



Victorian
Farmers
Federation

BECOME A PARTNER

Grow the future of Victorian farming



With roots stretching back over 140 years in Victoria's farming communities, the VFF exists to be the voice of Victorian farmers. Working through dozens of highly engaged branches across the State, we connect more than 19,000 members and supporters who are shaping a positive future for our industry.

We're focused on securing a future for Victorian agriculture that is profitable, resilient and sustainable - and we partner with organisations which share this vision and want to build lasting trust within farming communities.

Why partner with us?



Victoria is Australia's most diversified and productive farming state. Combining exceptional farmland with cutting-edge farming practices, Victoria produces 24% of Australia's farm production from just 3% of the Country's farmland. This extraordinary productivity places Victoria at the heart of Australia's food security - and underscores why a strong, resilient farm sector is critical for our State's future.

When you partner with the VFF, you're doing more than accessing our extensive reach across regional Victoria. You're aligning your brand with the future of Victorian farming, building genuine trust within Australia's most productive agricultural communities, and supporting a mission that matters.



Benefits

- **Access to a broad customer base:** direct access to the large network of Victorian farmers, creating opportunities for member-specific programs, product launches, and collaborations.
- **Enhanced brand reputation:** demonstrates a commitment to supporting the agricultural sector, building brand trust and goodwill among farmers and the wider community.
- **Collaboration on innovation:** collaborate to pilot and commercialise new technologies, which addresses specific on-farm challenges and drives efficiency.
- **Support for sustainable practices:** alignment with the VFF's sustainability efforts, offering solutions for energy efficiency and other environmental goals.
- **Direct member benefits:** offer tangible value to VFF members, such as exclusive discounts on vehicles or tailored advisory services. This can drive uptake of your products and services.
- **Policy and advocacy insights:** strategic positioning with policy and advocacy endeavours, ensuring your business interests are aligned with the broader goal of creating a better farming environment.
- **Meaningful on-farm support:** A partnership can involve contributing to meaningful, practical support for farmers, which can include targeted programs for challenges like drought and mental health.



Get Involved

EVENTS

The Victorian Farmers Federation (VFF) hosts a diverse range of events throughout the year, including conferences, forums, and field days that bring together farmers, industry leaders, and stakeholders.

These events provide a platform to discuss emerging issues, celebrate agricultural achievements, and strengthen connections within Victoria's farming network.

2026 Highlights:

- Grains Conference - 22-23 February
- Wimmera Field Days - 3,4,5 March
- Dairy Conference - 31 May-1 June
- VFF Conference 1-2 June
- Livestock Conference- 15-16 July
- Sheepvention - 2-3 August
- Mallee Machinery Field Days - 5-6 August
- Elmore Field Days - October
- Ag Day - 20 November

WORKSHOPS

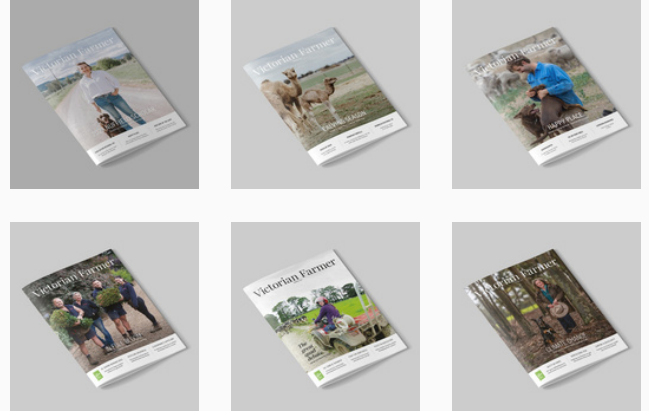
VFF workshops are designed to educate, empower, and support members with practical skills and insights. Covering topics such as biosecurity, business management, sustainability, and advocacy, our workshops give farmers the tools they need to adapt, innovate, and thrive in an evolving agricultural landscape.

BRANCH MEETINGS

At the heart of the VFF are our local branch meetings - grassroots gatherings where members come together to share experiences, raise local issues, and shape policy priorities. These meetings foster genuine community connection and ensure that the voices of Victorian farmers are heard, from the paddock to Parliament.

Engagement

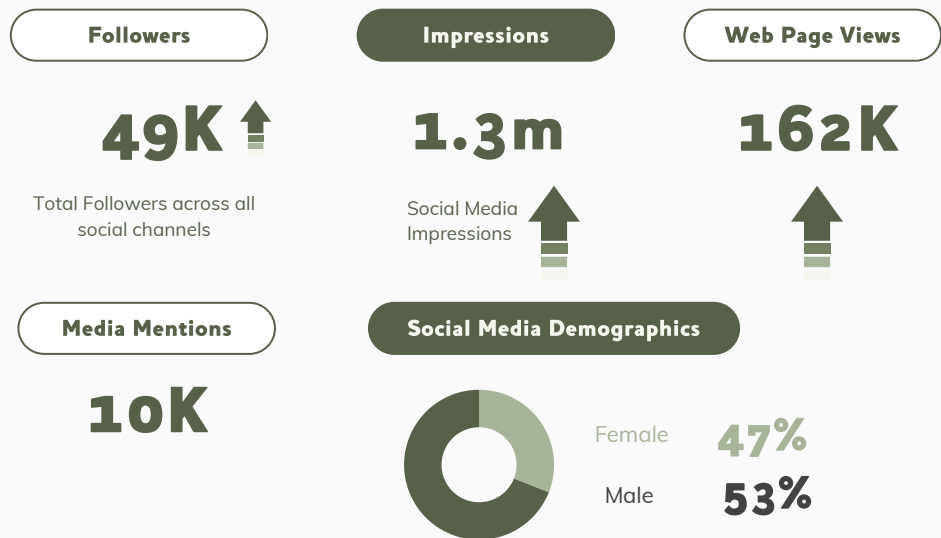
The *Victorian Farmer* magazine is a quarterly title produced by the Victorian Farmers Federation. It provides farmers in this important rural region, with crucial insight into farming issues, agricultural innovation, best practices, as well as profiles of farmers from Victoria. The *Victorian Farmer* magazine is a part of the fabric of the farming community and an important platform to tell the story of Victorian farmers.



- 7/10 *Victorian Farmer* readers redeem a VFF partner offer with the likes of Prime Super, Momentum, WFI, Telstra and Bunnings
- 6/10 purchase products they see in the magazine
- 8/10 regard the *Victorian Farmer* as a valuable resource for farming businesses
- 44% of readers are **female**
- 53% of readers are aged **under 55**
- 60% of readers prefer **hard copy** publications
- 48% spend **more than 30 minutes** reading the publication
- 64% share the magazine with family and friends



VFF Socials



*Data drawn between Jan 1 2025 and Nov 4 2025.