

For Immediate Release

Attend FFCO's Annual Conference in person or online

Speakers to focus on "Evolving in a Changing World"

March 23, 2022 – (Guelph) Farm & Food Care Ontario (FFCO) is celebrating its 10th anniversary in 2022, starting with its annual conference on April 13, 2022. Register now to attend virtually or in person at The GrandWay Events Centre in Elora. This year's theme is "Evolving in a Changing World".

Communications expert and award-winning humourist Bill Carr will address the realities of our new remote workplaces in a presentation titled "*Relating Remotely vs. Remotely Relating: The art of Working Remotely in Healthy and Productive Ways.*"

Fourth generation Ontario dairy farmer Tim May, known on social media as "Farmer Tim", will speak on "*Farming the Fields of Social Media*" about his passion for spreading positive messages about farming through social media. He uses humour and his genuine compassion for people and animals to both entertain and educate his over 150,000 followers around the world.

A panel discussion on 'Evolving for Success' will feature FFCO members whose businesses depend on consumer engagement; Mike Buis, Buis Beef and Bloomfield Feed Company; Marianne Edward, Sheldon Creek Dairy; Erin McLean, McLean Berry Farm; and Kevin Snyder, Snyder Heritage Farms. They will talk about why and how their companies were affected by COVID, what strategies they implemented to deal with immediate and longer term needs and what innovative and creative ideas they've put in place to set themselves up for success.

The event will also include the presentation of the 2022 Farm & Food Care Champion Award, a 'Taste of Ontario' lunch and updates on FFCO initiatives.

Early bird discounted rates last until March 30.

For more information and to register, visit www.FarmFoodCareON.org/Conference2022

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Farm & Food Care Ontario is a coalition of farmers, agriculture and food partners proactively working together to ensure public trust and confidence in food and farming. Farm & Food Care provides a coordinated approach and credible information on food and farming in Ontario. For more information visit www.FarmFoodCareON.org

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