

Ministry of Agriculture,  
Food and Rural Affairs

Office of the Minister

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Ministère de l'Agriculture, de  
l'Alimentation et des Affaires rurales

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May 15, 2024

Cathy Lennon  
General Manager  
Ontario Federation of Agriculture  
cathy.lennon@ofa.on.ca

Dear Ms. Lennon:

As we approach Local Food Week 2024, I want to take this opportunity to thank you for producing fresh, locally grown food for Ontarians. Our government recognizes that being a farmer isn't just a job; it's a way of life that requires a commitment 365 days a year.

That's why this year, during Local Food Week (June 3 to June 9), all of our communications will focus on recognizing the *People Behind the Products* and *Celebrating Farmers, This Week and Every Week*. We recognize that we need to share more about the incredible work Ontario farmers are doing, and to that end, we are developing a series of videos showcasing Ontario farmers that will be shared on our social media channels.

As part of this campaign, we invite Ontario commodity groups to create and share your own short videos celebrating Ontario farmers and post them using the hashtags #loveONfood and #thanksONfarmers. Foodland Ontario will also be developing a montage featuring a selection of these clips to post during Local Food Week. If you would like your video included in this reel, please email it to Gigi.Coronil@Ontario.ca by Tuesday, May 21.

Here are a few guidelines for your video:

- Keep it short and sweet
- Share a story about Celebrating Farmers, this week and every week
- Make sure the video is shot vertically (like reels) for the best viewing experience

Local Food Week is a unique opportunity to increase agricultural literacy amongst the general public and emphasize why it's so important to eat local. When people know where their food comes from and who grows it, it encourages them to buy and eat local.

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Good things grow in Ontario  
À bonne terre, bons produits

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You can also look forward to our annual [Ontario's Local Food Report](#), which highlights the people, businesses and organizations successfully working to strengthen Ontario's local food economy. The 2024 edition will be released during Local Food Week.

During Local Food Week, and every week, we celebrate you and everyone in our agriculture and food industry who works so hard to get safe and nutritious food on the tables of Ontarian families.

Sincerely,

A handwritten signature in blue ink that reads "Lisa M. Thompson". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Lisa M. Thompson

Minister of Agriculture, Food and Rural Affairs

**Did you know about the Farmers' Wellness Initiative?**

- Your mental health is important! If you're a farmer or a member of a farm family and in need of mental health support, please call 1-866-267-6255 and arrange to speak with a professional today.
- For additional resources visit: <https://farmerwellnessinitiative.ca/>.