

CELEBRATE CANADA'S AGRICULTURE DAY

Canada's Agriculture Day is back!

Last year, the entire ag industry celebrated at hundreds of events across the country, shared our pride, opened doors to new food conversations, and trended nationally on Twitter. And though the world now looks a little different, we can't wait to do it again in 2021.

Join us on **Tuesday, February 23** as we raise a fork to the food we love.

Connecting with consumers

Canada's Agriculture Day is a time to showcase all the amazing things happening in the industry and help consumers see the connection to where their food comes from and the people who produce it. Consumers want to learn more, and this day is a great way to start the conversation.

Here are just a few ways you can get involved:

- Post a photo, make a video, or write a blog. Share what you're doing on social media using the hashtag **#CdnAgDay**.
- Encourage your friends to show-off their culinary talents using all-Canadian ingredients.
- Teach someone something new about agriculture. Share your knowledge and story with others.

These ideas are only suggestions – come up with your own ways to share your passion for ag and inspire others to join the conversation. It's all about celebrating Canadian agriculture and food in engaging, fun and respectful ways.

For more inspiration, visit **AgDay.ca**

We can't wait to celebrate with you on February 23!



#CdnAgDay