

NATIONAL AG DAY 2025

STAND WITH THE LAND

21ST NOVEMBER



CORPORATE RESOURCE PACK

NATIONAL
AGRICULTURE
DAY

*Grow you
good thing!*

Dear Partner,

On Friday 21 November 2025, Australia will unite to celebrate National Agriculture Day, a nationwide showcase of the people, produce, and places that keep our country thriving.

As a valued corporate partner, your support plays a vital role in the success of this event. Together, we have the opportunity to create a positive, high-profile moment that connects with millions of Australians – while also aligning your brand with the values of resilience, sustainability, and innovation that define our agricultural sector.

This year's theme, **Stand with the Land**, is more than a message, it's a call to action for Australians to support the farmers who feed and clothe us, steward over half our continent, and drive regional economies. By joining this campaign, you're helping amplify this story across mainstream media, social platforms, and communities nationwide.

Your participation can be as unique as your brand, from co-branded activations and staff engagement initiatives through to social media posts. Every contribution strengthens the campaign's reach and impact, while creating authentic opportunities for your organisation to connect with audiences in meaningful ways.

Let's make **National Ag Day 2025** a celebration that inspires pride, sparks conversation, and leaves a lasting legacy... for Aussie agriculture and for your brand.

Grow you good thing!

National Farmers' Federation

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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 and clothe 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!*



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WHY AG DAYS MATTERS FOR YOUR BUSINESS

As a Corporate Partner, you have the opportunity to align with a positive, high-reach national campaign that delivers both social impact and brand benefits. Ag Day provides opportunities to engage employees, clients, and communities through meaningful activations and storytelling, leveraging the day's media momentum to build goodwill and strengthen brand connection with a broad audience.

CELEBRATE THE HANDS THAT GROW OUR NATION!

Your participation could take many forms, from sponsoring or hosting events that connect city and country, paddock to supermarket, to co-creating campaigns that tell powerful stories of Australian agriculture, to engaging your staff and customers in Ag Day activities. Every action taken by our partners helps extend the celebration's reach, builds stronger community connections, and reinforces your organisation's commitment to supporting a sustainable, profitable, and proud industry.

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.





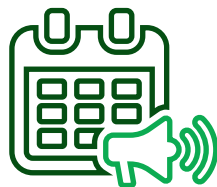
HOW TO GET INVOLVED

As a Corporate Partner, National Ag Day is your chance to celebrate Australian agriculture, connect with your people, and show your support for the hands that grow our nation. Here's how you can get involved...



SHARE

- Download and use ready-made Ag Day graphics across your emails, websites, and socials – or co-brand them with your logo.
- Tag @NationalFarmers and use #AgDayAU to amplify your message.



CELEBRATE OR HOST AN EVENT

- Organise an Ag Day-themed office morning tea, lunch, or BBQ.
- Feature Aussie-grown produce to showcase the best of local food and fibre.
- **Make Ag Day your own!**
This is your chance to highlight what makes your region, your people, and your industry shine. Get creative, make it local, and let's show the country how proud we are to grow the food and fibre Australia relies on.



PHOTOGRAPHY COMPETITION

- Encourage participation in the Ag Day Photo & Video Competition.



SHOP THE MERCH

- Get Ag Day-ready by ordering through the merch store using your member code for a discount.



NOMINATE

- Nominate a member representative as an Ag Day Champion to lead engagement and storytelling within your community.

Together, we can Stand with the Land and show Australia why agriculture matters.

Let's make this Ag Day our biggest yet... *Grow you good thing!*

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