

Make the most of it

People are interested in not only where, but who their food comes from. This is our time to shine.

In the last few years, you may have noticed a steady stream of ag-pride messaging from a variety of sources, both inside and outside the industry (McDonald's "Thank a Farmer" campaign, for example). You've heard the message, loud and clear. Speak up. Tell your story. Show your ag pride. For some of you, the message may be feeling old. You get it. But it's not just some marketing ploy, or the latest bandwagon to roll through town. It's important and it's a message created, in large part, as a response to curiosity from people outside of agriculture.

People are interested in the food they eat. They want to know where it comes from, who grew it and how it was grown. This is true for people inside and outside of our industry. It's a shared value that's both common ground and a starting line. They want to hear what we have to say. They want to hear from the source. That's us. We're a source of:

Information: Tell your story with passion and conviction. Build trust through transparency.

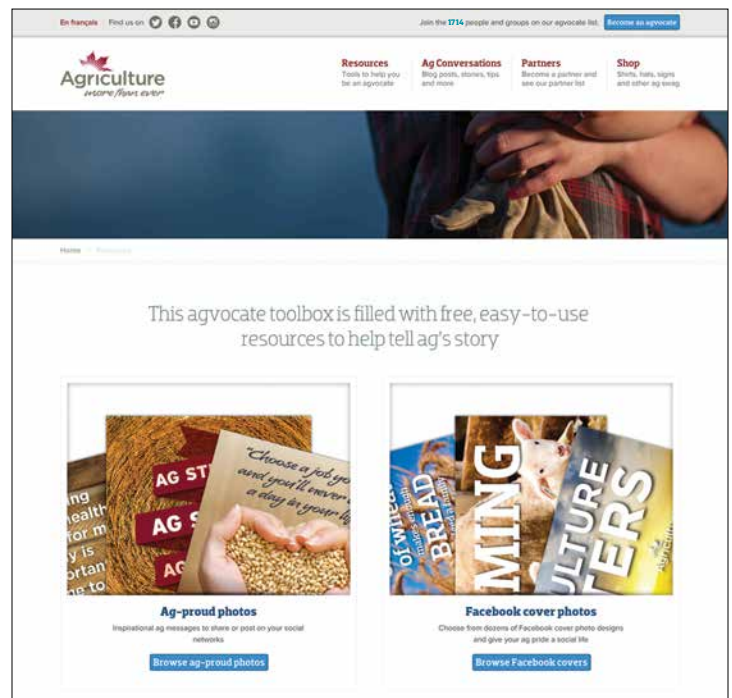
Inspiration: Practice persistent positivity.

