

NATIONAL AG DAY 2025

STAND WITH THE LAND

21ST NOVEMBER



MEMBER RESOURCE PACK

NATIONAL
AGRICULTURE
DAY

*Grow you
good thing!*

Dear Member,

This November, we come together for one of the highlights on the Australian agricultural calendar, **National Agriculture Day 2025**. It's a day to celebrate, to connect, and to proudly stand behind the people and places that grow our food and fibre.

Your support is what makes Ag Day a true nationwide celebration. Across every region and commodity, our members are the heartbeat of Australian agriculture - and when you get involved, you help carry our industry's story into homes, schools, and communities across the country.

This year's theme, **Stand with the Land**, is a call for all Australians to recognise the resilience, innovation, and stewardship that define our farmers. It's about showing the nation that supporting agriculture means backing sustainability, strong regional communities, and a secure future for food and fibre.

And this is your day too. Whether you host an event, share your story online, bring your members together, or simply wear your Ag Day merch with pride, every action adds to the collective voice. Together, we can inspire pride, spark conversation, and strengthen the bond between city and country.

On **Friday 21 November**, let's show Australia why agriculture matters... and why it's worth celebrating this day, and every day!

Grow you good thing!

David 'DJ' Jochinke
President
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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THIS IS YOUR DAY TOO!

As an NFF Member, this is a chance for you to take centre stage in a national celebration of Australian agriculture. This is the moment to showcase your work, your sector or state, and the value you and your members bring to the nation.

CELEBRATE THE HANDS THAT GROW OUR NATION!

Wherever you are, and whatever your sector, your contribution shapes the future of our industry. By hosting events, sharing your stories, and championing National Ag Day in your networks, you help put a face to the industry and connect Australians with the people who sustain us all.

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.



National
Farmers
Federation

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HOW TO GET INVOLVED

As an NFF Member, you are at the heart of National Ag Day. This is your chance to showcase your work, connect your communities, and help carry ag industry stories across Australia. 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.



NOMINATE

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



CELEBRATE OR HOST AN EVENT

- Support or host local events. From BBQs to farm tours to morning teas.
- **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.



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”

Together, we can Stand with the Land and show Australia the resilience, innovation, and heart of our farmers!

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

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