



Ontario Federation of Agriculture

PRESENTATION TO OFA POLICY ADVISORY COMMITTEE

GUELPH, ONTARIO

TUESDAY, AUGUST 27th, 2019





PRODUCING PROSPERITY IN ONTARIO

An advocacy campaign to promote rural Ontario and the
Agri-Food Sector for the benefit of ALL Ontarians



WHAT ABOUT CANADA?

- 55 days until the next Federal Election (Oct 21st, 2019)

What will the CFA do differently in the upcoming election cycle to bring about meaningful government investment and support?



Campaign Objectives

Explaining the Why

Defining the purpose – why are we doing this?

Identifying the What

Confirming the vision – what do we want?

Confirming the How

How will our vision be realized – what needs to get done?



Producing Prosperity

Explaining the Why?

To maximize Canada's agri-food industries to grow and prosper, for the benefit of all Canadians



Producing Prosperity

Identifying the What?

A CFA-led national campaign that positions and promotes the agri-food industry as the most significant economic engine in Canada



Producing Prosperity

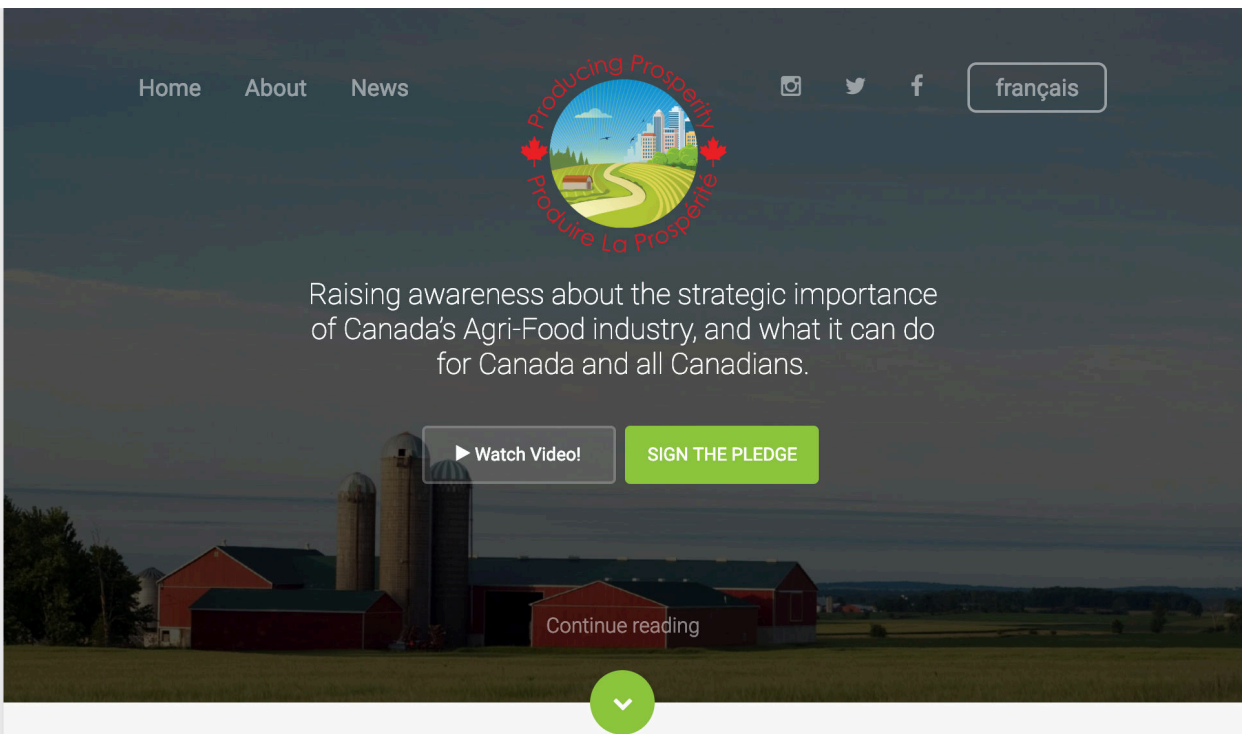
Confirming the How?