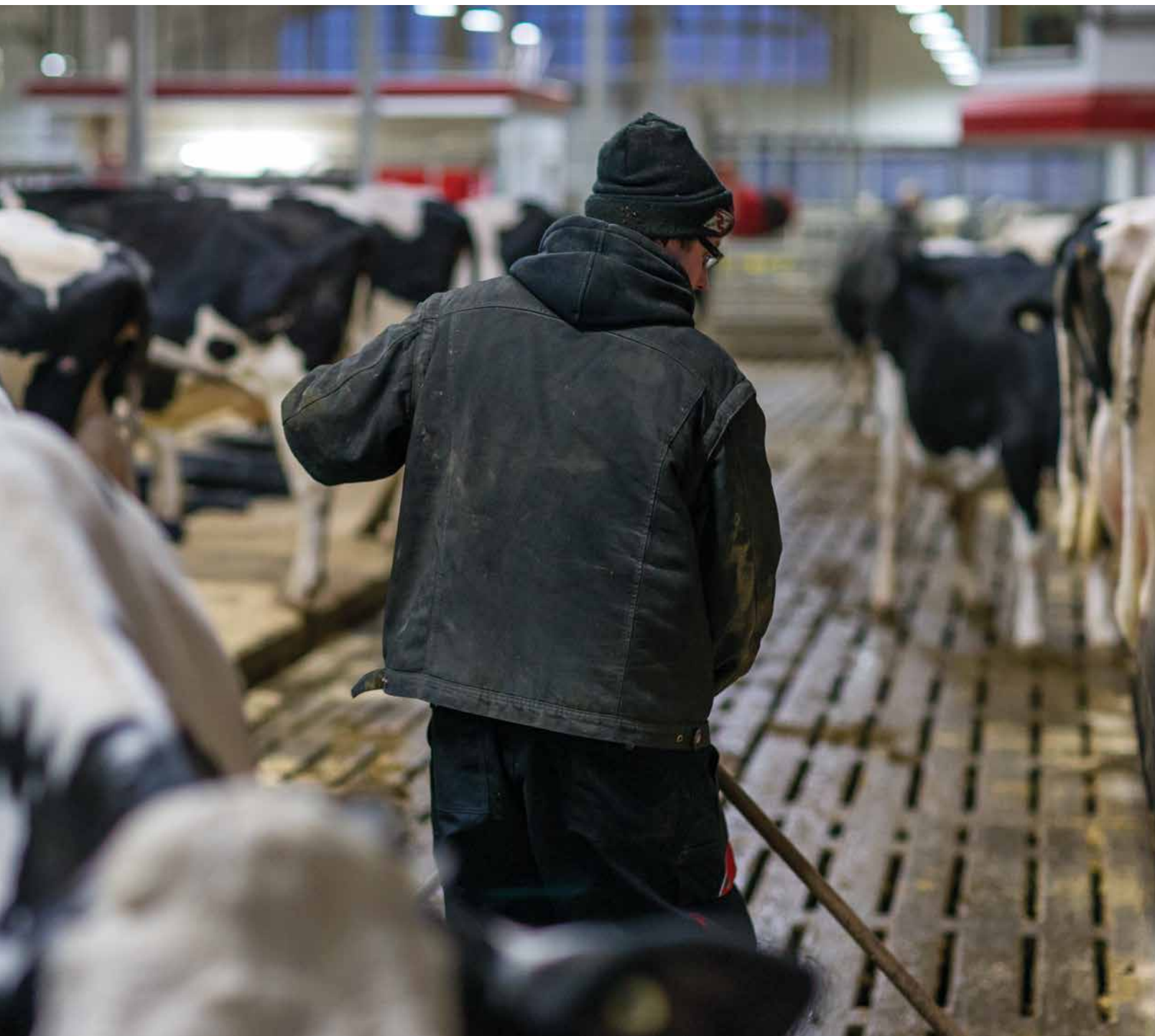
Support: Stand up and speak up together, for every sector.

We have an amazing opportunity to be a permanent part of a positive dialogue and help shape people's relationship with ag and food. Because the conversation will go on, with or without us.

Being an advocate is a big deal. It's an important call to action, worth repeating and kept top of mind. Don't tune it out. Turn it up.

Looking for help speaking up? Check out **AgMoreThanEver.ca** – it's filled with resources, tips and tools to help you be an effective advocate. 🍁





The speaking-up checklist

Being an active agvocate can seem like a daunting task, but it doesn't have to be. There are simple things you can do today to help shape people's relationship with agriculture.

First, go with what you know

If you don't know where to start, it's easier to talk about things you know a lot about. You're an expert on what you do, so share it with the world.

Second, educate yourself

Learn as much as you can about hot-button issues, both in and beyond your sector and think about how you would answer the tough questions. Having an informed opinion that you can back up will give you the confidence you need to not only wade into conversations, but add value to them.



Join our agvocate list

Adding your name to our agvocate list is a great way to get started and join a community of like-minded people. Plus, you'll receive an email from us every month, with agvocate tips to help you speak up for ag. Visit AgMoreThanEver.ca/agvocates to sign up.

