

Media Release



13 December 2021

Help secure your farming future

The Victorian Farmers Federation (VFF) is asking all Victorian farmers to have their say about the VFF's membership structure and membership fees by completing a short survey.

VFF President Emma Germano said the survey is open to all Victorian farmers and the anonymous feedback will help contribute to the VFF's vision of a 'secure farming future, for Victoria and for generations to come.'

"We're asking farmers to have their say about how to structure our membership in a way that is more equitable and more appealing to all farmers across Victoria. This is the next critical piece of the modernising of the VFF", Ms Germano said.

"We want to hear from our current members, lapsed members and from people who have never been members and are asking them to complete short 5 minute survey."

"We made sure it was really easy to access and answer the questions from your phone, so you can do the survey while you are out and about"

"Our members are the backbone of the VFF and it is vitally important we hear from past, current and potential future members to get as many viewpoints as possible," Ms Germano said.

The survey is being conducted by independent market research agency, Empirica Research and the anonymous answers will go directly to Empirica for analysis, with a consolidated report made available to our leadership team and the VFF Board.

Participants who complete the survey will go into the running for one of five electronic gift cards, valued at \$100 each*. Terms and conditions apply and are available to view [here](#).

The survey is open now and closes 5:00pm Friday December 17 and can be accessed on the VFF website at <https://bit.ly/3dCGnKB>.

For further information, the VFF can be contacted via phone 1300 882 833 or email at vff@vff.org.au.

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