*Identifying and communicating a clear future vision;
Consistently & collaboratively communicating with government*



Producing Prosperity in Canada

Campaign Website



<https://producingprosperitycanada.ca/>



Campaign Video



<https://www.youtube.com/watch?v=caawU7wsjIU>

PPiC through Agri-Food Benefits



Economic Growth



Food Security



Environmental Stewardship



Economic Growth

GDP

- ✓ The agri-food industry generated \$112 billion in GDP (6.7%) in 2016
- ✓ Growth was 11% from 2012-2016 compared to 7.8% across the entire economy

Jobs

- ✓ 2.3 million Canadians (1 in 8) are employed in the industry, making it the 2nd-largest employer in the country

Demand

- ✓ With increasing global agricultural demand, Canada is in a great position to benefit as a top 5 agricultural exporter



Food Security

Diversity

- ✓ Canadian agriculture produces among the most diverse range of products and food in the world

Quality

- ✓ Canadian regulatory leadership has allowed our farmers to produce food of the highest qualities and highest standards in the world; and has allowed us to become among the most efficient and affordable in the world

Affordability

- ✓ Canadians are fortunate to spend less on their food than most other countries



Environmental Stewardship

Ecological Benefits

- ✓ Agricultural lands produce many beneficial ecological goods and services such as fresh water, clean air, erosion control, climate regulation, and wildlife habitats

Carbon Capture

- ✓ Farming in Canada has drastically reduced carbon emissions from on-farm activities over the past three decades

Innovation

- ✓ Research partnerships between government, academia, and agriculture are targeting reducing emissions from crop production and livestock and increasing water use efficiency



Our Ask



I SUPPORT PRODUCING PROSPERITY IN CANADA

I support maximizing Canada's agri-food industries to grow and prosper, for the benefit of all Canadians.

Name

Party

Riding



Economic Growth



Food Security



Environmental Stewardship



What can you do to participate?

I.

Meet your local candidates

- ✓ Identify your local candidates
- ✓ Reach out and make time to meet with them



What can you do to participate?

2.

Outline campaign benefits

- ✓ Communicate the great story around modern agriculture and what it can do for Canada
- ✓ Remember to focus on why it matters to ALL Canadians



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Name

Party

Riding



What can you do to participate?

3.

Send photos from the meeting to the CFA



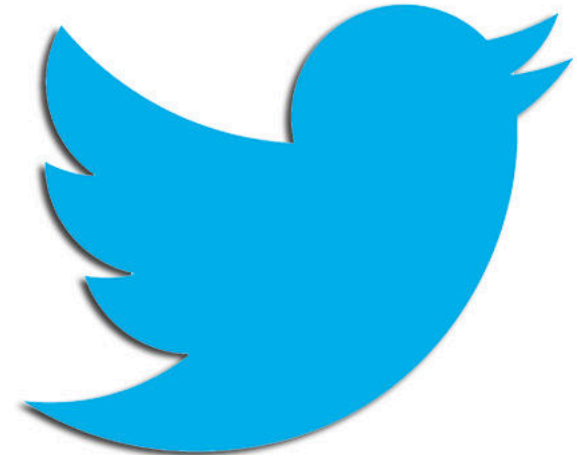
Send pictures and candidate name, riding, and party to communications@canadian-farmers.ca



What can you do to participate?

4.

Share on your own social media – spread the story!



Remember to use the hashtag #producingprosperity whenever possible!



COMMUNICATION & ADVOCACY

BOOTCAMP

Thursday,
September 5th,
2019
9:00am – 4:00pm

Join industry leaders and spend a day fine-tuning your leadership and communication skills as we all look ahead to the fall federal election and the return of the provincial legislature.
Bootcamp will be held at the historic Albany Club in downtown Toronto.

Workshop Includes:

- Principles of Effective Communication
- Advocacy
- Understanding Communication Styles
- Media Training
- Social Media
- Q&A with political commentators





QUESTIONS?

