



# Farm & Food Care Saskatchewan

**T**rust in our food systems is imperative. But the world is changing. Fast. And there's work we need to do to keep building and maintaining that trust.

Research conducted by the Canadian Centre for Food Integrity continues to show gaps in the public's trust in food production. There is growing concern about the practices we follow and the tools we use to grow food. This can prompt policymakers to tighten regulations, leading to increased costs and concerns for farmers and agribusinesses.

A lack of trust in our processes can hinder innovation and adoption of new farming methods, technologies, and sustainable practices that have the potential to improve food production and environmental impact.

This is why Farm & Food Care exists: to bring stability and trust to our food systems. To our communities. To our economy. To our world. Our work matters now more than ever.



Building trust in our food systems through connection, engagement, and outreach.

# A Growing Influence

## About Farm & Food Care

**F**arm & Food Care is a coalition linking thousands of livestock, crop, and horticulture producers, government, individuals, and businesses with a common goal to help people understand food and farming—because what happens in the field affects more than farmers.

Building public trust in agriculture bolsters our ability to meet the challenges of food security, climate change, and sustainability in farming practices. It supports investments in research and innovation. It creates opportunities for sustainable and climate-responsible practices. And it ensures a healthy future for generations of Canadians. Thanks to strong relationships, research, and resources, Farm & Food Care is uniquely positioned to build that trust. With offices in Saskatchewan, Ontario, and PEI, we have strong local roots and a national reach.

By encouraging Canadians to view the agriculture industry as sustainable, caring, and innovative, we can change consumer attitudes and behaviors, government regulations, and public policy. But we need your help.

**Here in Saskatchewan**, our work encourages a strong and informed public opinion. That's a responsibility we take seriously.

**87% of Saskatchewan residents** have a positive perception of Saskatchewan agriculture (2022 Public Trust Survey).

**Positive sentiment in farming and food production increased to 96%** after university nutrition and dietetics students took part in our farm tour.

**Thanks to innovative national programs and outreach**, in 2021-2022, we had a combined reach of over 35.8 million consumers across Canada, exceeding our growth strategy predictions.

**Saskatchewan is a world leader** in the production of several agricultural commodities. It's imperative that we reach the many Canadians beyond our provincial borders who enjoy the foods we produce to ensure a prosperous national food system.

# Building a healthier, more prosperous, and sustainable food system for Canada.

**W**e are the only group that represents all farmers and ranchers with the goal of providing a trusted, accurate source of information on Canadian food production practices to increase public trust in agriculture. By engaging the public in conversations about the responsible, ethical, and reliable production of safe and sustainable food, we're contributing to the health and well-being of all Canadians in more ways than one.

<p><b>Building healthy communities</b></p>	<p><b>A stable and secure food system helps all Canadians.</b></p> <p>By increasing food literacy from fork to farm, we enable consumers to make informed choices about the food they purchase and consume. When consumers buy products that are made in Canada, they not only support Canadian farmers, but ensure a robust, stable, and secure food system for all Canadians.</p>
<p><b>Driving economic growth</b></p>	<p><b>The agriculture industry is a significant economic driver in Canada. It's imperative our farmers and ranchers have the tools and resources to support their success.</b></p> <p>By providing our industry with opportunities for learning, communication, and collaboration, we foster professional development and train future leaders, helping to sustain livelihoods, support local businesses, and maintain strong economies.</p>
<p><b>Providing a voice for our industry</b></p>	<p><b>Canadians need a trusted source of information on food and farming.</b></p> <p>Through open and honest communication, we help consumers dig deeper into topics of interest, such as environmental sustainability, plant science, and animal care. Therefore, boosting consumer confidence in the safety and quality of food products, increasing demand, and enhancing the profitability of agricultural businesses.</p>
<p><b>Future-proofing our food system</b></p>	<p><b>Innovation is key to feeding our growing global population.</b></p> <p>When the agricultural sector is trusted by the public, policymakers are more likely to implement supportive and science-based regulations. By encouraging and supporting conversations with consumers, we help producers better advocate for research, development, and innovation to ensure the future of our industry —and provide homegrown, wholesome food for generations to come.</p>
<p><b>Championing environmental sustainability</b></p>	<p><b>Technology and resources are required to sustain and support our environment.</b></p> <p>By working to ensure consumers understand and trust our methods, we help the industry adopt innovative technologies and sustainable practices that increase its resilience to climate change while reducing its environmental impact.</p>



*As a farmer who takes pride in the food we grow, this motivates me to reach out to consumers more regularly and invite those who want to know more about food production out to my farm and ranch. I have seen firsthand the change of mindset when people come to my farm and see my cattle, walk through my fields, and talk to my family. This engagement is exactly what Farm & Food Care Saskatchewan aims to provide.*

— Shawn Colborn,  
Farmer



# Farm & Food Care Saskatchewan

Our farmers and producers support our food system with wholesome and sustainable ingredients for us all.

**It's time we supported them, too.**

Donate at [farmfoodcaresk.org](https://farmfoodcaresk.org) or contact Penny Eaton to discuss ways to support Farm & Food Care Saskatchewan.

**Penny Eaton**

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