

Real Dirt campaign hits the road

Farm & Food Care is looking for farmers to be part of its latest public outreach initiative

BY LILIAN SCHAEER
Ontario Farmer

Guelph - Farm & Food Care Ontario is looking for Ontario farmers willing to participate in a social media-based public outreach activity in 2019.

For years, its Real Dirt on Farming publication has been the basis for public outreach activities by Farm & Food Care Ontario, its sister group in Saskatchewan, and their predecessor, legacy organizations Ontario Farm Animal Council, AgCare and Farm Animal Council of Saskatchewan.

They've had success with everything from food influencer farm tours and farmer media training to a speaker's bureau and Twitter parties.

But the hunt is always on to find new ways to interest Canadians in the real story of food and farming in this country, ways that are social media friendly, reasonably low cost and resonate with the intended audience.

A tall order, but one that the latest Farm & Food Care Ontario initiative might be able to fill – the Real Dirt Road Trip.

It involves Farm & Food Care staffers visiting Ontario farmers and interviewing them on camera about their farm, and what they produce and how. Before the visit, social media followers are asked to submit the questions they'd like to see answered by the farmer during the visit.

The finished products are then posted on YouTube and shared on all of Farm & Food Care's social media channels – including to over 13,000 Twitter followers.

"Real Dirt on Farming has been super successful and we want to use it and make it more interactive for people," said Communications Coordinator Christine Wilkinson.

The videos aren't live-streamed – unreliable rural internet speeds can make that challenging – but the final, edited product, which is shot using just a phone and a tripod, is intentionally meant to be what Wilkinson calls "raw and real."

The goal of the project, which aims to complete eight



Pickling cucumber grower Dan Froese of Froese Vegetables Inc. is shown here being interviewed by Farm & Food Care's Christine Wilkinson on the first stop of the Real Dirt Road Trip.

videos in the coming year, is to give Canadians an opportunity to observe day-to-day activities on Ontario farms. Letting social media followers submit questions helps shape the conversation between staff filming the video and the farmer being interviewed.

"We do a lot of outreach activities where we do cover off certain types of farming more than others – we've hosted several Breakfast on the Farm events at dairy or beef farms, for example," said Communications Coordinator Madeline Rodrigue.

Two videos have been completed to date, with the most recent one released just before Christmas featuring Jeffrey's Greenhouses, a Niagara region pointsettia grower. The first video took the Farm & Food Care team to Froese Vegetables Inc., a pickling cucumber grower.

A third video featuring sunflower oil production is in the

works, and Farm & Food Care Ontario is looking for additional farms and types of farming to profile in 2019.

"We offer farm tours for food influencers and dietitians, but here, we just want to have a real conversation with farmers involving consumer questions that is accessible to everybody," Wilkinson said, adding participants and the relevant commodity organization are allowed to review and approve the video before its release to ensure accuracy.

The Real Dirt Road Trip videos complement Farm & Food Care Ontario's more polished, comprehensive series of farm and food processing tour videos available on its www.FarmFood360.ca website.

To suggest a stop for Real Dirt Road Trip or for more information, contact info@farmfoodcare.org.

Unilever buying vegetarian company

Unilever is buying the Vegetarian Butcher of Utrecht, the Netherlands, for an undisclosed price.

Unilever said it is responding to consumer demand for more vegetarian and vegan meals.

The Vegetarian Butcher said this is the another step towards its goal of becoming "the largest butcher in the world."

The Vegetarian Butcher makes such items as vegetarian meatballs in various sauces, and NoChicken and NoBeef items such as nuggets and "chunks" for using in recipes. Its products are sold in more than 4,000 locations in 17 countries.

It employs about 90 workers who are expected to remain after the purchase before the end of this year.

Unilever is one of the largest food companies in the world, known for its high-road, long-term approach to business.

SINCE 1974 FACTORY OUTLET

515 James Street S., St. Marys
Ontario N4X 1C7
Ph: 519 349-2355
800 667-3845
Fax: 519 349-2144

EASY LIFT DOORS LTD.

