

# February Newsletter

## New Cultivate CU Launches

2026 has got off to a great start, with two Credit Unions, new to Cultivate, holding their official launch events.

### Thomastown CU Cultivate Launch in Kilkenny

On Monday, 19<sup>th</sup> of January Thomastown Credit Union in Co. Kilkenny celebrated their Cultivate launch in the Thomastown Community Centre with a great attendance from the local farming community.

Attending the launch from L-R: Joe Healy, Chairperson of Collaborative Finance, Therese Conway, CEO of Collaborative Finance, Anne Marie Daly, CEO of Thomastown CU and Brendan Jenkins, President of the ILCU.



### North West CU's Cultivate Launch in Sligo

On Monday 16th February, North West Credit Union held their Cultivate launch. They are our most recent addition to the Cultivate map, joining the Cultivate brand in late 2025.

We would like to welcome North West CU and Thomastown CU to Cultivate and wish them every success for the future.

If you are planning a Cultivate event in 2026, and would like marketing support and ideas for your event, please reach out to us.



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## Webinars

### February 18<sup>th</sup> - 2026 Agri Sector Update

On February 18<sup>th</sup>, Philip O'Connor, Farm advisor with *ifac*, presented a very engaging webinar to our branches and provided key insights for the farming sector, across financial updates, regulatory changes, sector challenges and the current 2026 outlook for Irish farming. This is extremely valuable information for the branches, hand gives great insight into how that might impact farming members.

The webinar recording can be found in the Marketing Sharepoint.



## Resources

### Key Agri Stakeholders

For any new or existing Cultivate Credit Unions, a reminder that *ifac* can help out with the creation of a list of Agri-Stakeholders living in the locality. This list of contacts can be useful when planning any events/activities within your Credit Union to reach out to the relevant individuals, organisations, or groups that could be invited to the event.

Please do reach out if you are interested in the creation of this list for your locality.

[www.Cultivate-CU.ie](http://www.Cultivate-CU.ie)

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## Marketing Activities

### Cultivate Farming Photography Competition 2026

Earlier this month, we were delighted to launch our Cultivate Farming Photography Competition 2026.

We'd like to thank all the credit unions for their support so far in sharing it with their members. There has been a fantastic response already and the entries are of a very high standard. We'll have a wonderful collection of imagery to share for 2027, and it will make for a very premium 2027 Cultivate Farming Calendar.

To reiterate, this competition is a fantastic opportunity to engage with your locality, so we would encourage all branches to continue to promote the competition throughout the year.



## Upcoming Events

### National Cultivate Week 2026: April 20th-26th

This year's National Cultivate Week 2026 is fast approaching! Ahead of the week-long campaign from April 20th-26<sup>th</sup>, we will be in touch ahead of time with the planned marketing activities and material available for use throughout the week.

On **March 18<sup>th</sup>**, we will host a webinar to discuss the specific activities and provide an opportunity to ask any questions ahead of National Cultivate Week.

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## 2026 - Dates for the Diary

We will add to this list of events throughout the year, but we would like to notify everyone of the below dates which are confirmed for year ahead.

Please note, if you are unable to make any of the webinars, the recorded sessions will be available in the Cultivate Marketing Sharepoint.

- **Early March:** Circulation of NCW 2026 marketing material
- **March 18th:** NCW Webinar – ‘How To’ for using NCW marketing assets
- **April 20th - 26th:** National Cultivate Week 2026
- **August 9th:** Tullamore National Livestock Show 2026
- **September 15th - 17th:** National Ploughing Championships 2026
- **September 30<sup>th</sup>:** Closing date for Cultivate Farming Photography Competition entries
- **April, September & December:** National Advertising Campaigns across print and digital media
- **Monthly:** Updates via Webinars & Newsletters

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