

# News Release

For immediate release

## Thousands raise a fork on Canada's Agriculture Day

**Regina, Saskatchewan, February 11, 2020** – Online and in person, thousands of Canadians raised a fork to Canadian agriculture during the fourth annual national celebration of one of country's most dynamic and vital industries.

"From Newfoundland to British Columbia and all across this great nation, Canadians are celebrating the women and men who work so hard to put high-quality food on our tables each and every day," said Marie-Claude Bibeau, minister of Agriculture and Agri-Food Canada, speaking at a gathering of producers, grocery retail and agriculture industry leaders to mark Canada's Agriculture Day in Ottawa on Feb. 11. "All across the country, Canada's Agriculture Day is a tremendous celebration of our industry."

The 2020 edition of Canada's Agriculture Day focused on strengthening the relationship between consumers and producers who share a common love and appreciation for home-grown food. It was among the top trending topics in Canada on Twitter with #CdnAgDay, with many participants posting photos of themselves raising a fork to their all-Canadian meals.

"The 'Forks Up for Canadian Agriculture' message resonated well and the campaign was a tremendous success," said Debbie Bailey, spokesperson for Agriculture More Than Ever, one of the driving forces behind Canada's Agriculture Day. "From our farms to our grocery stores, food is a great connector for all of us. Canadians are proud of the people who grow and process their food, and they are confident we have the safest, most affordable and delicious food in the world."

This year's celebration saw the participation of many agriculture and food groups across the country including industry associations, community groups, individuals and media. Some events – such as Farm Credit Canada's (FCC) Young Farmer's Summit at Olds College in Alberta and Ag in the Classroom's engAGE event in Vancouver – were meant to inspire young people who are either already involved in the industry or are considering careers in agriculture.

To engage urban consumers, FCC released a [video](#) featuring food grown and processed in Canada. FCC was also invited to [ring the opening bell](#) at the Toronto Stock Exchange (TSX) in recognition of Canada's Agriculture Day and FCC's long-standing commitment to Canada's agriculture industry.

Bailey said it's important to talk about farming and food production throughout the year, but she sees tremendous value in having a day dedicated to showcasing Canadian agriculture. She said planning has already begun for 2021, as there seems to be a growing interest among Canadians to learn more about food and food production in Canada.

"The appetite for this kind of celebration grows every year. It's heart-warming to see the level of engagement and celebration from Canadians across the country," she said.



[AgMoreThanEver.ca](http://AgMoreThanEver.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](https://www.agriculturemorethanever.ca) or follow along on [Facebook](#), [Instagram](#), and Twitter [@AgMoreThanEver](#).

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