

Your Farmers, Your Nova Scotia.

Fall 2024



 **MEET YOUR FARMER**



NOVA SCOTIA
NSFA
FEDERATION OF AGRICULTURE

Fall 2024 Press Release



FOR IMMEDIATE RELEASE

October 2nd, 2024

NOVA SCOTIA FEDERATION OF AGRICULTURE LAUNCHES “YOUR FARMERS, YOUR NOVA SCOTIA” AWARENESS CAMPAIGN – STRONG COMMUNITIES THROUGH LOCAL AGRICULTURE

Truro, NS — The Nova Scotia Federation of Agriculture (NSFA) is launching the next phase of the “Your Farmers, Your Nova Scotia.” campaign, originally introduced in 2020 to connect consumers with local farmers in their communities. The campaign is evolving to not only bring awareness to the industry’s essential role in the province, but to emphasize the opportunities in agriculture that will protect this vital role into the future.

“Everyone is connected to agriculture—through the food we eat, the land we depend on, our commitment to the environment, and the strength of our communities. This campaign is all about making those connections,” said Allan Melvin, President of NSFA. “With new technologies and sustainable practices transforming the industry, it’s an exciting time for farming in Nova Scotia. But it’s also a critical time for us to come together, protect our farms, and secure a thriving future for our province.” The campaign will feature a new video, social media outreach on Meet Your Farmer channels, and presence at upcoming events including Devour!, the Canadian Farm Writers Federation conference in Halifax and NSFA’s Annual General Meeting Banquet.

Over 2000 farms use 29 percent of the land in Nova Scotia, representing a rich history and strong foundation for the province’s economy, food security, health and environmental stewardship well into the future. From emerging farms to those around for generations, these farmers are the heartbeat of many of Nova Scotia’s rural communities.

For the last four years, NSFA’s Meet Your Farmer brand has shared the faces and stories behind farming in Nova Scotia, hosting events like Open Farm Day to directly connect people with farmers. Now, the Your Farmers, Your Nova Scotia campaign is bringing their voices to the forefront as we work together to shape a thriving future for agriculture in the province.

The agriculture and agri-food industry contribute \$690.7 million every year to Nova Scotia’s economy. As the industry continues to face challenges such as inflation and a changing climate, it’s more important than ever to understand and embrace the connection between our farm’s and our province’s way of life. The 2024 “Your Farmers. Your Nova Scotia” campaign seeks to engage not only farmers and the public but also our elected representatives, encouraging them to champion a sustainable future for Nova Scotia farms, and for our communities.

Nova Scotians are encouraged to participate in this important conversation by engaging with the campaign on social media and exploring opportunities to learn more about where their food comes from and the people who produce it. For more information and to get involved, visit meetyourfarmer.ca.

For Information:

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Campaign Overview

Key Messages & Image Library



Please find links to high-resolution images and the campaign video available for use at the link below:
[Campaign Images Library](#)

Every purchase of locally-grown product is a choice for a stronger, healthier Nova Scotia.

Farms grow fresh local product, and they grow communities.

Our food is essential. Our farmland is the foundation.



Campaign Video, Fall 2024

Please click [here](#) to view our campaign video featuring Spurr Brothers Farm in Wilmot, Nova Scotia.





Nova Scotia Federation of Agriculture

The Nova Scotia Federation of Agriculture has been the voice of Nova Scotia farmers since 1895. Representing the interests of over 90% of all agricultural production across the province. The NSFA supports farm families and businesses through advocacy efforts and the delivery of programs and services. The NSFA works in the best interest of our members.

Our mission is to influence and affect change for the continual success of agriculture in Nova Scotia. **Our vision** is a prosperous and sustainable future for Nova Scotia farms and farmers.



Meet Your Farmer Channels

- f Facebook: facebook.com/NSFAMeetyourfarmer
- @ Instagram: instagram.com/nsfameetyourfarmer
- Website: meetyourfarmer.ca

Meet your Farmer is an initiative developed by the Nova Scotia Federation of Agriculture to help connect people to farmers in Nova Scotia. We profile some of Nova Scotia’s farm families, share their favourite homecooked recipes, and update everyone on food and farming events taking place throughout the year.

President Bio



Allan Melvin, President

Nova Scotia Federation of Agriculture President, Allan Melvin actively farms on his family’s 6th generation vegetable farm in Pereaux, Kings County. After studying Business Administration at Acadia University, Allan obtained his Chartered Accountants designation and worked across Canada and Internationally before settling back to rural Nova Scotia, where he resides with his wife Heather and two sons Ryker and Arlo.

In addition to working on the family farm, Allan also works at Bishop and Company Chartered Professional Accountants, where he provides accounting and advisory services with a focus on Agriculture based clients. Allan splits his time between these two roles, which allow him to support the agriculture industry in many ways.

Allan is currently active on the Kings County Federation of Agriculture board, and is a board member on the Canadian Agricultural Human Resource Council. Allan has also earned a certificate from Texas A&M for his participation in The Executive Program for Agricultural Producers (TEPAP).

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