

# News Release

For immediate release

## Canadians warm to Canada's Agriculture Day

**Regina, Saskatchewan, Feb. 13, 2018** – Thousands of Canadians participated in Canada's Agriculture Day events across the country, marking the second consecutive year a day has been set aside for a national celebration of food and those involved in agriculture.

"We are thrilled at the level of participation and engagement by producers and partners of Canadian agriculture, as well as consumers, in events and social media activity across the country," said Candace Hill, manager of [Agriculture More Than Ever](#), one of the driving forces behind Canada's Agriculture Day, first celebrated on Feb. 16, 2017.

"We are still finalizing the numbers, but we are confident this year's celebration was even bigger and better than last year's," Hill said. "It's a testament to our commitment and passion within the industry to showcase the effort and care that goes into producing food everyday."

Canada's Agriculture Day inspired hundreds of events across the country, opened doors to food conversations through social media, and showcased the industry to young people who attended a day-long, marquee event in Ottawa alongside industry and political leaders. It was among the top topics trending in Canada on Twitter and thousands of people engaged through a variety of events, from small community gatherings to large forums.

"Canadian agriculture is something to celebrate on many levels," said Lawrence MacAulay, minister of Agriculture and Agri-Food Canada, who participated in the Canada's Agriculture Day celebration in Ottawa.

"Our agriculture and agri-food sectors contribute over \$110 billion to our economy and generate thousands of quality middle-class jobs in the food processing, transportation and retail sectors across Canada. Our government has an ambitious plan to grow Canada's agriculture sector in order to meet our target of \$75 billion in agri-food exports by 2025," MacAulay said. "At a local level, family farms are the lifeblood for many rural communities; they support small businesses, their children attend local schools and they contribute in many ways to the quality of life in rural Canada."

"This was a great opportunity for people throughout the industry and across the country to come together, dialogue with consumers, as well as and share ideas on how Canada can meet the challenge of feeding the world's growing population," said Farm Credit Canada president and CEO Michael Hoffort, who was one of several speakers at the Ottawa celebration. "The relationships that were forged as a result of Canada's Agriculture Day will help move the industry forward into the future."

Hill said this year's celebration saw the participation of hundreds of partner groups, including industry associations, community groups, individuals and the media. Many have already expressed an interest in participating in next year's celebration.



[AgMoreThanEver.ca](http://AgMoreThanEver.ca)

“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 Hill, noting that planning has already begun for 2019. “We’re taking it one year at a time, but there seems to be an insatiable appetite among Canadians to learn more about food and food production in Canada.”

Agriculture More Than Ever is an industry-led initiative that has more than 525 partner organizations and 4,200 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](http://AgMoreThanEver.ca), or follow the conversation on Twitter @AgMoreThanEver or search #CdnAgDay

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