



## PRESS RELEASE

Thank A Farmer For Your Next Meal presents:

# “When I grow up I want to be a farmer”

## Social Media Campaign & Photo Competition

Sam Johnston & Jim Honner have one goal – to showcase where Aussie food and fibre comes from, who makes it and how it’s made. They do this one photograph at a time, using the power of social media to spread their message and have close to 60,000 followers on Instagram and more than 30,000 on Facebook. All in an attempt to help bridge the gap between producer and consumer, city and bush.

After great success earlier in the year with their well-received ‘Phone A Farmer Day’ initiative the pair are at it again, this time with the likes of a social media photo competition that is aimed at putting the spotlight on the younger generations, and Australia’s future farmers.

The #WhenIGrowUpIWantToBeAFarmer campaign is aimed at exactly that – recognising how important these young boys and girls are for the future of the Australian agricultural industry whilst also acknowledging the level of passion these youngsters have for the sector.

The concept of the campaign came from someone who knows the saying all too well, Thank A Farmer Co-Founder, Sam Johnston. Sam grew up on a mixed farming property called ‘Merriment’, roughly 50km west of Forbes in Central West NSW. He attributes his passion for the sector to his rural upbringing and explains that his earliest childhood memories are from that farm, helping his Dad. Sam said, “as far back as I



*can remember, I always wanted to be a farmer. I always wanted to follow in my Dad's footsteps and one day be just like him. It just gave me so much enjoyment and satisfaction working on our farm, and I loved seeing raw inputs be progressively shaped into a marketable product".*

Affectionately known within the business as *'The Man Behind The Caption'*, Thank A Farmer Co-Founder and Jugiong grazier Jim Honner is one of the few fortunate ones that has been able to turn this childhood dream into a reality, now operating his family farm in Southern NSW. At just 24, Jim runs a self-replacing merino flock of just under 4,000 ewes. *"I grew up immersed in agriculture. I was fortunate enough to learn about ag and production from my Father from an early age. I then got to experience different sectors through a year at Newcastle Waters in the Northern Territory, and then university holidays at Hay and Tilpa. I've since returned home to run our family business with my Mum Jackie, in what I see as an exciting time within agriculture."* He explains.

The campaign itself has received some impressive backing with well-known brands such as *Hutcheon & Pearce – John Deere, George The Farmer, Akubra, Ringers Western and What Does A Farmer Look Like* all jumping on board to support the initiative. Each of the above have kindly donated prizes towards the competition, giving their full support on the same. These contributions certainly raise the profile and include over \$2,500 worth of prizes including:

- **Hutcheon and Pearce** - 12 Volt John Deere Ride-On Gator
- **George The Farmer** – Children's Prize Pack (Valued at \$250)
- **Akubra** – \$250 to spend online at [Akubra.com.au](http://Akubra.com.au)
- **Ringers Western** - \$250 Gift Voucher
- **What Does A Farmer Look Like?** - Coffee Table Book
- **Thank A Farmer For Your Next Meal** – Limited Edition Merchandise Pack
- + more

On top of this the brand is releasing a limited-edition, kid's t-shirt range displaying the campaign's slogan *"when I grow up I want to be a farmer"*. This will be available for purchase on their online store [www.thankafarmer.com.au](http://www.thankafarmer.com.au) along with their other branded merchandise. All the profits from product sales are either reinvested in the business to continue to grow the brand and spread the message, donated to charitable organisations or used to sponsor other relevant events.



One of the creators behind the award-winning *George The Farmer* brand, Simone Kain wants people across the country to understand that you don't necessarily have to be a farmer to be involved with agriculture. She believes that there is plenty of other job opportunities out there that still let you pursue a career and positively contribute to the Australian agricultural sector. *"For the past 10 years, there have consistently been more job openings in agriculture than qualified candidates. Whether it's a career as a research scientist, agronomist or marketer for example, we need to encourage kids to consider innovative jobs in agriculture to secure Australia's future food supply."* she said. *"This competition is a great initiative to help bring attention to the multitude of job opportunities in ag."*

The social media based photo competition will be run throughout the month of July, hopefully attracting hundreds of photos of these young unsung heroes, and will operate in three stages:

- |                 |                                                     |                                                    |
|-----------------|-----------------------------------------------------|----------------------------------------------------|
| <b>Stage 1:</b> | <i>1<sup>st</sup> July to 26<sup>th</sup> July</i>  | Entry via social media channels.                   |
| <b>Stage 2:</b> | <i>27<sup>th</sup> July</i>                         | All Entries sorted & shortlisted. Top 10 selected. |
| <b>Stage 3:</b> | <i>28<sup>th</sup> July to 31<sup>st</sup> July</i> | Put to vote - top 10 are ranked by the public.     |

To get involved the boys encourage people to upload their photos to Instagram & Facebook using the #WhenIGrowUpIWantToBeAFarmer hashtag. They encourage you to dig out your old childhood photos (as there is no date limit on entries), snap some new shots of your kids, submit multiple entries, and to nominate/challenge your friends and family to do the same. The pair also hope to use some of the entries to create a *Future Farmers* calendar for 2020.

For full details on how to enter visit their social media pages:

**Instagram:** @ThankAFarmerForYourNextMeal

**Facebook:** <https://www.facebook.com/ThankAFarmerForYourNextMealAus/>

The full competition terms and conditions are available at [www.thankafarmer.com.au](http://www.thankafarmer.com.au)

Dated this 1<sup>st</sup> day of July 2019.

**FOR IMMEDIATE RELEASE**



**For more information, photos or details on the campaign please contact:**

**Sam Johnston**

*Co-Founder & Director*

**M:** 0412 896 602

**E:** [sam@thankafarmer.com.au](mailto:sam@thankafarmer.com.au)

**W:** [www.thankafarmer.com.au](http://www.thankafarmer.com.au)

**Attachs:** *Photos - Digby, SRJ & GRJ*

**Digby**

Digby Flinn

Age 4

Emma & Richie Flinn

*"Coralbignie"*

Trangie

Digby helping his dad with the very little harvest in November last year! (2018) Digby absolutely lives for helping his dad (Richie Flinn) and his granddad 'skip' Kevin Flinn on the farm. Getting him to daycare some days can be a little challenging because he has *"got lots of work to do today"*.

**SRJ & GRJ**

Gary Johnston & Sam Johnston

Sam - Age 5

Photo taken in 2000

Gary & Sam Johnston

*"Walla Wallah"*

Forbes

Sam helping his dad (Gary Johnston) on their family farm at Forbes.