

# Your guide to National Young Farmers' Week 2021

25-29 OCTOBER 2021



NatWest



# Let's do this!



**The pandemic has left many YFCs needing to re-build and National Young Farmers' Week aims to help attract new members and shout about the amazing work we do – especially as we're celebrating our 90th year!**

This National Young Farmers' Week toolkit aims to help our supporters to get behind National Young Farmers' Week and show their support for YFC.

You'll find a schedule of events happening throughout the week and ideas for ways you can get involved on social media in the build up to and during the week itself.

This kit also includes sample social media posts, graphics and downloads to use throughout the week. But we love to see your ideas too!

National Young Farmers' Week is a great opportunity to shout about your relationship with YFC and the many benefits it brings to rural young people.

Clubs are facing a challenging time re-building after the pandemic and it's why your help in promoting National Young Farmers' Week is needed.

NFYFC is really grateful to NatWest for supporting National Young Farmers' Week for a fourth year – so please show your appreciation and tag @NatWestBusiness and @NFYFC in posts during the week too.

So, what are you waiting for? Let's shout about YFC!

**Rachel**

NFYFC Chair Rachel Goldie

# What's inside

4. What does National Young Farmers' Week look like?
5. Aims of the week
6. Getting ready for NYFW21  
Download graphics and posts
7. YFC Operation Green
8. #YFCMadeMe and NFYFC at 90
10. YFC AGRI Forum online
11. Your NYFW21 calendar
12. Quotes for press work and articles

# What does National Young Farmers' Week look like...

National Young Farmers' week is a five-day campaign that runs from 25 October to 29 October. It's a great way to promote what Young Farmers do to a much wider audience and create new opportunities for YFC members. The week is coordinated by NFYFC and supported by NatWest.

In 2021, we're celebrating NFYFC's 90th membership year and sharing stories about how YFC has had an impact on so many lives. We're also looking to the future and asking YFCs to ensure it's a sustainable one for YFC and our rural communities. There are loads of ways for supporters to get involved in the week too.

**Monday  
25 October**

Celebrating our 90th year and showing how #YFCMadeMe



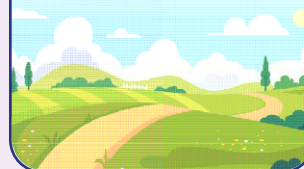
**Tuesday  
26 October**

Celebrating our work in the community with YFC Operation Green review



**Wednesday  
27 October**

YFC's commitment to rural life and our online AGRI Forum 'Ready for Change?'



**Thursday  
28 October**

Launch of our new environmental Curve module and review of YFC skills



**Friday  
29 October**

Celebrating friendships and connections in YFC



# The aims of the week

The aim of the campaign is to raise awareness of YFCs and the great work they do and encourage more young people to get involved in their local club.

- Attract new members and encourage membership renewals
- Support clubs and counties with planning for the new membership year
- Celebrate NFYFC's history and its current relevance for rural young people today.

## Why do I need this toolkit?

The aim of this toolkit is to help supporters get involved in National Young Farmers' Week on social media.

The toolkit includes ideas, sample social media posts and assets that we hope you will find useful during the week.

We'll be looking forward to seeing the ideas you come up with too during the week. It's your chance to celebrate your connection with YFC – so let's all work together to make it our biggest campaign yet!

Hashtags to use during the week:

**#NationalYoungFarmersWeek**  
**#YFCMadeMe**

[Get your assets here!](#)

Follow us on social media



# Getting ready for NYFW21

It's really easy to get involved with the campaign – and it's as simple as sharing a post on social media! This can be a short message, a video or an image on any or all of the days of the week.

## Try this!

Using the hashtag #NationalYoungFarmersWeek throughout the week will help to raise awareness of our message. If you're struggling for what to say during the week, here are some suggested social media posts that can be used on Twitter or paste them out to use on other platforms:

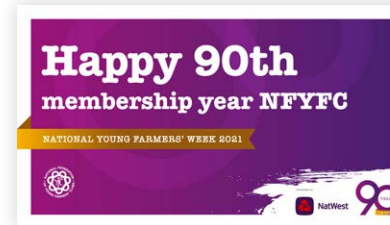
It's #NationalYoungFarmersWeek and we're proud to be involved with @NFYFC – the largest rural youth organisation in the UK @NatWestBusiness

