

News Release

For immediate release

Canada's Agriculture Day success sets expectations for 2018

Regina, Saskatchewan, April 4, 2017 – Canadians are invited to once again celebrate their love, pride and passion for agriculture and food on February 13, 2018, following Canada's first Agriculture Day last February.

"We feel it's important to talk about farming and food production throughout the year, but we also recognize the value of having a day dedicated to coming together as an industry so our voices are unified," said Candace Hill, manager of [Agriculture More Than Ever](#), in announcing the date of next year's celebration on behalf of industry representatives. "This year's Canada's Agriculture Day was so successful that we see an opportunity to build on our momentum for an even bigger celebration in 2018."

"Posts celebrating Canada's Agriculture Day were among the top five topics trending in Canada on Twitter for most of the day, while many more people engaged through a variety of events, from small community gatherings to large forums," Hill said of Canada's Agriculture Day, celebrated for the first time on Feb.16.

"We were thrilled by the level of participation and engagement by producers and partners of Canadian agriculture, as well as consumers – many of whom have never set foot on a farm, but want to know more about how food is produced in Canada," she said. "Canada's Agriculture Day is an opportunity to celebrate and be a part of the conversation about food and farming."

Hill said the day was marked by [hundreds of events](#) and the participation of almost 500 partner groups, including industry associations, community groups, individuals and the media. Many have already expressed an interest in participating in next year's celebration.

Agriculture More Than Ever is an industry-led initiative that has more than 480 partner organizations and 3,500 individuals committed to creating positive perceptions of agriculture. Launched almost five years ago, Agriculture More Than Ever's goal is to encourage and support those involved in agriculture to speak up and speak positively about the industry.

To learn more about Agriculture More Than Ever, go to [AgMoreThanEver.ca](#), or follow the conversation on Twitter @AgMoreThanEver

- 30 -

For interviews, contact:

Trevor Sutter
Corporate Communication
Farm Credit Canada
1-855-780-5313
trevor.sutter@fcc.ca



[AgMoreThanEver.ca](#)