

Agriculture More Than Ever

A positive voice for Canadian agriculture

What is Agriculture More Than Ever?

Agriculture More Than Ever is an industry-driven cause to improve perceptions, dispel myths and create positive dialogue about Canadian agriculture and food production.

Why Agriculture More Than Ever?

We need to share the real, positive story of Canadian agriculture. Since 2012, Agriculture More Than Ever has helped thousands of advocates find their voice. That means giving them the tools and information they need to join conversations, ask questions, share their passion, and explain the benefits – and science – of modern agriculture in Canada.

If you're in agriculture, you're the best person possible to tell the real story of our industry: where our food comes from and how it's produced. As much progress as we've made, the conversation doesn't stop. That's why we need to keep being a positive voice. Together, we can share the facts, stories and people that make our industry special and help shape people's relationship with agriculture and food.

Who's behind Agriculture More Than Ever?

Changing long-standing perceptions of agriculture requires a significant effort from many people working together. FCC got things started, but partners and advocates are growing the cause. Since its inception, **hundreds of partners and thousands of advocates from across the country** have added their voices to the food conversation. Because it has to start with those of us working in the industry.

Become a partner

Partners are creating positive dialogue about Canadian agriculture. The best way to have our voice heard is to have as many people join the conversation as possible. Join our community of official partners and get actively involved. You'll have access to promo items, brochures, displays and other tools to assist you in promoting the agriculture industry.

Get involved today

Why are so many people speaking up for Canadian agriculture? Because when you're a part of the industry, you know what it means to farm families. To rural communities. To the economy. To consumers who rely on safe, healthy, high-quality food. But if you don't know the real story of agriculture, it's easy to be influenced by the loudest voices, maybe not the most knowledgeable.

Become an advocate today. Visit **AgMoreThanEver.ca**, follow us on Twitter and Instagram, like us on Facebook, and encourage your employees, customers and members to do the same. Join the community. Share content available online and purchase Ag More Than Ever promo items.

Telling the real story of Canadian agriculture is up to all of us, and getting involved is easier than you think. Be positive. Be optimistic. Be truthful. Be somebody who does something. Contact us for more ideas.

info@agriculturemorethanever.ca

306-780-7771

AgMoreThanEver.ca

