**FOR IMMEDIATE RELEASE**

June 29, 2020

**YOUR FARMERS, YOUR NOVA SCOTIA – NEW CAMPAIGN CONNECTS NOVA SCOTIANS WITH FARMERS IN THEIR COMMUNITIES**

### **Truro, NS –** Nova Scotia Federation of Agriculture (NSFA) has launched Your Farmers, Your Nova Scotia, a new initiative that works to build a stronger connection between farmers and the people living in their communities.

“Your Farmers, Your Nova Scotia, was created in an effort to connect Nova Scotians not only with the food on their plates, but how it got there and who produced it. We have seen the rise in the “buy local” movement and we hope that the momentum continues in the years ahead,” said Victor Oulton, President of NSFA. “This campaign will help connect your families to our farm families, one bite at a time.”

The campaign coincides with a refresh of NSFA’s [Meet Your Farmer website](http://www.meetyourfarmer.ca), and will profile stories of farm families located from one end of the province to the other, share favourite Nova Scotia inspired recipes, and provide details on how to purchase products in order to support the local economy and contribute to efforts of sustaining our food supply.

 “On our farm we believe in the importance of sharing where your food comes from, how it was produced and the people who helped grow it,” said Josh Oulton, of Taproot Farms. “We are very active on social media, we host various events on our farm and are big supporters of Open Farm Day. This is another way we can connect Nova Scotians with local food, local farmers and a #ScotianDiet.”

Nova Scotia farms are incredibly diverse in their offerings, producing over 100 different products with 24 per cent of farms selling direct to consumers. Some of the more popular products offered in the province are maple, strawberries and apples.

In addition to the campaign’s interactive components on the Meet Your Farmer website, a call for NS inspired recipes and other interactive activities will be shared on social media through the [Meet Your Farmer Facebook](https://www.facebook.com/NSFAMeetyourfarmer/) and [Instagram accounts](https://www.instagram.com/nsfameetyourfarmer/).

-30-

**For Information:**

Katherine Doyle

Communications Coordinator

**Nova Scotia Federation of Agriculture**

Phone: (902) 893-2293

[kdoyle@nsfa-fane.ca](mailto:jmcdonald@nsfa-fane.ca)