

Farming in Focus: Real Stories, Real Impact



ANNUAL CONFERENCE April 9, 2026

Join us for an inspiring day of connection and insight at Farm & Food Care's 2026 annual meeting and speakers' conference, **Farming in Focus: Real Stories, Real Impact.**

In a time where the bridge between the field and the dinner table is more important than ever, this event will take a deep dive into the power of authentic agricultural storytelling.



The GrandWay Event Centre
7445 Wellington County Rd 21, Elora, ON

Other event highlights:

Event Schedule:

Taste of Ontario Lunch
Presented by:



Food & Farming Champion Award presentation

8:45 to 10:15 a.m.
FFCO Annual General Meeting
(Open to all. Voting cards provided to members only)

10:30 a.m. to 4 p.m.
Speakers' Program

Speaker Lineup:

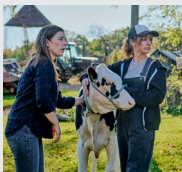


Presented by:



Farm & Food Care Ontario is pleased to host a diverse lineup of voices dedicated to moving the needle on public perception:

Tyler Heppell – known online as Potato Ty – is a fifth-generation farmer turned social media creator, based in Vancouver. With 687,000 followers on Instagram (@potatotyx) and 810,000 followers on TikTok (@heppellspotato), he brings an authentic, behind-the-scenes look into modern farming. The viral farmer, blogger, and social media star will share how to leverage digital platforms to turn everyday chores into engaging, educational content.



Presented by:



The Cows Come Home: Meet Lindsey Middleton and Katie Uhlmann, the producers of this Canadian comedy-series and learn how cinematic storytelling can capture the heart of the farming lifestyle for a wider audience.

Agritourism on Farms: Hear directly from Ontario farmers who regularly open their gates to the public. Kevin Vallier, CEO of Agritourism Ontario will co-moderate a panel featuring Chris Hiemstra of Clovermead Adventure Farm, Korb Whale of Mapleton's Organic Dairy Farm and John Zekveld of Zekveld's Garden Market. They will lead a discussion on why high-quality storytelling and other agricultural education components are vital to the success of on-farm events and tours – and what they need from the industry to support their work.

Whether you're looking to sharpen your social media presence or find better ways to advocate for the industry, this meeting will provide the tools you need to share your story with confidence. Don't miss this opportunity to see how **real stories** lead to **real impact**.

Register online at: www.FarmFoodCareON.org

Member \$90 (Early Bird) \$100

Non-Member Rate \$110 (Early Bird) \$135

* Early bird deadline: March 27.

Registration fees are non-refundable, but are transferable. Farm & Food Care Ontario reserves the right to limit entry to this event to those individuals who support the objectives of the organization.

For additional information email: events@farmfoodcare.org

GENERAL SPONSOR:

