

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

Get involved on Feb. 13

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

What a start!

The first-ever Canada's Agriculture Day was amazing:

- one of the top trends in Canada on Twitter
- hundreds of events and thousands of people participating across the country
- renowned speakers and hundreds at our national event in Ottawa

Don't miss out in 2018

More events, more conversations, more connections. How will you celebrate this year? It's up to you – go as big as you'd like!

Here's how you can celebrate:

- **Individual activities:** Encourage friends or colleagues to celebrate the day in their own way. Invite them to check out AgDay.ca for personal ag challenges and inspiration.
- **Community outreach:** Host an open house, farm crawl or Canadian food cook-off. Invite the media and use social media to showcase your event.
- **Advertising:** Promote Canada's Agriculture Day on your website, blog or company newsletter. Visit the resources section of AgDay.ca for material to use in your marketing pieces.
- **Merchandise:** Everyone loves swag. **Shop online** for Canada's Agriculture Day or Ag More Than Ever merch for your event. Hurry, inventory's limited.
- **Promote your event:** Register your event at AgDay.ca. Show you're part of the celebration.

- **Reuse existing content:** You're already promoting agriculture and speaking positively about the industry. Just repurpose what you're doing to celebrate the day.
- **Social media:** Include hashtags like #CdnAgDay, #AgMoreThanEver, #RealDirt, #IWorkInAg and #FarmLife. To reach a non-ag audience, use #Foodie, #LoveYourFood, #instafood #shareameal or #yummy.

Sample tweets:

Excited to celebrate #food and #CdnAg on Canada's Agriculture Day, Feb. 13, 2018!

Find out more at www.AgDay.ca #CdnAgDay

Canadian farmers are producing safe, healthy and affordable #food for your table #CdnAgDay #LoveYourFood

Key messages

- Canada's Agriculture Day is for everyone to come together and celebrate Canadian agriculture and have conversations 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.
 - Canada ranks #1 in global food safety.
 - Canada is the world's fifth largest agricultural exporter.

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

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

