

### *FarmFood360° initiative*

### ***Farm & Food Care Ontario adds Feed Mill Virtual reality tour***

(Guelph) February 4, 2018 – Canadians looking for the real story about how farmers make animal care a top priority can now visit a Canadian feed mill in virtual reality at [www.FarmFood360.ca](http://www.FarmFood360.ca).

Visiting a farm is a perfect way to connect the average Canadian with their food and those who produce it; unfortunately, this is not always possible. Using 360° cameras and virtual reality technology, the FarmFood360° website gives Canadians the chance to tour real, working farms and food processing plants, all without having to leave their homes or classrooms.

Farm & Food Care Ontario has partnered with Wallenstein Feed & Supply Ltd. to produce a new virtual tour where viewers will learn all about the important role that Canadian feed mills play in making feed for farm animals.

Wallenstein Feed & Supply Ltd. is a feed manufacturing company based in Wallenstein, Ontario, and a long-time supporter of Farm & Food Care Ontario's initiatives.

The tour follows ingredients like grain, to the mill where it gets tested, processed, and mixed into safe and nutritionally-balanced feed for farm animals. Visitors can access these tours on tablets and desktop computers, as well as through mobile phones and VR (Virtual Reality) devices. Four traditional videos were added to supplement the 360° feature that include interviews with mill employees and cover topics ranging from the important role that technology plays in a feed mill, and how everyone who works there has a role to play in feeding farm animals safe and nutritious feed.

The number of visitors to the site increased by nearly 40% in 2018 and was viewed almost 700,000 times annually, enabling many Canadians to visit farms and processing facilities first-hand. This new addition – as well as four other tour projects in development for 2019 – will be once again showcased in interactive exhibits across Ontario at events like the Canadian National Exhibition and the Royal Agricultural Winter Fair where thousands of families, teachers, and students will try out the experience.

“It is imperative that consumers know the real story about agriculture in Canada. We’re pleased to provide the visuals and commentary necessary to explain the role of a modern feed mill, and assist Farm & Food Care Ontario with this important project,” said Rick Martin, general manager of Wallenstein Feed & Supply Ltd.

Farm & Food Care Ontario is a coalition of farmers, agriculture and food partners proactively working together to earn public trust and confidence in food and farming. Find out more at [www.FarmFood360.ca](http://www.FarmFood360.ca) or [www.FarmFoodCareON.org](http://www.FarmFoodCareON.org).

-30-

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