



For Immediate Release

Sixth edition of flagship publication *The Real Dirt on Farming 2023* is now available

November 17, 2023 – (Guelph) Farm & Food Care officially unveiled the sixth edition of *The Real Dirt on Farming*, its flagship public-outreach publication, at its Harvest Gala on November 16, 2023.

The Real Dirt on Farming is a nation-wide initiative designed 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 both stories and science, the 60-page publication addresses common questions and misconceptions about Canadian food and farming, as well as other subjects that the general public has indicated are important to them.

The 2023 edition features farmer and researcher profiles from across the country – from the Yukon to Newfoundland and all points in between. It covers big topics being talked about currently in Canadian agriculture – from farmer mental health to the critical work done by seasonal agricultural workers; sustainability, food inflation, food insecurity and food waste, climate change, plant breeding, animal welfare and more.

The booklet is created through a partnership of the three Farm & Food Care organizations in Saskatchewan, Ontario and Prince Edwards Island and was written by freelance journalists Lilian Schaer and Matt McIntosh. An expert committee comprised of researchers, commodity and subject matter experts were also involved in reviewing and vetting content.

This is the sixth edition published since the project's inception in 2006. To date, approximately five million copies have been distributed across Canada.

The booklet is available in English and French. By early 2024, a digest version will be available as a digital educator resource coming from Agriculture in the Classroom Canada and a new 4-H manual being created by 4-H Ontario. Distribution of the booklet will also begin in earnest in 2024 with plans for mainstream media inserts and mailings to politicians across Canada.

The publication is currently available online at www.RealDirtOnFarming.ca. Hard copies may also be ordered from the website.

In total, more than 13 companies and agribusinesses across Canada supported the 2023 initiative. Champion level partners (\$20,000 or more) included long time supporters Wallenstein Feed & Supply Ltd and Canada Beef.

Supporters at the Partner level (\$10,000 or more) include: CropLife Canada, Ontario Agri Business Association, Farm Credit Canada.

A full list of project supporters can be seen on the website.

The project was also funded, in part, through the AgriCompetitiveness program of the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.

Farm & Food Care is a coalition of farmers, agriculture and food partners working together to ensure public trust and confidence in food and farming. For more information, visit www.FarmFoodCare.org.

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