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Sign up as an agvocate

An agvocate is an individual or group that actively promotes agriculture in respectful and meaningful ways. Adding your name to our agvocate list is great way to get started and join a community of like-minded people. You'll receive an email from us every month, with **agvocate tips** to help you speak up for ag.

As an agvocate:

- I passionately believe agriculture is a modern, dynamic industry with value that needs to be better understood, recognized and advanced among industry stakeholders and the general public.
- I'll look for opportunities to talk about the optimism and importance, and celebrate opportunities the industry has to offer.
- I'll promote Canadian ag in a credible and meaningful way, to dispel myths and tell my story – today and in the future.

Check out our [agvocate list](#).

Join our agvocate community now

Individual or group name*

Province*

Email*

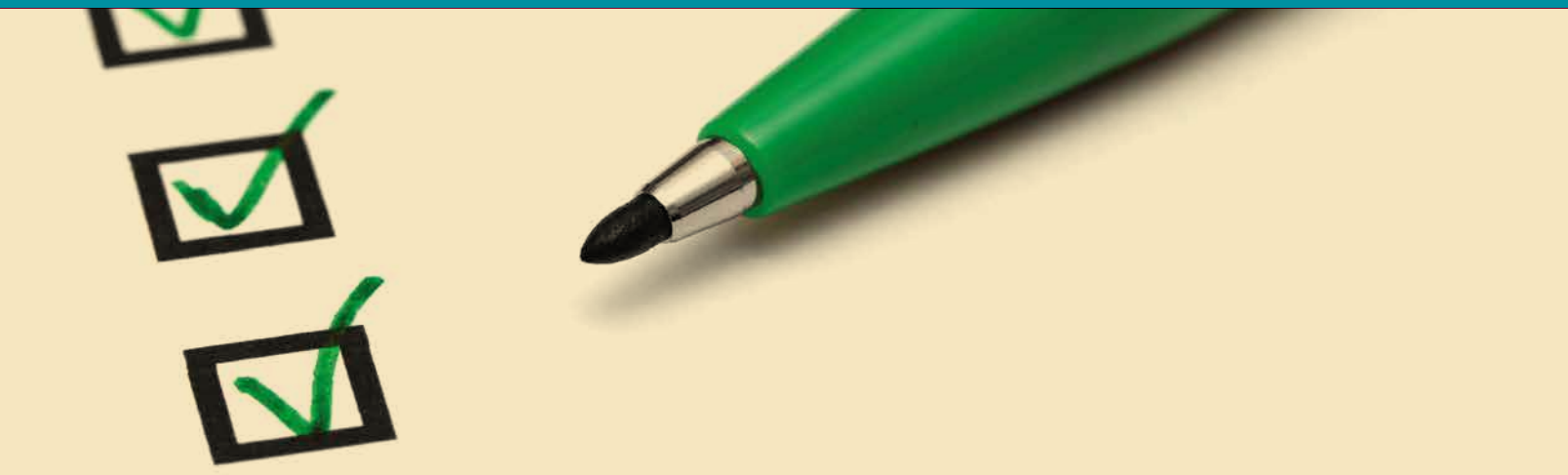
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☐ I agree to the terms of use *



Like, follow and share

Social media sites like Twitter, Facebook and Instagram provide a great arena for sharing ideas and points of view. If you're intimidated at the idea of starting your own conversations, you can start by liking, sharing and retweeting other people's ag-proud messages that capture the way you feel. It's a simple way to be a part of the conversation and get involved with different online ag communities, and sharing with your followers expands the reach of positive ag messages.

Wear your pride on your sleeve (or your tuque)

Be a walking billboard for ag! Wearing clothing or having a vehicle window decal with a positive ag message is a simple way to show support for the industry and can be a conversation starter wherever you go. You can get a variety of items from our store at AgMoreThanEver.ca, or find a lot of other ag-proud merchandise online and in stores.

