



FarmFood360° VR Experience

Explore Ontario's egg and sheep farms through four new virtual reality tours

December 4, 2024 (Guelph) – Canadians now have the opportunity to explore new virtual farm tours on www.FarmFood360.ca. The 2024 releases will immerse viewers in the world of egg and sheep farming, adding to the growing collection of virtual reality experiences available to the public. These new tours offer Canadians a chance to learn about food production directly from the farms, all from the comfort of their own homes or classrooms.

Using cutting-edge 360-degree cameras and virtual reality technology, these interactive experiences provide a behind-the-scenes look at real, working farms and processing facilities—no boots or biosecurity gear required.

The first of the new tours takes viewers to three different egg farms in Ontario: an enriched colony housing farm, a free-run housing farm, and a free-range housing farm. Each tour offers insights into the various housing systems used for egg production and how farmers ensure the health and well-being of their hens. Through the eyes of an egg farmer, visitors will learn about the care and practices that help produce safe, local, high-quality eggs for Canadians. This tour was funded in partnership with Egg Farmers of Ontario (EFO), Burnbrae Farms, and the Agricultural Adaptation Council (AAC).

"By exploring these virtual egg farm tours, Canadians will get a firsthand look at how eggs are produced and the dedication of our egg and pullet farmers," said Scott Helps, EFO Chair. "These experiences provide a transparent view of how we care for our hens while providing fresh, nutritious, high-quality eggs every day."

"As a leader in the Canadian egg industry, Burnbrae Farms is proud to support this initiative that provides consumers with a closer look at how we raise and care for our hens. It is important to provide Canadians with choice in the types of eggs they purchase based on their values and preferences," said Margaret Hudson, CEO and President, Burnbrae Farms. "These virtual tours help foster a greater understanding of the hard work, expertise and commitment that goes into providing a variety of safe, nutritious, locally produced eggs for Canadian families."

The second new virtual reality experience takes visitors to an Ontario sheep farm, offering a close-up look at the care and management of sheep. From raising lambs, milking sheep, and wool production, this tour highlights the sustainable practices and innovative techniques that sheep farmers use to maintain a successful and thriving industry. Farmers share their personal stories and expertise, showcasing how tradition and innovation go hand in hand in the Ontario sheep farming community.

“We are excited to offer this opportunity for Canadians to explore an Ontario sheep farm virtually,” said Erin Morgan, Executive Director of Ontario Sheep Farmers which partnered on the sheep farm tour. “This tour helps highlight the dedication and passion of our farmers, who are committed to producing high-quality lamb, milk, and wool products for consumers across Canada.”

Peter Katona, Communications and Industry Relations Manager for the Agricultural Adaptation Council (AAC) explained that both of these projects were partially funded through AAC’s FarmFood360 program. The program supports up to half of the costs of completing a VR project for AAC member organizations. Katona said, “The intent of the program is to apply the most innovative and current examples of transparency available, to help earn public trust in food and farming.” He added, “We’re delighted that our member organizations EFO and OSF used this funding to complete the new egg and sheep tours. Our organization is appreciative of FFCO’s tireless efforts to promote Ontario’s agri-food industry, and we truly value this partnership.

This project is also funded in part by the Government of Canada under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

Since its inception in 2016, almost 30 Virtual Reality farm tours have been produced, with the latest egg and sheep farm tours joining the extensive collection. Each year, www.FarmFood360.ca attracts more than a million online visitors eager to discover where their food comes from and learn more about Canadian agriculture.

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Farm & Food Care Ontario (FFCO), is a coalition of farmers, agriculture and food partners proactively working together to grow public trust and confidence in food and farming. Find out more at www.FarmFood360.ca or www.FarmFoodCareON.org.