

GETTING THE MESSAGE OUT

As a Canadian farmer, I am a world leader in food safety, animal care and the environment.

I am committed to animal care, 365 days a year.

Caring for our animals is a major part of our livelihoods; this requires long hours and a genuine interest in animals.

Examples: Recommended Codes of Practice for the Care and Handling of Livestock, Farm & Food Care Ontario's Animal Care Helpline.

We're in business with the earth.

We live, work, and play on our farm, and how we treat the environment affects us directly today and tomorrow.

Examples: Environmental Farm Plans, Nutrient Management Plans, Grower Pesticide Safety Course.

Food quality assurance starts on our farm.

As farmers, we are very aware of the importance of providing you with safe, high quality food. We eat the same food you do.

Examples: Quality Assurance Programs, Livestock Medicines Courses, medication registration and withdrawal periods, strict meat inspection standards.



Did you know?

- In 1900 one farmer fed 10 people. Today one farmer feeds over 120 people.
- In 1931, 1 in 3 Canadians lived on a farm; today it's only 1 in 46.
- Over 98% of Canadian farms are family owned and operated and often handed down from generation to generation.
- In the past 10 years, we've reduced the use of pesticides by almost 30%.
- One out of seven jobs in Canada is related to agriculture and food.
- In 1900 Canadians spent 50 cents of every dollar on food, compared to only 10.6 cents today.

10 Tips for Agricultural Ambassadors

1. **Be positive. Think customer service with a smile.**
2. **Know who you're talking to and what their concerns are.**
3. **Be prepared. Keep up to date with issues in the media.**
4. **Use easy to understand words and explanations, not just industry jargon.**
5. **Provide comparisons your audience can relate to.**
6. **Use examples from your farm or your experience when answering questions, instead of guessing or generalizing.**
7. **Everyone is entitled to their own opinion. Invite discussion, avoid debates and confrontations.**
8. **When answering a question, "I don't know" is a valid answer. Refer them to someone else when appropriate.**
9. **Show you care. Really.**
10. **Remember, you may be the only person in agriculture someone ever has the chance to meet. Make that first impression memorable.**