The important thing is to realize that there are no small acts of agvacy – changing perceptions is a gradual job that takes place over time, and every step forward is a positive one. So take the first step! 🍁



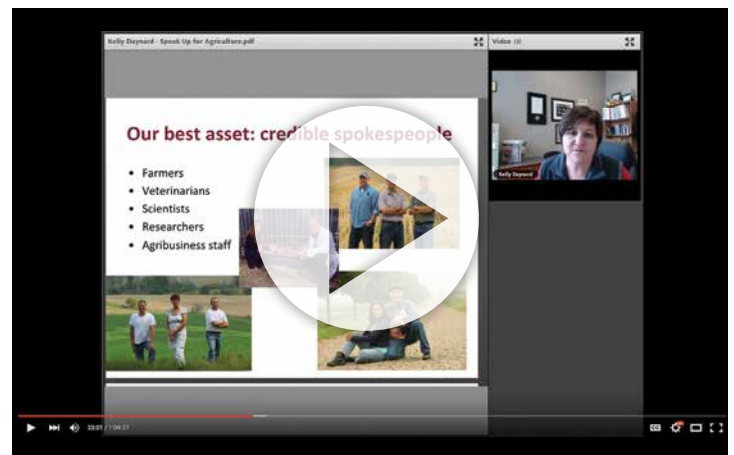
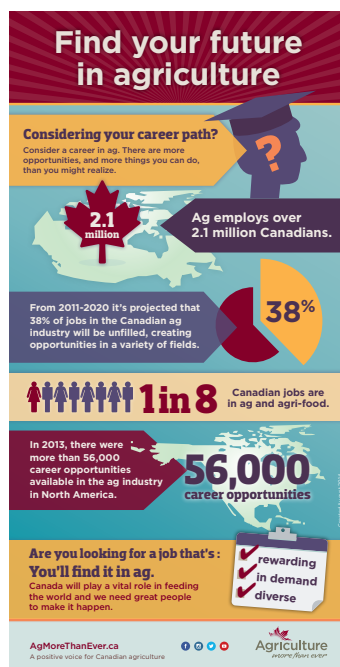
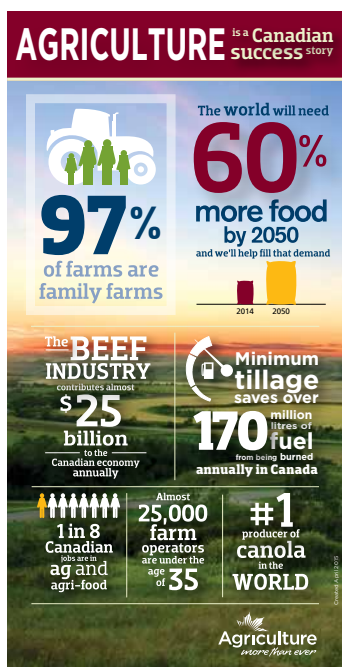
At AgMoreThanEver.ca

Our websites is full of tips, tools and resources to help you speak up for Canadian agriculture. Below are just a few.

Infographics

Infographics are a fun and engaging way to communicate important facts and messages about our industry. We've created a variety of them on our site that you can print or share. You can also order physical copies of them for your next event at our online shop.

Find these resources and more at AgMoreThanEver.ca/resources.



How to talk to consumers about ag and food

Webinar: How to talk to consumers about ag and food

Kelly Daynard, Communications Manager for Food & Farm Care, provides an overview of the average Canadian consumer, including what they know and think about farming and food. Kelly demonstrates how these insights can provide opportunities to talk about food and farming to consumers, and offers tips and techniques to help start conversations. 🍁

Check out all of our webinars at AgMoreThanEver.ca/webinar.

AGvocates unite!

Looking to channel your passion for ag? Adding your name to our advocate list is a great way to get started. You'll join a community of like-minded people and receive an email from us every month with advocate tips to help you speak up for the industry.

Visit AgMoreThanEver.ca/agvocates to join.

