Speak Up!

Communicating your message with confidence

@CherilynNagel
Lets talk today...

- My story
- “License to Farm”
- Farm and Food Care Sask
- Advocacy for Agriculture
  - Engage in the conversation
Mossbank
Livestock: Farm girls
“Learn to do... by Doing”
Meals in the field
Policy Advocacy

WHY IS GLUTEN BAD?

ResearchManiacs.com

Western Canadian Wheat Growers
The Dustbowl...
“the worst man made ecological disaster in American History!”
A Prius won’t pull an air seeder!
• Provincial organization that works to build trust and confidence in Saskatchewan food and farming

• **Vision:** Connecting consumers to food and farming!

• A proactive group that encompasses the whole sector

• Part of a national strategy
The Real DIRT on Farming

You asked. We answered. How your food is grown.

Wondering about hormones, GMOs, pesticides and antibiotics?

Canadian Farming Coast to Coast
A Snapshot of the Situation

- Consumer interest in their food and food production is high, and growing
- Consumers confidence in our food system is diminishing
- Critics and activists are having an impact and are influencing what consumers believe
Gluten Free celery... Phew!

Image credit: @wilw on Twitter
What Consumers Want...

Healthy, affordable, safe food that is environmentally friendly, and respectful of animal welfare.
Modern agriculture vs The Age of Information
Proactive
What’s your story?

- What can you do to contribute?
- Who could you talk to about your farm and what you grow?
LICENSE TO FARM
BUILDING TRUST ONE ACRE AT A TIME

BROUGHT TO YOU BY
SaskCanola
Growing Forward 2
Government of Saskatchewan
Canada

Farm & Food Care Saskatchewan
VIP Launch January 13, 2016
Launched live online - January 15, 2016

We interrupt this Twitter chat for an important announcement: 
#LicenseToFarm is trending in Canada!

Canada Trends: Change
#tiguan2016
Promoted by Volkswagen Canada
#NationalHatDay
#FridayFeeling
Grizzly Adams
#LicenseToFarm
#EachTimeWeLaugh
Outreach

- Total Views = 80 thousand +
- Total Reach = 2 million +
- Over 166 countries
- Awards = Canadian Public Relations Society Bronze Award in the category of ‘Canadian Advocacy and Social Marketing Campaign of the Year’
Thank You!

@CherilynNagel