Click to tweet

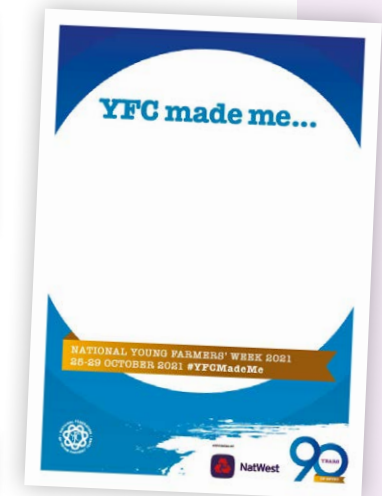
You don't have to be a farmer to be a Young Farmer! But YFCs play an important role in British agriculture #NationalYoungFarmersWeek @NatWestBusiness @NFYFC

NFYFC turns 90 this year! This #NationalYoungFarmersWeek let's celebrate all YFC does to support rural young people and our communities. @NatWestBusiness @NFYFC

Click to tweet



We also have loads of designed graphics that you can use to support your posts in the build up to the week and during the week itself.



# YFC Operation Green

## What's it all about?

Protecting our planet and securing our future is a global challenge but YFC can play its part too. As we enter NFYFC's 90th year, we have challenged all YFCs to take part in YFC Operation Green to ensure YFCs and our rural communities are here for generations to come.

Litter remains a huge problem in the countryside – especially following the increased number of visitors to green spaces during the pandemic. All this excess waste will be having a detrimental impact on wildlife and YFC can help to do something about it and support our local communities.

## What are YFCs doing?

Working with the Environment Agency, NFYFC launched YFC Operation Green and asked YFCs and County Federations to organise a project in their local community that positively contributes to improving the natural environment. This can include litter picks, cleaning up local areas, cleaning signage, improving areas such as the village hall or planting trees and improving natural habitats.

Look out for the environmental action YFCs are taking and help us to promote their efforts by sharing posts. Or if you



have a local environmental project you would like a YFC to help you with, contact NFYFC and we'll see what we can do.

## Can I find out more?

NFYFC has created an online toolkit for YFC Operation Green. [You can see the toolkit online here.](#)

## YFC Made Me...

This is NFYFC's 90th membership year and to help celebrate, we're asking everyone with YFC connections to share how YFC has impacted their lives.

We'll be sharing these stories during National Young Farmers' Week and we're encouraging our supporters to do the same!

If anyone in your organisation is or was a member of YFC, then ask them to record a short video message explaining how YFC has had an impact on their life. Even if you're not a member but you have been working with YFC through your organisation, we'd love to hear how YFC has impacted you or the business too!

For those not keen on being filmed, then posters are available to write a short sentence about the impact YFC has made on your life so you can share a selfie on social media instead.



# #YFCMadeMe

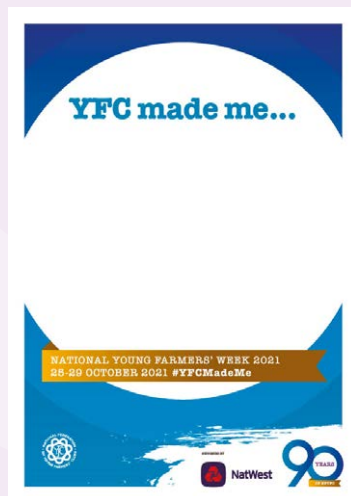
HAS YFC MADE A POSITIVE IMPACT ON YOUR LIFE? SHARE  
YOUR STORY FOR NATIONAL YOUNG FARMERS' WEEK 2021.



### How to record a YFC Made Me message for NFYFC

1. Think about the impact YFC has had on your life (this could include careers, friendships, involvement in YFC and experiences outside the organisation).
2. Ask if someone you know can record a video of you talking about how YFC has influenced your life or record a selfie style video. You can partner up with a friend if both of you want to share your stories.
3. Record the video in a landscape format. Try to keep the video short - 2 mins maximum.
4. When recording, try to think about any background noise (if recording outside, consider wind levels) or lighting issues (try to avoid sitting in front of a window or a light).
5. Send the video to [media@nfyfc.org.uk](mailto:media@nfyfc.org.uk) or if you prefer, you can use the video on your own social media channels during the week.





