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|  | Your organisation | Your role |
| Title | Farmers Federation (FF) | National President |
| Description | * Member-based organisation which advocates for farm and rural issues nationally and regionally. * Advocacy headquarters in Capital City with several regional branches across the country. | * You oversee FF’s national-level policy, advocacy, and advisory functions. * You are FF’s most visible public representative and primary spokesperson. * You are based in Capital City but you often travel across the country to meet with different farmers, farm groups, and industry organisations. |
| Goals | * Achieve the best social, economic, environmental, and political outcomes for farmers across the country. * Raise the profile of rural and farm issues in government policy and practice. * Provide advice and resources to help member farmers maintain and grow their operations. | * Advocate for rural and farm issues at a policy and regulatory level. * Communicate the value of farming across sectors and demographics, especially to environmental organisations and urban residents. * Balance social and environmental goals with efficient agricultural production. |
| Values | * Better together. * Farmer-led solutions. |  |
| Relationships | * Well-connected to the farm sector on national and regional levels by a network of FF regional branches and partner industry groups. * Familiarity with various central and regional government agencies through policy advocacy efforts. * Links to several thousand members from across the country. |  |
| Resources | * National Board in place to guide FF governance. * Large team of elected representatives and paid staff to support FF operations. |  |
| You are here because … | Any change to land-use management and practices in Eastern Region (e.g., a shift away from pastoral farming to forestry) will directly impact the farmers FF represents. | You want to advocate for the continued viability and prosperity of Eastern Region farm operations while balancing various social, political, cultural, and environmental objectives. |