



# BUY A BALE

## Supporting Rural Australia

In 2013 a call to arms was made to All Australians: Can you help support our farmers and "Buy a Bale" of hay?

The concept was simple enough, ask Australian's to donate, hay would be purchased from hay farmers who needed the income, truckies would be paid to carry it and farmers could spend what money they had left on other essential items like food for the family instead of food for the animals.

Since then the name Buy a Bale has become synonymous with hay drives all over Australia.

In just a matter of weeks businesses and individuals felt compelled to support our work and purchased thousands of bales. Truckies came out of the woodwork to offer their trucks and time to carry the loads, many hard up at the time suffering from lack of work and depressed rates so we negotiated to cover their costs and keep them rolling. The farmers and rural communities were amazed at the outpouring of support and watched as the trucks rolled and the hay arrived.

The emotion, passion and inspiration felt throughout by all involved from donors, hay farmers, truckies, community members and farmers during this period was amazing. Many truckies met farmers for the first time, enjoyed stories over a beer and many have become lifelong friends.

Today Buy a Bale is the bedrock rural support campaign for rural Australia that Rural Aid provides. Fodder assistance is not just a drought issue. Supplying feed assistance to flooded areas or wet areas that require food substance for animals means Rural Aid is always shipping fodder or supplement support in one way or another.

Supporting our farmers in the most visual and most simple way is the strength behind the Buy a Bale campaign.

Today over 12,000 farmers across Australia are registered with Rural Aid.



**buyabale.com.au**

**1300 327 624**



A RURAL AID INITIATIVE