

FOR IMMEDIATE RELEASE

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**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 per cent 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 farms 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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