

News Release

For immediate release

Excitement building for Canada's Agriculture Day

Regina, Saskatchewan, January 17, 2019 – With less than a month to go before [Canada's Agriculture Day](#), Canadians are once again invited to celebrate the food they love.

Canada's Agriculture Day will be held on February 12 this year, marking the third annual celebration of the agriculture industry and all others who play a role in bringing food to our tables.

"It's our biggest celebration of the year. Canada's Agriculture Day showcases all the amazing things happening in agriculture and the entire food industry. The day is also about helping consumers see the connection between the food they eat and the people who produce it," said Debbie Bailey, manager of Agriculture More Than Ever, one of the driving forces behind Canada's Agriculture Day.

"Consumers want to learn more about their food, and this day is a great way to get people talking in a fun and engaging way."

Those conversations happen at the hundreds of events across the country inspired by Canada's Agriculture Day, as well as through social media.

"The agriculture and agri-food industry employs one in eight Canadians. From farmers and their suppliers to food processors and retailers, it is an incredible industry filled with smart, passionate and innovative people," said Lawrence MacAulay, minister of Agriculture and Agri-Food Canada.

"With an economic impact of over \$110 billion, Canada's agriculture and agri-food sector is a key part of our economy. Charting its future success is something we all have a stake in. Canada's Agriculture Day gives everyone the opportunity to celebrate the agriculture industry and encourages consumers to better understand where their food comes from."

This year's marquee event in Ottawa will bring together producers, grocery retail and agriculture industry leaders for a dynamic day of discussion focusing on the future of food.

The [Ottawa event](#) will feature presentations from, Oleen Smethurst from Costco Wholesale Canada, Sarah Davis from Loblaws Companies Limited, Sonya McCullum Roberts from Cargill Proteins and Mark Tewksbury, Olympic gold medalist, just to name a few.

In conjunction with Canada's Agriculture Day, Canadians are invited to watch [Before the Plate](#). The movie documentary is the creation of Dylan Sher, an agriculture student at the University of Guelph who grew up in Toronto and saw an opportunity to share the agriculture story in a way that would reach people outside the industry.

The movie follows John Horne, the executive chef of Canoe Restaurant in Toronto, who visits farms where the ingredients he uses were grown or raised. At each farm, he learns about the effort and care that goes into producing Canada's food. John and the producers also discuss some of the more sensitive farming topics. The documentary will be available for public presentation for free, in February only, by visiting [BeforeThePlate.com](#).

"Watch for [events and activities](#) happening in communities across Canada, including those sponsored by industry associations, businesses and individuals," Bailey said. "Everyone can be a



[AgMoreThanEver.ca](#)

part of Canada's Ag Day by making a meal with their family using all Canadian ingredients or by snapping a farm or food photo and sharing it on social media."

Canadians are encouraged to use #CdnAgDay and #foodie to join the celebration or give back to their community by volunteering at the local food bank or soup kitchen.

For more ideas on how to celebrate Canada's Agriculture Day or for a list of community events, visit AgDay.ca.

About Agriculture More Than Ever

Agriculture More Than Ever is an industry-driven cause with the goal of improving perceptions of agriculture in Canada. We champion and support the industry in informing Canadians about where our food comes from. Agriculture More Than Ever partners with industry groups and advocates to enhance public trust in Canada's food system. Visit AgricultureMoreThanEver.ca or follow us on [Facebook](#), [Instagram](#), and on Twitter [@AgMoreThanEver](#).

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