

NATIONAL AG DAY 2025

STAND WITH THE LAND

21ST NOVEMBER



CHAMPION RESOURCE PACK

NATIONAL
AGRICULTURE
DAY

*Grow you
good thing!*

Dear Champion,

This November, Australians everywhere will come together for one of the most inspiring days on our calendar – **National Agriculture Day 2025**. It's more than a celebration; it's a chance to connect, to spark conversations, and to proudly recognise those who feed and clothe our nation.

Your voice matters. As a National Ag Day Champion, you are the bridge between city and country, the paddock and the supermarket, helping shape how Australians see and value agriculture. By sharing your story, hosting an event, or amplifying Ag Day online, you play a vital role in strengthening the bond between rural and urban communities.

This year's theme, **Stand with the Land**, is a call to action. It's about showing Australia that supporting our farmers means backing sustainability, innovation, and resilient regional communities. Together, we can remind the nation that every meal, every fibre of clothing, every thriving community is powered by agriculture.

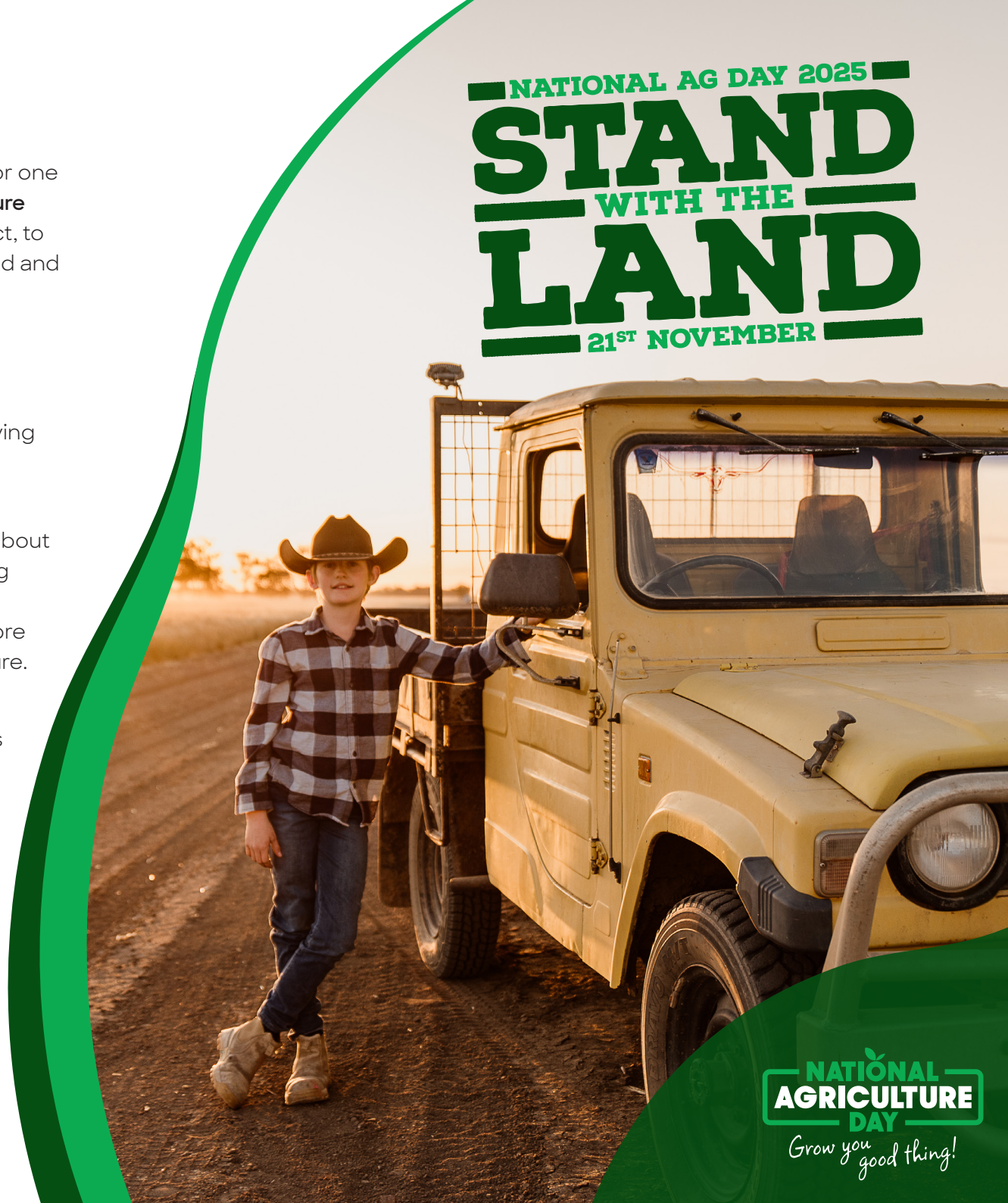
And this is your day too. Whether you light up your town, lead a school activity, post online tagging #AgDayAU about what's happening on your farm, or simply wear your Ag Day merch with pride, your efforts add to a collective voice that cannot be ignored.

On **Friday 21 November 2025**, let's unite as one and show Australia why agriculture matters—today, tomorrow, and for generations to come.

