or to arrange an interview please contact:

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With thanks to partners, supporters and sponsors of the Project Catalyst Forum 2015: The Coca Cola Foundation, WWF-Australia, Bayer CropScience, Syngenta, Case IH, Netafim, Wilmar, Suncorp, Inkerman Lime & Gypsum, Farmacist, Catchment Solutions, Reef Catchments, NQ Dry Tropics and Terrain NRM.