



# BREAKFAST ON THE FARM

**Grazing Meadows Wagyu & Hallahan Dairy Farm  
Huron County, June 17, 2023**



**FARM CRAWL  
EDITION**

# THE EXPERIENCE

Saturday, June 17, 2023, from 9 a.m. – 1:00 p.m., families and urban and suburban consumers are invited for a one-of-a-kind on-farm experience. 2500+ guests will tour a beef and dairy farm in Huron County as part of an all-new two-stop Breakfast on the Farm format.

This event will feature an all-Ontario breakfast, interactive educational displays, family photo-ops, an opportunity to meet and chat with farmers and a comprehensive tour of two working Ontario farms!



## Stop one: Breakfast at Grazing Meadows Wagyu Farm

Tim and Donna Prior invite event guests to enjoy breakfast while touring their farm and new barn expansion, which is home to a herd of 60 breeding Wagyu female cows and their offspring. Guests will have the opportunity to take a wagon ride to see the cows and calves on pasture. This site will feature educational exhibits and livestock, highlighting Ontario's vast food system.



## Stop two: Ice cream stop and tour of Hallahan dairy farm

Meet the Hallahan family. Farming has been part of their lives for over 167 years. The seventh-generation dairy farm is located just outside of Blyth and is home to a herd of 60 milking cows. Guests will tour the modern barns and milking facility, which features a Lely robot.



# HOSTED BY: FARM & FOOD CARE ONTARIO



Farm & Food Care Ontario (FFCO) is a registered Canadian charity and whole-sector coalition made up of representatives from all farming types and associated businesses and positions itself as the helpful expert on Ontario agriculture. Farm & Food Care Ontario brings farmers, agricultural professionals, related businesses, government organizations and other groups together with a mandate to build public trust in food and farming in Ontario and across Canada.

# MARKETING & REACH

FFCO leverages Facebook, Twitter, and Instagram reaching over 30,000 followers, community event channels, local media outlets and a network of strong local agri-food champions to help spread the word about these events.







## OPPORTUNITIES TO GET INVOLVED

### SUPPORT THE EVENT!

This event is made possible by sponsors and partners who believe in local community, and the importance of agricultural education for all Ontarians.



#### **\$5000 – GUARDIAN LEVEL PARTNERSHIP**

- Your logo featured in primary placement on event marketing, day-of signage, and digital post-event communications to attendees.
- Access to co-branded partner promotional graphics to be shared on consumer facing platforms.
- Opportunity to host an on-site display or booth to connect directly with guests.
- Sponsored product/organization information featured in guest packages.
- Logo representation included on event-day signage.
- Acknowledgement through FFCO website and annual report.
- Social media recognition up to three times prior to, during and following the event.



#### **\$2500 – ADVOCATE LEVEL PARTNERSHIP**

- Your logo featured on event marketing materials, day of signage and digital post-event communications to attendees.
- Opportunity to host an on-site display or booth to connect directly with guests.
- Sponsored product/organization information featured in guest packages.
- Brand representation in on-site event-day signage.
- Acknowledgement through FFCO website and annual report.
- Social media recognition up to two times prior to, during and following the event.

## OPPORTUNITIES TO GET INVOLVED

### \$1000 – LEADER LEVEL PARTNERSHIP

- Your name on event marketing materials, day of signage and digital post-event communications to attendees.
- Opportunity to host an on-site display or booth to connect directly with guests.
- Sponsored product/organization information featured in guest packages.
- Acknowledgement through FFCO website and annual report.
- Social Media recognition via one post prior to or during the event.



### \$500 – COLLABORATOR LEVEL PARTNERSHIP

- Named recognition of support in event marketing materials on-site event-day signage and through FFCO website and annual report.

**IN-KIND DONATIONS OF GOODS AND SERVICES TO SUPPORT THE EVENT WILL BE RECOGNIZED AT THEIR EQUIVALENT CASH VALUES.**

### PARTNERSHIP DEADLINE: JUNE 5, 2023

For more information or to be part of Breakfast on the Farm contact us at [events@farmfoodcare.org](mailto:events@farmfoodcare.org) or call 519-837-1326

