

2026 AUSTRALIAN LANDING PAD

AgriFutures[®]
evoke AG[®]

INVEST. INNOVATE. IMPACT.

FEBRUARY 2026
MELBOURNE, AUSTRALIA

WELCOME TO AUSTRALIA

evokeAG is AgriFutures Australia's flagship event bringing together the agrifood tech and innovation community.

The 2026 theme "**Invest. Innovate. Impact.**" connects founders to funders, and the most critical link in the agrifood innovation chain: the adopters - producers, processors, and supply chain partners who translate innovation into action.

While Melbourne serves as our host city and gateway, the Australian Landing Pad initiative supports international delegates to land at evokeAG and explore truly Australian opportunities that extend far beyond any single state and aims to create pathways for nationwide market entry and collaboration.

ACKNOWLEDGEMENT OF COUNTRY

AgriFutures Australia acknowledges the traditional custodians throughout Victoria and their continuing connection to land, waters and community. We pay our respects to all members of the First Nations' communities and their cultures, and to Elders both past and present.



EVOKE AG. 2025 HIGHLIGHTS

645

AGRIBUSINESS/
CORPORATE

347

PRODUCER

268

STARTUP/SCALEUP

267

GOVERNMENT

159

RESEARCH

130

UNIVERSITY

69

INVESTOR

47

ENTREPRENEUR

25

STUDENT

201

INTERNATIONALS

52

EVENT PARTNERS

57

SIDELINE EVENTS

EVOKE^{AG.} 2025 PARTNERS

PLATINUM PARTNER



HOST CITY PARTNER



HOST STATE PARTNER



STRATEGIC PARTNERS



EVENT PARTNERS



EVOKE^{AG.} 2025 PARTNERS CONTINUED

STARTUP ALLEY PARTNERS



RDC IMPACT HUB PARTNERS



EXHIBITION PARTNERS



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EVOKEAG 2026 STARTUP PROGRAM

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STARTUP PROGRAM

The evokeAG Startup Program connects over 50 bold startups and scaleups with producers, innovators, researchers, industry leaders, government, and investors at evokeAG 2026.

The Startup Program comprises Startup Alley, Scale-up Station, Culinary Capital and the Australian Landing Pad to showcase leading technologies across various levels of maturity.

STARTUP ALLEY

Startup Alley is focused on creating a vibrant platform that showcases the most innovative and exceptional agrifood tech and innovation startups and scaleups, both locally and globally, who are driving positive change in the agrifood sector.

Designed to address global challenges and foster investment, commercial partnerships, and connections.

CULINARY CAPITAL

The Culinary Capital Dinner aims to foster deep connections and meaningful conversations between startups, investors, producers, and corporates.

This event features a dynamic format where each table is hosted by a startup and focuses on specific future forces topics such as artificial intelligence, climate change, and biosecurity.

LANDING PAD

The Landing Pad invites ten international startups to immerse themselves in the dynamic Australian market.

Participants gain valuable business insights, forge connections with key stakeholders, receive tailored market access support, and explore Australia's diverse landscapes as a global test bed for agrifood technologies.



LANDING PAD PROGRAM OVERVIEW

ABOUT THE PROGRAM

The Australian Landing Pad facilitates Australian market entry and expansion support for international agrifood tech startups. This program offers 10 selected startups an immersive experience that runs alongside the evokeAG event, providing them with in-depth insights into doing business in Australia, building essential networks with ecosystem players, and receiving tailored support for market access.

The program seeks to attract a diverse cohort of participants from various geographical regions, representing different sub-sectors within agrifood tech.

Our ideal participants are:

- Early to growth-stage international startups and scaleups in the agrifood tech sector
- Companies with proven technologies or innovations that have potential for significant impact in the Australian agricultural landscape
- Entrepreneurs and teams committed to exploring and establishing a presence in the Australian market
- Businesses that are financially and operationally prepared for international expansion
- Innovators eager to collaborate with Australian farmers, producers, researchers, and industry stakeholders

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WHAT YOU GET

MARKET ENTRY PLANNING SUPPORT

Pre-program virtual workshops and individual consultations.
Targeted business matching to develop relevant on-ground relationships prior to the immersion trip.

ON-GROUND IMMERSION AT EVOKEAG

A 360-degree view of the Australian agrifood ecosystem including networking opportunities with industry, customers, strategic partners and investors:

- 6-day on-ground immersion, including all activities, workshops, and events
- 6x nights' accommodation in a 2 bedroom apartment hotel
- 1 x startup station at evokeAG 2026
- 2 x evokeAG 2025 tickets, including the Welcome Event
- Featured on growAG innovation platform
- evokeAG Startup Alumni network

ON-GROUND EXTENSION

Companies will extend their Australian visit to a relevant additional state / location to enable targeted regional engagement, including customer meetings, agricultural site visits, trial discussions, and commercialisation planning. Domestic flights (2x) and 4 nights of accommodation are offered to select companies through our partner network.

LANDING PAD 2025

SUMMARY OF 2025 OUTCOMES

The 2025 Landing Pad program selected 10 companies originating from 8 different countries: United States, United Kingdom, Canada, Chile, Netherlands, India, Singapore, and New Zealand.

Across the agrifood technology spectrum, the cohort's focus areas spanned robotics, diagnostics, pollination tech, novel foods, novel farming systems, decarbonisation and sustainability tech, water efficiency and disease management.

Outcome snapshot data:

20+

R&D PARTNERSHIPS
INITIATED

32

TRIAL PARTNERSHIPS
INITIATED

23M+

COMMERCIAL
OPPORTUNITY PIPELINE

4AG Robotics, Airponix, BioPollen, FaunaTech, FUL Foods, Lytegro, Mara Bio, RHST Industries, TeOra, VIA BioFuels

ALUMNI



AUSTRALIAN LANDING PAD 2025/26 TIMELINE

[Apply here - evokeAG 2026 Startup Program](#)



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THANK YOU