

News Release

For immediate release

Agriculture More Than Ever launches “Be Somebody-Be an Advocate” campaign

Regina, Saskatchewan, September 12, 2016 – Agriculture More Than Ever launched a new campaign aimed at encouraging people in the agriculture industry to lend their voice to the food conversation in Canada.

“Be somebody-Be an advocate” is a multi-faceted campaign that encourages everyone involved in the agriculture industry to be an advocate by joining social media and having in-person conversations to shape people’s relationship with agriculture.

“Being an advocate is about adding your voice to the food conversation in positive, engaging and relatable ways,” said Candace Hill, manager of Agriculture More Than Ever, an industry-led initiative. “The campaign is about helping everyone involved in agriculture to connect with the public by sharing their story.”

Surveys continue to show that farmers are one of the most trusted voices when it comes to providing information about farming practices and food production, so it makes sense they be the face and voice for agriculture, according to Hill.

A recent survey by the Canadian Centre for Food Integrity showed 93 per cent of consumers know little or nothing about Canadian farming practices, and a majority (60 per cent) of those respondents indicated they want to know more about farming practices.

“The campaign focuses on showing the real faces of people in agriculture with a strong call to action for everyone in the industry to get involved in the food conversation, no matter how big or small their contribution,” Hill said.

As part of the campaign, individuals who work in various sectors of agriculture submitted video clips of themselves reading a script encouraging others to get involved in telling the real story of Canadian agriculture. Those clips were compiled into a video.

“The video features people from across the country who have come together to add their voice to the food conversation,” she said. “Everyone in agriculture is “somebody” and has a role to play. Watching and sharing the video is just one way individuals can get involved, but there are many ways for people to show their love, pride and passion for an industry.”

Agriculture More Than Ever has attracted over 470 partner organizations and 2,500 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.

To view the new Agriculture More Than Ever video and learn about other ways to participate, go to AgMoreThanEver.ca, or follow the conversation on Twitter @AgMoreThanEver

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