

# Media Release



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## VFF REVEALS FRAMEWORK FOR THE FUTURE

The Victorian Farmers Federation (VFF) has revealed its Strategic Plan for 2021-2026 and its vision to enable a secure farming future for Victorians and generations to come.

VFF President Emma Germano said the outline to evolve and modernise the VFF was driven by feedback from members for the organisation to be a unifying voice for all Victorian farmers.

“The VFF exists to be the voice of Victorian agriculture and is here to protect and progress farmers’ interests.”

“As much as we acknowledge our past and where we have come from, our Strategic Plan defines our way forward.”

“Our focus will be on fostering a connected and engaged farming community, using our resources responsibly, advocating for farmers, and evolving and modernising the organisation. This is all intended to deliver value to Victorian farmers,” Ms Germano said.

The VFF has identified four key measures for success by 2026:

- To be financially supported by at least 5000 Victorian farmers by 2026;
- The operating budget is in surplus by 2024;
- At least 50 per cent of Policy Council’s key objectives are achieved each year;
- Victorian farmers describe the VFF as accountable, transparent, inclusive and effective.

“We must encourage as many farmers as possible to actively participate in the VFF. By gathering the diversity of thoughts and opinions of Victorian farmers and the community, we can better work towards achieving common ground.”

“Our industry is evolving rapidly and we must ensure we do the same to ensure we provide the support, advocacy and resources farmers need moving forward,” Ms Germano said.

[Click here](#) to view the VFF’s Strategic Plan 2021-2026.

**ENDS**

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