



Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

T 902.893.2293  
F 902.893.7063  
E [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
W [meetyourfarmer.ca](http://meetyourfarmer.ca)

Dear Farmers:

None of us could have anticipated the global public health events of the past few months. The circumstances we faced were unimaginable, and brought significant challenges and additional stress. While acknowledging that, it's fair to say that the year 2020 has also made us stronger, more resilient, and allowed us to re-evaluate what is important to us...what we value the most.

What we are hearing from Nova Scotians is that they value connection and relationships. More than ever, they are focusing on their family's health and well-being. We have seen a shift in the importance Nova Scotians have placed buying local products because food safety and security has become something they care deeply about – and in light of the current situation with COVID-19, caring about the origins of our food supply is even more highly prioritized.

The team at Nova Scotia Federation of Agriculture wanted to make it easier for people to access information about farms across the province – what your farms have to offer, how you are operating and how your products can be purchased. We wanted to provide assurances on the protocols and oversight in place to support farmers in following food safety guidelines and protecting the safety of consumers. Most importantly, we wanted people in our province to get to know **all of you**.

We have recently launched a refreshed [MeetYourFarmer.ca](http://MeetYourFarmer.ca) website that features a new campaign called, “Your Farmers, Your Nova Scotia”. The campaign, through deliverables such as the updated website, media outreach, and direct consumer communications, will profile stories of farm families located from one end of the province to the other, share some of their 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.

We are asking for your support. Here's what you can do:

- Become a profiled farm on [www.meetyourfarmer.ca](http://www.meetyourfarmer.ca) and social media
- Share social media images from Meet Your Farmer accounts
- Use the 'Your Farmers, Your Nova Scotia' logo on your social media and on your products
- Talk to your neighbors, friends and family about what you do and the campaign

We've reached out to a number of our farm members to seek profile stories and recipes, and are hoping to obtain even more over the summer months. If you're interested in sending along a profile of your farm, a recipe or two for us to share, photos, videos, and quotes, you can send them directly to [jmcdonald@nsfa-fane.ca](mailto:jmcdonald@nsfa-fane.ca).

We also want to set you up so that you feel comfortable joining us in promoting the campaign and sharing it on your own social media platforms.





Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

**T** 902.893.2293  
**F** 902.893.7063  
**E** [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
**W** [meetyourfarmer.ca](http://meetyourfarmer.ca)

In the pages to follow, we have listed some ways that you can engage in the “Your Farmer, Your Nova Scotia Campaign” through:

- Farm Profiles
- Recipes
- Social Media
- Logo
- Key Messages
- Additional Materials

### Farm Profiles

Farm profiles are the basic information that we will be sharing on our farmers, their families and farms. We have created a profile form that’s one page and super easy to fill out. For the profile write-ups, we are looking for a brief overview of who you are, where you are located, what you farm, the products offered and how many years you have been in operation. If you would like to write your own, the write-up should not be more than 150 words. To enhance the profile on the website and social media platforms we are requesting that you send along your farm logo if applicable in EPS or PNG format, and a few photos of your farm and farm team (these should be saved separately from the farm profile word document!).



### Recipes

A personal connection to food is strong tool to communicate to people. We are collecting recipes that you use regularly to support your farm profile. To send along your recipe, make sure you include the name of





Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

T 902.893.2293  
F 902.893.7063  
E [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
W [meetyourfarmer.ca](http://meetyourfarmer.ca)

your dish, the list of ingredients and directions on how to make it! We also would love a photo of the recipe once it has been completed (if you have one you have taken in the past!). The recipe will be linked to your farm profile on [www.meetyourfarmer.ca](http://www.meetyourfarmer.ca) and featured on social media.



### Social Media

If you are not already following us on social media, here is where you can find us:

Facebook: <https://www.facebook.com/NSFAMeetyourfarmer>  
Instagram: <https://www.instagram.com/nsfameetyourfarmer/>  
Twitter: <https://twitter.com/NSFA>

Over the coming months, we will be sharing lots of content from the [MeetYourFarmer.ca](http://MeetYourFarmer.ca) site. We hope that you will share these on your social media platforms as well. When we share content, we will be using the following hashtags, and encourage you to do the same!

