Who are my heroes? That's a tough one.

[Close up on Will's face]
You see, I'm in awe of soldiers, and Annie Griffiths is cool too. And my mom said I have to mention her, but lately, I've been learning about farmers. Yes, farmers.

[Visuals move to a field of leafy green plants in rows. Words come up in white – more people, less land. 93% of our food supply. Wow.]
The Australian population has doubled over the last 50 years, and there is actually less land for farming, but they still provide 93% of our food supply.

[Footage moves to a different crop, showing rows of plants as far as the eye can see. Words and graphics come up in white. 1970. A hat. An icon of Australia with 73 in it. Today. A white hat. Icon of Australia with 150 written on it. Graphic of the world with 450 on it]
In fact in 1970, one farmer fed 73 Australians. Now, one farmer feeds more than 150 Australians, and 450 people living overseas.

[Will standing among the earlier crop plants.]
How do they do it? This is really the clever bit that blows my mind. If you still think of farming as an old fashioned low tech job, then think again.

[Slide shows image of two men in a field, consulting a book. Changes to a man with a truck and cattle behind him consulting a hand-held tablet.]
Farmers research the latest scientific developments to find new technologies. They're always looking for innovative methods to get the best from their land in sustainable ways.

[ Goes back to Will among the plants. Zooms in on him, face to camera]
And who does this? Well, Australia’s 134,000 farms are 99% family owned and operated. They're farming families just like yours and mine. [camera shot from below] Actually, I'm not sure if any families quite like mine, but you know what I mean. [Back to face to camera] They're Aussie families on a modern mission to feed Australia.

[Will sitting in a shed. There is a row of black and white cows behind him. Zooms in to the cattle eating]
Speaking of feeding Australia, let's talk turkey. Actually, let's talk beef, and milk, and cheese. Beef is as Aussie as a barbecue, no?
[Visuals show words and numbers against footage of the cattle, in white $6.7 billion, 33 kg, p.p. p.a. Back to face to camera.]

And we spend $6.7 billion on it each year. On average, we eat 33 kilograms of beef and veal per person, per annum. For me, that's 1.5 times my own body weight. A challenge I choose to accept [Will holds up a knife and fork].

[Face to camera]
I like to wash my beef down with the good stuff, milk.

[Graphic shows cows in a bright green field. Animated white graphics appear – a white building, 8,500 White cow, 1.6 million]

There are 8,500 dairy farms, and 1.6 million dairy cows in Australia.

[Face to camera in shed]
That's a lot of cow pats.

[Image Cows in field – white milk bottle 100 + litres, cheese 13 kg bucket 7kg]

On average, we Aussies each drink more than 100 liters of milk per year, and we each eat 13 kilograms of cheese and 7 kilograms of yogurt.

[Shows Will sitting on a bale of hay in a pile of hay bales. Close up, face to camera]
Are you feeling sheepish? Don’t worry most Australians are.

[Image of sheep in a field, graphic 11 kg lamb, from 68 million sheep. Face to camera]

On average, we eat about 11 kilograms of lamb and mutton each year. This comes from our 68 million sheep. That means that there are more sheep than people, and a [looks alarmed] whole lot of jumpers to knit.

[Still on the hay bale, but camera moves so it is an upward shot] By the way, what do you get if you cross an echidna with a sheep? An animal that can knit its own jumpers [chuckles]. But I digress.

[Image of cotton field. Words in white, enough cotton to clothe 500 million people. Face to camera]

If you wear cotton as well as wool, then you're also in luck, because Australia produces enough cotton to clothe more than 500 million people each year. [Mimes big] That's a big statistic.

[zoom in face to camera, then moves to an image of goats. White words- most consumed meat in the world. Australia appears. 1000 goat farms. Then back to face to camera]

And now, to stand with one last fact, and I've saved the best till last. Goat meat is the most consumed meat in the world, and Australia has more than 1,000 goat farms. That's nothing to bleat about. Did you see what I did there [whispers]

[Will walking along a dirt road]

I've dazzled you with the facts and figures, but let's get back to our story.

[Image farmer in field with hand-held tablet. Then moves to another one, where hay bales are being made holding a laptop.]

Australian farmers put food on our tables and clothes on our back, and that's surely super hero status right there.

[Back to Will walking on road]
But for me, there's something else. Australian farmers are environmental warriors. They own, manage and care for 61% of Australia's land mass. Now that's a true hero. Farmers we salute you! [Will salutes, then the camera zooms out, goes to aerial shot of stubble. Face to white. AgriFood logo]