Grow you good thing!

National Farmers Federation

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WHAT IS NATIONAL AG DAY?

National Ag Day is Australia's annual celebration of the people and places that grow our food and fibre. It exists to shine a light on the resilience, innovation, and care of our farmers—and to bring every Australian, from city to country, closer to the land that sustains us.

NATIONAL AG DAY 2025 STAND WITH THE LAND!

Australia's farmers don't just work the land—they live it, love it, and fiercely protect it. Through drought, fires, and floods, rising costs and relentless challenges, they remain grounded in something deeper: a commitment to feed the nation and nurture the land that sustains us all.

This past year, our producers have shown extraordinary resilience, grit, and heart as nearly every corner of rural Australia has been tested from natural disasters and poor policy through to growing challenges from red and green tape, rising input costs and pressures driven by global and climate volatility.

This Ag Day, we're calling on all Australians, city and country, to Stand with the Land.

Because supporting our farmers means backing sustainability, community, innovation, and our shared future. Wherever and however you celebrate, Ag Day is your moment to honour the people and places behind every bite and bale.

National Ag Day 2025... *Grow you good thing!*



**NATIONAL
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Grow you good thing!



CELEBRATE THE HANDS THAT GROW OUR NATION!

As a National Ag Day Champion, this is your moment to lead. You are the storytellers and connectors who help Australians see the real people, places, and passion behind every bite and bale. By sharing posts, addressing your audience, or simply sparking conversations, you amplify agriculture's voice and help bridge the urban-rural gap.

Every action you take—whether it's wearing Ag Day merch, posting with #AgDayAU, or showcasing your local community—adds to a nationwide celebration that puts farmers and farming front and centre.

POWERED BY NFF

The National Farmers' Federation (NFF) is the peak body representing Australian agriculture, advocating for farmers and rural communities across all commodities and regions. The NFF leads national policy, sustainability, and community initiatives to support a thriving and resilient agricultural sector for generations to come.





HOW TO BE A CHAMPION

As a National Ag Day Champion, you are the face and voice of this movement. Your role is to spark conversations, inspire pride, and bridge the gap between city and country, the paddock and the supermarket. Here's how you can lead the way...



SHARE

- Download & share official ready-made Ag Day graphics on your socials and tag @NationalFarmers.



WEAR YOUR MERCH

- Here's your code for a free merch pack. When it arrives, snap a photo or video, post it to socials, and tag @NationalFarmers.



OPEN YOUR GATE COLLABORATION

- Open Your Gate and share a 30-60 second video from behind the scenes on your farm – give Aussies a real look at life on the land.

- **Make it your own, but here's some prompts to get you started:** 'Come spend a day in the life...',

'Come see what sustainable farming is all about...'

'Spend a day with our favourite farm friends'

- Post it as a collaboration with @NationalFarmers so we can amplify your story!



SHARE YOUR STORY, FEEL THE LOVE.

- Snap a photo, post a reel, or write a caption that shares what farming means to you.

- **Try prompts like:**

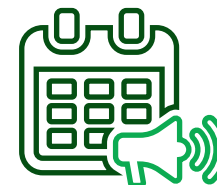
"I am standing with the land because..."

"One thing I wish Australians knew about farming..."

"A farm tradition I hope never disappears..."

"This is what it takes to grow the food you love..."

"Morning view on the farm"



ATTEND AN EVENT

- Join the celebration! Head to our events page to find one near you



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KEY TALKING POINTS

WHAT IS AG DAY?

Ag Day is a national celebration of Australia's farmers and the land that sustains us, held on the third Friday in November each year – this year Friday 21 November 2025.

WHY DOES IT MATTER?

Agriculture feeds and clothes our nation. It also contributes \$91 billion to our economy, supports 1 in 8 Aussie jobs, and farmers manage over 50% of our landmass sustainably.

WHAT'S THIS YEAR'S THEME?

Stand with the Land, recognising resilience, innovation, and sustainability in farming, and reminding all Australians that supporting farmers means backing our shared future.

HOW CAN PEOPLE GET INVOLVED?

Join in online with #AgDayAU, host or attend local events, support the photo & video competition, or simply share thanks to the hands that grow our nation.



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YOUR TIMELINE

8-10 WEEKS OUT

- Share the 'Stand with the Land' tile and start talking about why we should celebrate farmers in 2025.
- Announce yourself as an Ag Day Champion.

4-8 WEEKS OUT

- Share your 'Open Your Gate' content to your channel and collaborate with @NationalFarmers.
- Plan any school, community, or workplace activities.

1-4 WEEKS OUT

- Share your Story, Feel the Love—post a personal video/story about why you're standing with the land.
- Connect with local schools or media to spread the message.

AG DAY—FRIDAY 21 NOVEMBER 2025

- Share how you are celebrating & post throughout the day using #AgDayAU and tagging @NationalFarmers.
- Engage with others' posts to amplify reach.
- Celebrate and thank farmers, the hands that grow our nation.

CHAMPION TIP

Every post, conversation, or small action adds to a nationwide movement. Your voice is powerful – use it to inspire pride, spark curiosity, and grow the connection between Australians and agriculture.

Grow you good thing!