**Sample social media posts for you to use:**

Let's celebrate 90 years of @NFYFC this #NationalYoungFarmersWeek and the impact YFC has made on so many people's lives. #YFCMadeMe @NatWestBusiness

[Click to tweet](#)

YFC makes a positive impact on rural communities, raising money, hosting events, volunteering and supporting people. @NFYFC #NationalYoungFarmersWeek #YFCMadeMe @NatWestBusiness

[Click to tweet](#)

YFC makes living in the countryside and working in agriculture exciting. Proud to be part of this industry and helping to shape its future. #YFCMadeMe @NatWestBusiness #NationalYoungFarmersWeek @NFYFC

[Click to tweet](#)

YFC makes leaders and equips rural young people with skills for life. Opportunities locally, regionally and nationally for personal development and achievement. @NFYFC #YFCMadeMe #NationalYoungFarmersWeek @NatWestBusiness

[Click to tweet](#)

YFC makes your social life better! You can make friends for life and form an amazing network with rural young people across England and Wales. @NFYFC @NatWestBusiness #NationalYoungFarmersWeek

[Click to tweet](#)

# AGRI Forum online

An online debate with leading speakers will take place during the week called Ready for Change?

## What's it all about?

As one of the biggest industry changes to any sector in the UK is rolled out, join in this online event to discuss the impact on the next generation of farmers during National Young Farmers' Week and just a few days before COP26.

The online debate Ready for Change? is hosted by The National Federation of Young Farmers' Clubs (NFYFC) and supported by Defra and NatWest.

The panel includes Janet Hughes, the director of Defra's Future Farming and Countryside Programme, Andrew Meredith, Farmers Weekly editor, Roddy McLean, NatWest's head of agriculture and young farmer and business consultant Sammy Allen.

The debate, which is NFYFC's annual AGRI Forum, will be chaired by agronomist, Somerset young farmer and YFC AGRI Chair Tom Pope, and is open to all.

## Register now!

Secure your place at this live online debate by [registering online now](#).



**Andrew Meredith,**  
Farmers Weekly  
editor



**Tom Pope, YFC**  
AGRI Chair



**Roddy McLean,**  
director of  
agriculture,  
NatWest



**Sammy Allen,**  
YFC AGRI Vice  
Chair



**Janet Hughes,**  
programme director for  
Defra's Future Farming  
and Countryside  
Programme

# Your NYFW21 calendar

## Monday 25 October

### Launch day

- Happy 90th NFYFC
- YFC Made Me stories begin

### How do I get involved?

- ✓ Share your video or a post using our graphics about how YFC has made you
- ✓ Change your profile image on Facebook to show you're supporting National Young Farmers' Week

## Tuesday 26 October

### Community

- Results from YFC Operation Green
- Launch of a new building support project for YFCs with Eternit
- History of YFC in the community
- YFC Made Me - guest story

### How do I get involved?

- ✓ Share information about the new building support project
- ✓ Share any charity/ community work your organisation may have done with YFC.

## Wednesday 27 October

### Rural life

- Join YFC AGRI's online debate with guest speakers
- History of YFC's involvement in agriculture and rural issues
- YFC Made Me - guest story

### How do I get involved?

- ✓ Register now for the online YFC AGRI debate
- ✓ Post if any in your organisation has developed an agri career through YFC

## Thursday 28 October

### Skills

- Launch of a new environmental Curve module
- History of skills development in YFC
- Reminder of club re-start materials
- YFC Made Me - guest story

### How do I get involved?

- ✓ Watch the video about the new Curve module
- ✓ Share any work your organisation has done to help YFC members improve skills

## Friday 29 October

### Friendships

- YFC Made Me stories about friendships
- Compilation of YFC Made Me messages
- History of rallies and shows
- YFC Made Me - guest story

### How do I get involved?

- ✓ Post and tag friends you have made in YFC
- ✓ Share old photos of your organisation's history with YFC
- ✓ Watch and share the compilation YFC Made Me video.

## Quotes for articles

**National Young Farmers' Week is all about trying to share positive messages about YFC to as wide an audience as possible. If you writing articles or press releases about the week, please acknowledge this is an event organised by The National Federation of Young Farmers' Clubs.**

If you would like to use an official comment in your online stories or publicity materials about National Young Farmers' Week, please use:

**Rachel Goldie, NFYFC Chair of Council 2021-22, said:**

“National Young Farmers' Week promises to be a really uplifting week – showcasing all that is great about being involved in YFC.

“The organisation might be 90 years old, but its members represent the future of the countryside and the agricultural industry and we're focused on ensuring its sustainable. You don't have to be a farmer to be a Young Farmer, but YFCs are a great way to learn more about British food and farming and to celebrate living and working in the countryside.”

### Want to be more involved?

If you're looking for unique ways to support National Young Farmers' Week that can get you profiled on NFYFC's platforms then please contact **sophie.willingale@nfyfc.org.uk** or call **02476 857227**.

NFYFC's campaign has reached more than 1 million people on social media. Our Facebook page has more than 43.5k followers, Twitter 14k and more than 8.5k followers on Instagram.

# Have fun!

25-29 October 2021



SUPPORTED BY



NatWest

