

Top Croppers are tops when it comes to *beyondblue*

When the Nufarm Top Croppers team wanted to give members a meaningful option for the use of left over points, donations to *beyondblue: the national depression initiative* was the obvious choice. Members' support, however, has far exceeded expectations.

"Many of our members often get to the end of the redemption period with a few hundred points left that often just don't get used," explained Top Croppers Manager, Genevieve McAvoy.

"So rather than these being wasted, we decided to make them mean something by giving our members an option to donate to *beyondblue*. As part this program, Nufarm agreed to match member donations up to \$5,000 as an extra incentive to be able to make a substantial contribution."

"The response from members was more than we hoped, with our Top Croppers donating just shy of \$15,000. This means that we will be giving *beyondblue* a total of \$19,510 to help them in their important work. It was quite overwhelming.

Operating since 1995, Top Croppers is a loyalty program which rewards members for buying Nufarm products from partner distributors. Farmer and distribution members donated \$1 to *beyondblue* for every 100 points they allocated to the charity.

"The key was making it easy to donate even a small amount, knowing that every little bit helps. In the end we had 1,736 members allocate points to the donation. Forty four donated all their points, which ranged from 2,000 to 92,000 total points. Every contribution mattered with over 1000 members who donated up to \$5, or 500 points, each," said Genevieve.

beyondblue CEO Ms Leonie Young commends the Nufarm Top Croppers Team for raising awareness of depression and anxiety amongst its members.

"We are extremely grateful for the efforts of the Top Croppers in raising both awareness and funds for *beyondblue*. Depression and anxiety are common across all sectors of the community," she said.

"Making people aware of the signs and symptoms of these conditions is the first step in encouraging people to seek help. This generous donation will support *beyondblue* to continue our work in getting information to farming people about the types of help available and how to access help through our website and information line."

Nufarm Top Croppers Program

Top Croppers has been operating since 1995. Farmers who participate in the program earn points when purchasing qualifying Nufarm products from their local agricultural distributor. Points are accumulated throughout the financial year and can then be converted into rewards. More information can be found at www.topcroppers.com.au.

Nufarm is a global manufacturer and supplier of crop protection chemicals which started in Australia over 50 years ago. It is currently the eighth largest crop protection company in the world, and the largest provider in Australia.

A large sales team, extensive R&D capabilities, manufacturing sites and regional distribution centres service Australian growers, with products available via rural distributors. For more details, visit www.nufarm.com.au.

beyondblue: the national depression initiative

beyondblue works with communities throughout Australia to raise awareness of depression and reduce the associated stigma that often prevents people from seeking help.

Depression isn't necessarily more prevalent in rural areas, but accessing services and resources can be harder. *beyondblue* distributes materials and runs education workshops in rural, remote and regional Australia to get the message out that depression and anxiety disorders are common and with the right treatment, most people recover.

For more information about *beyondblue* or getting help, visit www.beyondblue.org.au or call 1300 22 4636.
