

# Important Messages

There is a saying that farmers do a great job of producing food, but a lousy job of telling people about it. Agriculture has a lot of good news to tell the public, here are some hints at where to begin.

- Identify your audience, then get to know them. Casual conversations help to identify areas of public interest or concern. Don't devote time or resources to information the public doesn't want to receive. Find ways to tie them into the things they are interested in.
- Choose your messages carefully. Be consistent and repeat key ideas.
- Keep it simple. Make it relevant and understandable. Use examples to help get your point across.

The most effective activities are those that reinforce the following ideas:

- Farmers are hard working, honest, friendly people who believe in the humane and responsible care of animals.
- Farmers provide abundant, wholesome, safe, affordable food.
- Agriculture is a responsible and professional industry.
- Family farms remain the backbone of Canadian agriculture.

Specific areas of interest:

- High standards of inspection for animal and crop products.
- Stewards of the land and environment; Environmental Farm Plans are examples of pro-active, responsible environmental action.
- Excellent levels of animal care; continuous research in animal welfare to help us determine the best methods available; OFAC's Animal Care Helpline Service is in effect to help prevent animal neglect/cruelty; Recommended Codes of Practice.

