



NATIONAL AG DAY 2026

OUR FARMERS OUR FUTURE

— 20TH NOVEMBER —

Corporate Pack

**NATIONAL
AGRICULTURE
DAY**

*Grow you
good thing!*

This November, Australians everywhere will come together for one of the most inspiring days on our calendar – National Agriculture Day 2026. It's a chance to connect, to spark conversations, and to proudly recognise those who feed and clothe our nation.

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, Our Farmers, Our Future, puts people at the centre. It's about showing Australia the people growing our food and fibre, managing our land, and sustaining our regional communities. Together, we can remind the nation that every meal, every fibre of clothing, every thriving community, is powered by agriculture.

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 2026 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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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 2026 OUR FARMERS OUR FUTURE!

Australia's farmers love the land. 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 global supply chain issues, rising cost of production, natural disasters and policy hurdles.

This Ag Day, we're calling on all Australians, in the city and country, to support the ag industry.

Because behind every meal, every piece of clothing is a farmer. 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 2026...

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WHY AG DAY 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.



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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 corporate code for a discount.



NOMINATE

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

Together, we celebrate that our farmers are the future and we need to show Australia why agriculture matters.

Grow you good thing!

