

# News Release

For immediate release

## Canada's Agriculture Day aims to strengthen consumer-producer relationship

**Regina, Saskatchewan, January 21, 2020** – Canadians are being asked to raise a fork to Canadian agriculture as part of a national social media campaign to celebrate [Canada's Agriculture Day](#) on February 11.

"Canada's Agriculture Day is a great opportunity to pay tribute to our producers and to express our immense appreciation for their contributions to our communities," said Marie-Claude Bibeau, minister of Agriculture and Agri-Food Canada. "Canadian producers and processors are working around the clock to put nutritious, high-quality food on our tables and create good jobs in communities across the country. Our food producers continue to innovate to meet growing demand at home and around the world, while meeting the challenges of environmental sustainability."

The fourth anniversary of Canada's Agriculture Day will focus on strengthening the relationship between consumers and producers who share a common love and appreciation for home-grown food.

"Canada's Agriculture Day is for everyone," said Debbie Bailey, spokesperson for Agriculture More Than Ever, one of the driving forces behind Canada's Agriculture Day. "The day will be marked by events across the country. If you're unable to participate in one of these events, you can join in the fun by making a meal with your family using all Canadian ingredients, snapping a photo of you raising your fork to Canadian agriculture then sharing it on social media using #CdnAgDay."

Surveys have shown that a vast majority of consumers don't fully understand where their food comes from or how it is produced.

"The day is an excellent opportunity for consumers and producers to engage in a positive dialogue around Canada's agriculture and food industries – and be open to where the conversation goes," said Bailey, noting a recent survey by the Canadian Centre for Food Integrity showed three in five Canadians show interest in learning more about agriculture and modern farm practices.

That same survey showed 70 per cent of Canadians trust farmers to provide them with accurate information about their food and 60 per cent already view Canadian agriculture in a positive light.

"Conversations on Canada's Agriculture Day and throughout the year are important for building trust between consumers and the people who grow and process the food we eat," Bailey said. "The stronger that connection becomes, the more likely consumers will choose Canadian products offered on the grocery store shelf."

Aside from the "raise a fork" social media campaign, there will be hundreds of events and activities taking place across the country to celebrate Canada's Agriculture Day.

The [marquee event](#) will once again be held in Ottawa and will bring together producers, grocery retail and agriculture industry leaders for a dynamic day of discussion focusing on the future of food. It will [feature speakers](#), such as Michiel Bakker, director of global programs for Google and Eric Pelletier, vice president of Alibaba Group, to name a couple.



AgMoreThanEver.ca

Bailey encourages producers and processors in every sector of Canada's agriculture industry to show their pride and passion by engaging consumers in positive conversations online or in person.

Last year, more than 140 million impressions were generated on Twitter using #CdnAgDay.

For more ideas on how to celebrate Canada's Agriculture Day, visit [AgDay.ca](http://AgDay.ca).

**About Agriculture More Than Ever**

Agriculture More Than Ever is an online platform with the goal of improving perceptions of agriculture in Canada. Agriculture More Than Ever partners with industry groups and advocates to enhance public trust in Canada's food system. Visit [AgricultureMoreThanEver.ca](http://AgricultureMoreThanEver.ca) or follow along on [Facebook](#), [Instagram](#), and Twitter [@AgMoreThanEver](#).

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