

NATIONAL AG DAY 2025

# STAND WITH THE LAND

21<sup>ST</sup> NOVEMBER



NATIONAL  
AGRICULTURE  
DAY

*Grow you  
good thing!*



**Dear Teachers and Students,**

This November, classrooms across the country will join one of Australia's most powerful celebrations – **National Agriculture Day 2025**. It's our chance to come together, from city schools to country towns, to celebrate the incredible people, places, and innovations that keep our nation fed and clothed.

Your support makes Ag Day more than just a date on the calendar—it turns it into a true nationwide celebration. Every time your school gets involved, you help carry the story of Australian agriculture into the hearts and minds of the next generation. You inspire curiosity, spark conversations, and help bridge the gap between the food on our plates and the farmers who grow our amazing produce.

This year's theme, **Stand with the Land**, is a call for all Australians to recognise the resilience, innovation, and environmental stewardship that define our farmers. It's about showing that when we support agriculture, we support sustainability, thriving regional communities, and a secure future for food and fibre. In a world of change and challenge, our farmers stand strong—and this year, we're asking you to stand with them.

Whether you host a school event, explore these classroom activities, share your learning online, invite a farmer to speak, or simply wear your Ag Day merch with pride, every action adds to a collective voice that will be heard right across the country.

On **Friday 21 November**, let's show Australia why agriculture matters—and why it's worth celebrating not just today, but every day.

*Grow you good thing!*

**The National Farmers' Federation**

**NATIONAL AG DAY 2025**  
**STAND**  
**WITH THE**  
**LAND**  
**21<sup>ST</sup> NOVEMBER**



**NATIONAL**  
**AGRICULTURE**  
**DAY**

*Grow you good thing!*





## WHAT IS NATIONAL AG DAY?

National Agriculture Day is Australia's annual celebration of the people, places, and practices that grow our food and fibre. Held each November, it's a chance for every Australian—city and country—to connect with the land and the farmers who care for it.

### **Ag Day exists to:**

- Celebrate farmers and rural communities who work through challenges to provide food and fibre for us all.
- Bridge the urban-rural gap, helping students and families understand where their food and clothes come from.
- Inspire the next generation, showing young Australians the role they can play in shaping a sustainable future.





## 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 farmers have shown extraordinary resilience, grit, and heart as every corner of rural Australia has been tested—from the wheat fields of Western Australia and the orchards of New South Wales to the cattle stations stretching across Queensland and the country's southern sheep belt.

**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  
AGRICULTURE  
DAY**

*Grow you good thing!*





## CELEBRATE THE HANDS THAT GROW OUR NATION!

Schools play a powerful role in Ag Day by shining a spotlight on the people and places behind our food and fibre. Schools can honour the hard work of farmers, bringing learning to life through classroom activities, hosting events, engaging with competitions, or learning about the real-life stories of those who live and work on the land. The future of the industry depends on the next generation, so let's celebrate the legends of our lunchboxes and show them we're behind them!

## 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

National Ag Day is a fun and inspiring way for students to learn about where their food and fibre come from, and to celebrate the hands that grow our nation.

Here are some simple ways your school can join in...



### CELEBRATE OR HOST AN EVENT

- Hold an Ag Day assembly, classroom activity or themed event that celebrates Aussie farmers.
- Dress in green, Ag Day merch or farm-inspired outfits.
- Host a lunch, morning tea or BBQ with Aussie-grown produce. Invite local farmers, ag workers or parents to join the fun – Register your event at [agday.org.au](https://agday.org.au)



### LEARN

- Use the School Resource Pack activities and farm facts to connect Ag Day with your curriculum.
- Explore ag careers, sustainability, and innovation through class discussions or projects.
- Invite a local farmer or ag professional to speak to your students about life on the land.
- Check out the curriculum-aligned resources, including quizzes PIEFA has created for schools at [primezone.edu.au/national-ag-day](https://primezone.edu.au/national-ag-day)



### LEGENDS OF THE LUNCHBOX

- Participate in the Legends of our Lunchbox activity with student-created content and share the work online.



### SHOP THE MERCH

- Encourage students and members of your community to purchase Ag Day merch.



When schools celebrate Ag Day, they help the next generation connect with the land, the farmers, and the future of Australian agriculture.

*Grow you good thing!*