



## **Silver Member: Western Fair Association**

Western Fair Association has deep roots in agriculture, bridging urban and rural communities through the on-going development of the agricultural industry and promoting its value to the urban community.

As an agricultural society, WFA has a responsibility to focus on the needs of the agricultural community and develop programs to meet those needs. Traditionally WFA agri-food educational programming has been in-person and delivered inside our events and facilities. With the challenges presented by the pandemic and the move to virtual formats almost overnight, agriculture partners had to lean in and support one another in delivering education in new ways.

Farm & Food Care Ontario was a valuable partner for WFA as we worked together, along with many in the industry to re-imagine and deliver agriculture and food education experiences.

Though daunting at times, it has been a bonding experience and one that provides an example of how collaborative and supportive membership can be. Working together to reach consumers on screens in their homes was new for many. WFA was delighted to be asked by our friends at Farm & Food Care Ontario to help them bring a little bit of the farm to the city this fall. On October 2, 2021 one of FFCO's Breakfast from the Farm Drive-thru events will take place inside the Western Fair District, and though this unique event was brought about once again by the challenges of the pandemic, together we saw opportunity to bring rural and urban audiences together to celebrate food and farming in a unique way and learned along the way we can do so much together.

Heather Blackwell, Director of Engagement