AGRICULTURAL • RESIDENTIAL • INDUSTRIAL • COMMERCIAL

Prompt Service
Large Volume
of Stocked Inventory
Dock Seals/Dock Levellers
On Site Consultations

High Quality Standards
Attention to Detail
Well Equipped
Service Trucks
All Materials 3 ft. to 40 ft. Wide

WE'LL MAKE ANY DOOR AN 'EASY LIFT' FOR YOU

KEARNEY PLANTERS 519-678-3206
RR 3, Thamesville, ON

@KEARNEYPLANTERS KEARNEY PLANTERS KEARNEY PLANTERS

JD 1780, 8/15-Mec, UNT CHRS.....\$32,500	JD 7000, 4RW w/ Dry.....\$2,800
Kinze 3600 Mech, 12RN, dry fert.....\$79,700	KP Classic, 9@22" LSOLD) Vac.....\$21,000
Kinze 3600 16/32.....\$85,000	JD 7200, 8RN, liquid vac.....\$17,500
Kinze 2300, 8RN.....\$22,000	Kinze 3600, 12/24, vac box, 2008.....\$87,600
Kinze 3000, 8RN, liquid.....\$32,000	
Kinze 3600, 12/23, liquid.....\$69,600	
Kinze 3000, 6-11 dry.....\$57,800	
Kinze 3500, 8-15 vac.....\$59,500	
Kinze 3600, 12-23 ASD, great shape...\$118,400	
Kinze 3600, 12/24, KPM2 93529.....\$69,000	
Kinze 3600, 16-31 ASD.....\$128,500	
JD 7000, DF-12', frame.....\$3,000	
JD 7000, 6 RN, liquid, #10240.....\$5,800	
2- JD 7000, 8RN, dry From.....\$8,725	
JD 1750, dry, no-till.....\$23,000	
Kinze 3140, 40"x7"x7" bar.....\$6,500	
JD 7100, 8 @ 30".....\$9,000	
JD 7000, 20' frame.....\$4,500	
GP-Frame Kz2000 Row Units, Liq.....\$13,900	

FLAT BOTTOM STORAGE TRANSPORT TANKS
100-10,000 GALLON
Enduraplas
10 Year Warranty

HORSCH HIGH SPEED TILLAGE
RT 18 M RT 28 M
RT 25 M
CALL JAY 519-809-0923

DRAGO BLOWOUT!
8RN Demo Drag SOLD in chop \$95,500
8RN Demo Drago GT twin chop \$105,000
6RN New Series II, No Trade \$46,000

sales@kearneyplanters.com • www.kearneyplanters.com

SMYTH LAND ROLLERS

XS Model

- X-Fold Land Rollers
- 30' to 47'
- 30" Diameter Rollers
- 4 Wheel design
- 42" Diameter Rollers are Also Available (XT Model)

VS Model

- 22' to 34' Vertical Wing
- 30" Diameter Rollers
- Over Centre Action Requires No Lock Up

Cylinders, Hoses & Transport Lighting included on all Land Roller models.

12' Hydraulic Stone Windrower

- PTO or Hydraulic models
- 24" Drum
- Heavy Duty Spindles
- Cylinder, Hoses & Lock Up Included

28' Folding Stone Windrower

- 28' raking Path with a 5' Windrow
- 24" Double Spiral Drum
- Enclosed Chain Case
- Optional Rear Hitch

Check out our Website or Facebook page to see our **NEW 32'TTS Stone Windrower!**

WE ALSO MANUFACTURE...
Snow Blowers, Sweepers, Buckets & Attachments, Wood Splitters

Visit our website or call us to find a DEALER in your area!

Smyth WELDING & MACHINE SHOP LTD.
RR #2, Auburn
519-529-7212
Fax 519-529-3277
E-mail: info@smythwelding.com
Website: www.smythwelding.com