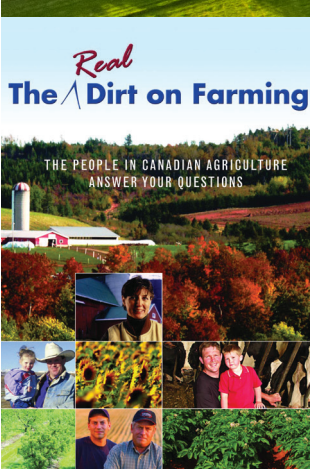


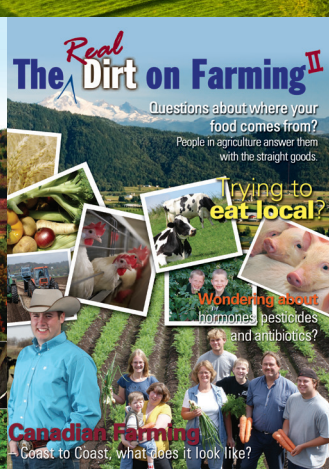
6th
Edition

The Real dirt on Farming

2023 PARTNERSHIP
OPPORTUNITIES



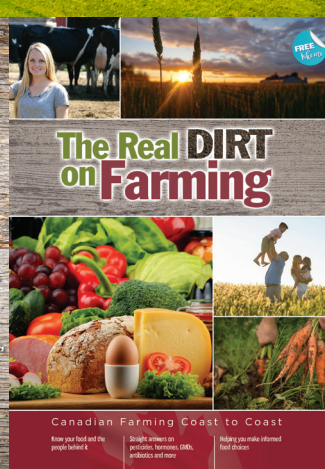
1st Editon



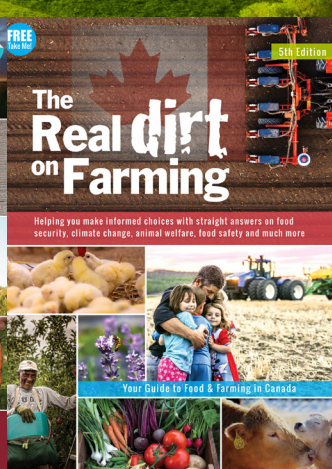
2nd Editon



3rd Editon



4th Editon



5th Editon

The Real Dirt on Farming is Farm & Food Care's most popular publication.



With over **5 million** copies in distribution over five editions, this compelling and easy-to-read magazine has been responding to Canadians' questions about food and farming for 18 years. This nation-wide initiative is produced to help Canadians connect with their food and the farmers that produce it – who they are, what they do, and why they do it. Using stories and credible science, the publication addresses common questions and misconceptions about Canadian food and farming, and highlights innovations that support our diverse food system. *The Real Dirt on Farming* gives readers the information they need to make informed decisions about their food, and an appreciation for the care that goes into producing it.



Agriculture is continually changing, and so is how non-farming Canadians think and feel about our food system.

The Real Dirt on Farming is designed for non-farming Canadians, and must be updated regularly to reflect these changes.



A study conducted by the **THE CANADIAN CENTRE FOR FOOD INTEGRITY** in 2022, found that among the highest concerns of Canadians were:



Cost of Food

69%



Keeping Healthy Food
Affordable

56%



Global Food Crisis

50%



Food safety

44%

Project Partnership Opportunities

Demonstrate your advocacy for Canadian agriculture through support of this important resource. Partners will receive recognition on *The Real Dirt on Farming* website, in industry-facing presentations, Farm & Food Care Ontario’s annual report and at industry-facing launch events. Individual donors are eligible for a charitable tax receipt from Farm & Food Care Ontario.



Named Tier	Threshold Value	Content Creation		Recognition			Resources
		Opportunity to represent a specific component of the project	Opportunity to review appropriate subject matter for accuracy	Tiered recognition via <i>The Real Dirt on Farming</i> website	Website link to your site via electronic version(s)	Recognition within industry circles via FFCO presentations and conversations, FFCO annual report, and public launch events	Complimentary print copies for your own distribution purposes*
Guardian	\$50,000	✓	✓	✓	✓	✓	5000
Champion	\$25,000 - 49,999	✓	✓	✓	✓	✓	1500
Partner	\$10,000 - 24,999			✓	✓	✓	750
Advocate	\$1,000 - 4,999			✓	✓	✓	250
General Supporter	Any Amount			✓		✓	—

*plus the cost of shipping

The sixth edition will address Canadians’ food-sector concerns and other topics that are at top of mind for consumers. Readers will find information on plant-based proteins, the relationship between grazing livestock and biodiversity, medicinal crops, temporary foreign labour and much more. More than ever, Canadian consumers are demanding a transparent food system. Not only does *The Real Dirt on Farming* include easy-to-understand explanations of complex topics, but also references all sources in the online version for those who wish to seek more information. The objective nature of this publication is rooted in the robust and independent writing and review process. It is written and updated by third-party journalists, checked for clarity through consumer polling, and fact checked by a diverse national review committee. The national review committee, comprised of commodity experts, animal welfare scientists, crop researchers, veterinarians, and others from a wide range of disciplines, reviews information related to their field of expertise to ensure accuracy. Non-farming Canadians review sections of the publication for usefulness, relatability and clarity. Furthermore, the content is tested after its release in subsequent online surveys where readers rate how informative, interesting, credible and valuable they find the resource.



Since 2006, more than **five million copies** of the booklet have been distributed across Canada including:

Inserts in the Globe and Mail, National Post, Toronto Sun and Charlottetown Guardian

Members of Parliament, Provincial Parliament and municipal leaders nationwide

Grocery bag distribution in Co-op stores in Saskatchewan

Through digital promotion of www.RealDirtOnFarming.com to those searching information on Canadian ag

Registered Dietitians across Canada

Public libraries

Through Agriculture in the Classroom organizations

Through sponsors, FFCO members, farmers, agricultural fairs and organizations and farm businesses who order copies



To view the most recent edition, visit www.RealDirtOnFarming.ca

Distribution

This publication will have a multimarket distribution across Canada with a focus on reaching urban and suburban audiences, food influencers and policy makers. A suite of complementary resources will also be developed, including: a digest version, an interactive digital version, and a teachers' guide in partnership with Ag in the Classroom Canada - extending the reach of this resource to classrooms across the country.

Online distribution will expand with the sixth edition, including website update and an expanded search ad campaign to display the website as the top result to Canadians using google to search for answers to their food and farming questions. Targeting a new, digital audience with the development of media campaign materials and consumer-targeted outreach strategies can be expanded. Funding partners are also encouraged to distribute the publication to target audiences of their own.

Timeline

The public launch will take place at the 2023 Royal Agricultural Winter Fair in November with an industry-facing event at Farm & Food Care Ontario's Harvest Gala.

More Information

For more information or to explore a customized partnership package please contact us at info@farmfoodcare.org or call **519-837-1326 x290**.