

## The Real Dirt on Farming

Request for Proposals

May 15, 2025

Deadline: June 15, 2025

### Introduction

Farm & Food Care Ontario is seeking a Canadian agricultural journalist or team of journalists for the 2025/26 development of written content for the seventh edition of *The Real Dirt on Farming* publication. *The Real Dirt on Farming* is Farm & Food Care's flagship publication which is designed to help Canadians connect with their food and the farmers that produce it. Prior editions of the book can be viewed at [www.RealDirtonFarming.ca](http://www.RealDirtonFarming.ca)

Farm & Food Care Ontario is a registered Canadian charity with a mandate to enhance public trust in Canadian food and farming.

### Background

*The Real Dirt on Farming* is a national publication produced by Farm & Food Care Ontario as part of its mandate to answer consumers' questions about food and farming. This 60-page booklet addresses common questions and misconceptions about Canadian agriculture using both stories and science. It provides credible and accessible explanations of topics like antibiotics, pesticides, food labelling, genetic engineering, animal welfare and animal housing, and urban agriculture. It also highlights the innovations that support our diverse food system, and shares personal experiences of farmers and food producers from coast to coast. A shorter digest version was developed to help expand the reach of this initiative and both versions are available in French and English.

This will be the publication's seventh edition since the project's inception in 2006. Canada's agri-food sector is continuously changing and the new edition will incorporate advances in science, changes to regulations and standard practices and new consumer questions or trends. Substantial effort is made in each edition to ensure all information sources are third party, credible and accessible to readers and the booklet is fact checked by a national expert review committee before going to print. While the booklet is produced by Farm & Food Care Ontario, it is national in scope and represents Canadian agriculture from coast to coast to coast.

To view the full and digest versions of prior editions, visit [www.RealDirtonFarming.ca](http://www.RealDirtonFarming.ca)

## Overview of Requirements:

- Work with Farm & Food Care Ontario team to review the 2023 edition and determine topics to be added, removed or updated based on advances in science, changes to regulations and standard practices and new consumer questions or trends;
- Using Word version of the 2023 edition as a base, revise and develop written content for the full edition (60 page) and digest version (12 page) of the 2026 edition of *The Real Dirt on Farming*;
- Research relevant topics and incorporate the latest Census on Agriculture and industry data;
- Interview farmers and industry experts for short industry profiles;
- Collect supporting research and source materials;
- Deliver written content that is clear, understandable to someone not familiar with agriculture and contributes to the independent nature of the publication;
- Prepare drafts for review by Farm & Food Care Ontario, a national expert review committee and other stakeholders; use feedback for two rounds of edits (additional rounds, if necessary, to be billed at an hourly rate);
- Work in cooperation with Farm & Food Care Ontario staff on all aspects related to the project.

## Project Timeline

- Contract awarded by July 15, 2025.
- First draft submission of **full** booklet due November 1, 2025 with up to two rounds of comments and editing concluding with the final draft due to Farm & Food Care by January 15, 2026.
- Written **Digest** version of the booklet to be submitted by March 31, 2026.
- The seventh edition will be completed and released by Farm & Food Care in November, 2026.

**Please submit your proposal including your estimated costs by June 15, 2025**

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