#YourFarmersYourNovaScotia  
#NSFarmRecipes  
#MeetYourFarmer





Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

**T** 902.893.2293  
**F** 902.893.7063  
**E** [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
**W** [meetyourfarmer.ca](http://meetyourfarmer.ca)

An initial post you can share on Facebook or Instagram (with an accompanying image of the new logo) could read:

*Connect with farmers in your community! Learn our stories, try out some of our family favorite Nova Scotia inspired recipes, and find out how you can access our products to show support for local business and to contribute to the efforts in sustaining our food supply. Visit [www.MeetYourFarmer.ca](http://www.MeetYourFarmer.ca) to learn more!*

A tweet on Twitter (with an accompanying picture of the new logo) could read:

*Connect with NS farmers in your community! Learn our stories, try new recipes, and find out how you can support local. Visit [Meetyourfarmer.ca](http://Meetyourfarmer.ca) to learn more!*

### Logo

A logo has been developed for the “Your Farmers, Your Nova Scotia campaign”, and we invite the farming community to use it on their own websites and in social media posts. The logo is depicted here in a few colour versions:



We have developed supporting guidelines on how to best use it in different communication pieces. You can contact Janette McDonald to request a copy of the guidelines.

We’ve also included a “rack card” that you can send electronically to your customers to give them more information on the new campaign or request printed copies for distribution.

### Key Messages

Many of your customers, new and old, will likely continue to have questions around COVID-19. Questions about food safety, accessing products online, through delivery or curbside pick-up, or on how we are making sure we are keeping everyone safe and healthy when we welcome our temporary foreign workers.





Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

**T** 902.893.2293  
**F** 902.893.7063  
**E** [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
**W** [meetyourfarmer.ca](http://meetyourfarmer.ca)

You can access up-to-date information on farm issues related to COVID-19 at the NS Federation of Agriculture site: <https://nsfa-fane.ca/covid-19/>, but we have also placed some suggested messages below for you to use when asked about temporary foreign workers, or our health and safety measures.

- Nova Scotians want to be able to sit down at their tables and have confidence in how their food was made and was delivered to their table. Our farming community has a role to play in giving them comfort in those areas.
- Nova Scotia has one of the most thorough food safety systems in Canada, with a number of organizations in place to oversee the food safety and security regulations that are in place.
- Information on specific regulations and procedures can be found on the [Nova Scotia Department of Agriculture](#)'s website.
- As well, [Perennia Food and Agriculture Inc.](#) is a development agency in Nova Scotia that looks to help farmers, fishers and food processors be more prosperous and profitable. They are the province's only technical development agency focused solely on the food sector and maximizing its value.
- The Nova Scotia Federation of Agriculture will be working with our farmers closely to make sure they have the resources and information they require to properly inform all of their employees, including temporary foreign workers, of the public health measures in place.
- Temporary foreign workers have been supporting our Nova Scotia farming community for a number of generations. They represent a highly skilled, fully trained workforce that is essential for our farms to be able to continue to provide safe, secure and reliable produce and products for Nova Scotians.
- The farming community understands the impact that COVID-19 has had across the province – including the significant number of job losses in a number of industries. The economic impact has been felt amongst our families, our friends and our neighbours. The success of our farming season will require the support of temporary foreign workers, who are trained and well-versed in the needs of our farms' operations but we also recognize the employment opportunity at this time for Nova Scotians on farms.
- In order to support Nova Scotians who are seeking employment, the Nova Scotia Federation of Agriculture has launched a job portal on their website that outlines available positions across the province <https://nsfa-fane.ca/job-board/>. Farming is one of the province's oldest professions, one that brings Nova Scotians a great deal of pride, we would happily embrace anyone looking to transition into this sector for employment.

### Additional Materials

We have also created some fun collateral materials to hand out over the next few months through market distribution sites and through other means. These materials include stickers, magnets and paper bags. If





Meet Your Farmer  
Your Farmers, Your NS  
7 Atlantic Central Drive  
East Mountain, N.S. B6L 2Z2

**T** 902.893.2293  
**F** 902.893.7063  
**E** [info@nsfa-fane.ca](mailto:info@nsfa-fane.ca)  
**W** [meetyourfarmer.ca](http://meetyourfarmer.ca)

you are interested in having any of these items for yourselves or to share with your customers, please reach out and let us know.

As well, if you have any questions about the campaign, don't ever hesitate to reach out and ask. We are grateful for your support, and are excited to share the updated website and the "Your Farmers, Your Nova Scotia" message.

The best contact will be, Janette McDonald, Public Trust Coordinator by email at [jmcdonald@nsfa-fane.ca](mailto:jmcdonald@nsfa-fane.ca) or phone at 902-893-2293.

