



Project Backgrounder: *The Real Dirt* Road Trip

Farm & Food Care Ontario

www.FarmFoodCareON.org

Updated: January, 2019

The Real Dirt on Farming publication is Farm & Food Care's flagship publication. Less than two per cent of Canadians live or work on a farm, and the publication strives to address some common questions – and debunk misconceptions Canadians have about our food and who produces it.

Since 2006, four issues of this magazine have been written and distributed to four million Canadians, answering their top (and often toughest) questions about where their food comes from and about modern agricultural production practices. (www.RealDirtonFarming.ca)

Taking the Real Dirt on the Road

Building on the success of this publication, Farm & Food Care is taking the *Real Dirt* booklet “on the road” by creating a video series called *The Real Dirt Road Trip*.

Very few Canadians have the chance to see day-to-day activities that take place on working farms and have face-to-face conversations with Ontario's farmers. *The Real Dirt Road Trip* aims to make this experience more attainable through video tours and interviews with farmers, growers, and food processors.

This series will include visits to a variety of farms and food facilities, with a focus on those that are less accessible or well-known by the average Canadian and those that are not commonly featured.

Once a road trip location has been selected, Farm & Food Care Ontario communications staff will reach out to the public through its social media channels asking what they would like to know about that particular type of farm or business. This is unique because it gives our followers the chance to engage in the process by shaping the conversation between FFCO staff and those being interviewed.

During these visits, communications staff will work with the farmer/commodity staff to profile all significant aspects of the farm or business. On-camera interviews are a key component of this project, so participants must be willing to be interviewed about their business.

Following the “road trip”, FFCO staff will compile all of the video footage, photos, and material gained from the interviews into a short and informative video. Farmers will have the chance to review and approve all footage before it is published.

Videos will be posted to the Farm & Food Care Ontario Facebook, Instagram, Twitter, and YouTube channels

We're looking for you!

Farm & Food Care is seeking farmers and food processors interested in being part of the 2019 program. Those featured would be expected to spend about one day hosting the film crew and reviewing/approving the project. Participants are expected to give on-camera interviews but will have a conversation with FFCO staff prior to the filming to determine what line of questions will be asked.

For more information, questions or comments or to suggest a potential stop for *The Real Dirt Road Trip* - please email project coordinator Christine Wilkinson - info@farmfoodcare.org or call 519-837-1326, extension 245.