

# Getting the Message Out

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

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: Codes of Practice for the Care and Handling of livestock, Ontario Farm Animal Council'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. In 1990, one farmer fed over 120 people.
- Less than 3% of the Canadian population are farmers.
- Over 98% of Canadian farms are family owned and operated.
- 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 50cents of every dollar on food, compared to only 12.5 cents in 1990.

10 Tips for Agricultural Ambassadors

1. Be positive. Think customer services with a smile.
2. Know who you're talking to and what their concerns are.
3. Keep it simple with easy to understand words and explanations.
4. Use comparisons that your audience can relate to, like pets.
5. Explain what you do on your farm, instead of generalizing.
6. "I don't know" is a valid answer.
7. Everyone is entitled to their own opinion. Invite discussion, avoid debates and confrontations.
8. Keep up to date with issues in the media. Questions are often generated there.
9. Show you care. Economics will never win an ethical or emotional argument.
10. You may be the only farmer a consumer ever has the change to meet. Think about how you look. Make that first impression great.

**Remind people...if you ate today, thank a farmer!**



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