

# CANADA'S AGRICULTURE DAY | Quick tips to get you started

## How to get involved

Canada's Agriculture Day is the perfect time to come together as an industry to showcase our ag pride and create a closer connection with consumers about where food comes from and the people who produce it.

## There are plenty of ways to celebrate:

- **Reuse existing content:** Think about how you're already promoting agriculture and speaking positively about the industry and repurpose those activities to celebrate Canada's Agriculture Day.
- **Individual activities:** Challenge friends or colleagues to celebrate the day in their own way. Invite them to check out at [AgDay.ca](http://AgDay.ca) for personal ag challenges and inspiration.
- **Community outreach:** Think of creative ways to showcase Canadian agriculture and food for your community – host an open house, farm crawl or Canadian food cook-off for example.
- **Advertising:** Include information about Canada's Agriculture Day on your website, blog or company newsletter. Visit [AgDay.ca](http://AgDay.ca) for templated resources, or download the logo to create your own marketing pieces.
- **Merchandise:** Visit our **Resources** section online to order Canada's Agriculture Day or Ag More Than Ever merchandise for your event. Inventory is limited, so please order soon!
- **Promote your event:** Register your event at [AgDay.ca](http://AgDay.ca) and share it on the **Ag More Than Ever Facebook page** to let others know you're part of the celebration.
- **Social media:** Include hashtags like #CdnAgDay, #AgMoreThanEver, #RealDirt, #IWorkInAg and #FarmLife in all your ag-proud posts. Also, consider using hashtags like #Foodie, #LoveYourFood, #instafood and #yummy that will reach a non-ag audience.

## Sample tweets:

*Excited to celebrate #food and #CdnAg on Canada's Agriculture Day, Feb. 16, 2017! Find out more at [AgDay.ca](http://AgDay.ca) #CdnAgDay*

*We're going to <insert how you're going to celebrate Canada's Agriculture Day>. How will you celebrate? #CdnAgDay*

*Canadian farmers are dedicated to producing safe, healthy and affordable #food from their farms to your tables #CdnAgDay #LoveYourFood*

## Key messages

- Canada's Agriculture Day is a day for everyone to come together and celebrate Canadian agriculture and engage in positive dialogue about agriculture and food.
- Canadian agriculture is an innovative, vibrant and forward-thinking industry, which plays a significant role in our economy.
  - 1 in 8 Canadian jobs are in the agriculture sector.
  - It contributes \$108 billion (6.6%) to Canada's GDP.
  - Canada is the world's fifth largest agricultural exporter.
- As Canadians, we can be proud that farmers produce among the safest, high-quality food for our country and the world.

**You can also find more ag facts and resources at [Ag More Than Ever](http://AgMoreThanEver.ca), [Farm & Food Care](http://FarmAndFoodCare.ca) [Canada and Agriculture in the Classroom](http://CanadaAndAgricultureInTheClassroom.ca).**

Let's celebrate the food we love  
[AgDay.ca](http://AgDay.ca) | [#CdnAgDay](https://twitter.com/CdnAgDay)

