

## Canadians invited to celebrate Canada's Agriculture Day

**Ottawa, Ontario, June 1, 2016** – Canadian agriculture representatives today announced February 16, 2017 will be Canada's Agriculture Day – a time to celebrate and draw a closer connection between Canadians, our food and the people who produce it.

The announcement, made on the final day of the Canadian Centre for Food Integrity Public Trust Summit in Ottawa, marks the first time the industry has dedicated a day to celebrating agriculture and the people in the industry.

"We all eat food yet many people don't automatically make the connection between what's on their plate and the commitment and care that goes into raising livestock, growing crops or processing food," said Crystal Mackay, CEO of Farm & Food Care Canada, a national charity committed to building public trust and confidence in food and farming in Canada.

In the 1930s, more than 90 per cent of Canadians had a connection to agriculture. Today, it's less than three per cent, according to Statistics Canada census information.

"Every link in the food production chain – from the farm to the grocery store and restaurant – plays a vital role in bringing food to your table every day," said Mackay, whose group organized the summit. "Canada's Agriculture Day is an opportunity to get involved, celebrate and be a part of the conversation about food and farming."

Candace Hill, manager of Agriculture More Than Ever, said Canada's Agriculture Day complements the industry-led initiative that has attracted over 470 partner organizations and 2,100 individuals committed to creating positive perceptions of agriculture. Launched more than four years ago, Agriculture More Than Ever's goal is to encourage those involved in agriculture to speak up and speak positively about the industry.

"It's all about showing our love, pride and passion for an industry that puts food on our tables," Hill said. "We want to give everyone the opportunity to have a voice in the conversation and celebrate the industry that feeds the world."

Hill encourages the industry, organizations and individuals to mark the date on calendars and come up with their own ideas and activities to promote and celebrate Canadian agriculture.

For more information, visit [AgDay.ca](http://AgDay.ca) or follow us on Twitter at [#CdnAgDay](https://twitter.com/CdnAgDay).

For more information visit on how food is produced in Canada, visit [www.farmfoodcare.org](http://www.farmfoodcare.org).

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