



 NZ YOUNG FARMERS
CELEBRATING
100 YEARS

100 YEARS, 100 PRIZES



ABOUT NZ YOUNG FARMERS

Since 1927, New Zealand Young Farmers (NZYF) has been the country's leading organisation for young people in the food and fibre sector.

Through more than 60 clubs nationwide, leadership opportunities, events, competitions, and professional development programmes, we help young people build careers, grow confidence, and create lasting connections within rural communities.

For nearly a century, NZYF has supported generations of young New Zealanders who have gone on to become farmers, rural professionals, business owners, directors, and industry leaders.

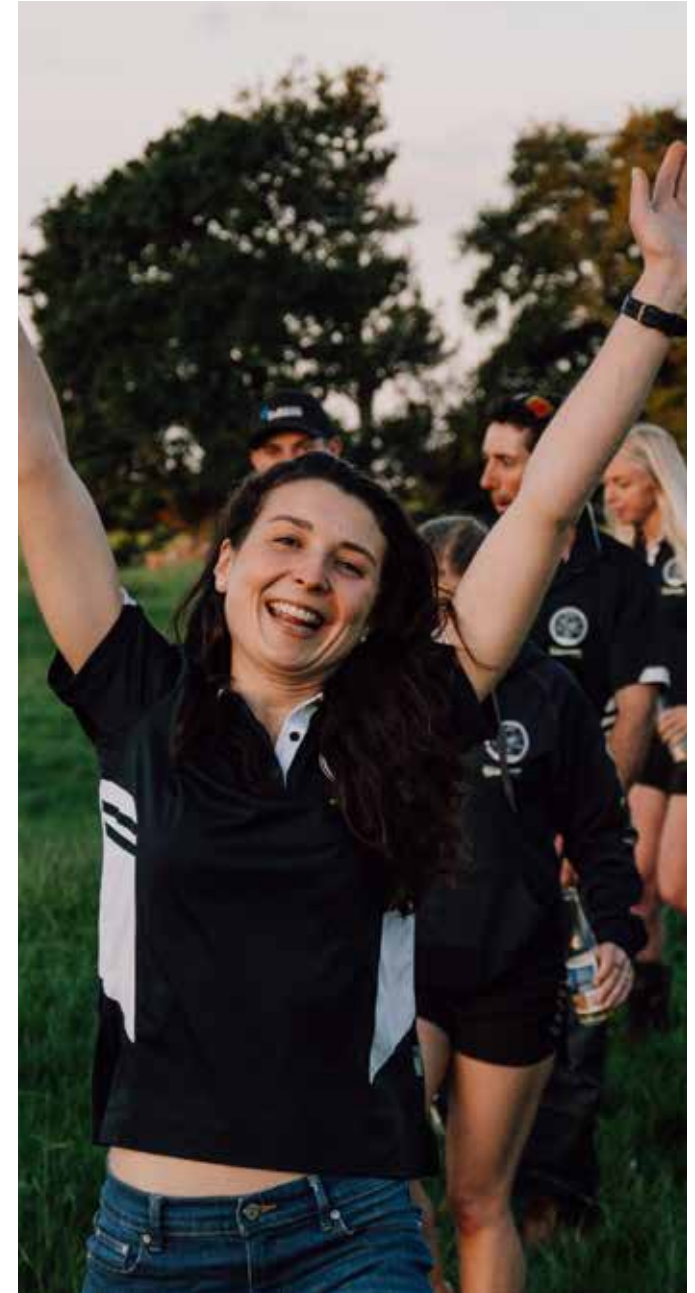
Today, we continue to play a vital role in developing the people who will shape the future of New Zealand's food and fibre sector.

WHY NZYF MATTERS

New Zealand's food and fibre sector is one of the country's most important industries, but its future depends on attracting, developing, and retaining great young people.

NZYF helps make that happen by creating opportunities for young people to connect with their communities, develop skills, explore career pathways, and build strong networks. Our clubs and opportunities provide a sense of belonging, support, and connection for young people living and working in rural New Zealand.

When young people feel connected to their community, they are more likely to stay, contribute, and lead.





CELEBRATING **100 YEARS**

In 2027, NZ Young Farmers (NZYF) will celebrate 100 years of bringing people together and supporting the future of New Zealand's food and fibre sector.

To celebrate, we'll run **100 Years, 100 Prizes**, a year-long campaign across NZYF's communication channels and social media, featuring 100 prizes generously donated by businesses across New Zealand.

Alongside each prize, we'll share the story behind the business, celebrating the people, products and passion that make Kiwi businesses special.





100 YEARS 100 PRIZES

We're inviting businesses to donate a prize with a minimum recommended retail value of \$200.

Your contribution could be a product, bundle, experience, service or voucher that reflects your brand.

By contributing, you can:

- Raise awareness of your brand through NZYF channels.
- Share your business story with our audience.
- Connect with young people, rural communities and the wider food and fibre sector.
- Celebrate 100 years of NZYF alongside other great Kiwi organisations.

Key details:

- **Campaign period:** Throughout 2027.
- **Prize value:** Minimum RRP of \$200-\$300.
- **Delivery deadline:** Friday 15 January 2027, unless otherwise arranged.

What we need from you:

Please email Stacey McLean at Stacey.mclean@youngfarmers.co.nz with your business and contact details, prize name, description and RRP, a 100-150-word business story, logo, prize images, website and social media links, plus any terms, expiry dates and fulfilment requirements or costs.



 **Nz YOUNG FARMERS**

WWW.YOUNGFARMERS.CO.NZ