



Scope of Work: Agriculture Careers Brand

Organizational Background

The Nova Scotia Federation of Agriculture is a farmer-led organization that represents about 2,000 farm families across the province. Here in Nova Scotia, our farms produce over 100 products – we are proud to represent such a diverse agriculture industry. We work to connect the needs of industry to government through collaborative stakeholder and government relations; to grow Nova Scotia’s agriculture industry so it may prosper for generations to come. We also develop and deliver programs and services to meet the needs of the farm community.

One of these programs is Farm and Workforce Development, which supports farms with human resources tools, skills training, career promotion, worker recruitment, worker retention and succession planning.

Project Introduction

One of the key themes in our Farm and Workforce Development strategy is *Connect to Farming*. *Connect to Farming* is focused on ensuring that careers in agriculture are respected, actively sought after and eagerly promoted in communities across Nova Scotia. Our goal is that working in agriculture will be considered a career of choice for new professionals, experienced employees, new entrants and newcomers to Nova Scotia. The Federation’s goals are to:

- Strengthen community connection to farming and farm careers through information- sharing and celebration.
- Create and deliver programming to increase interest in agricultural career opportunities.
- Summarize and share pathways to a career in farming.

The Farm and Workforce Development team’s current work in this area focuses on:

- Attending school and university career fairs and job fairs throughout the province.
- Developing career sheets to promote both specific roles and general areas of interest in ag careers.
- Developing a career workshop that will promote agriculture careers through hands-on activities. Targeted at ages 14-21.
- Promoting *Pathways to Agriculture*, a resource designed to capture a variety of educational opportunities in Nova Scotia to pursue after high school.

Through this work it was identified that a dedicated career brand for Nova Scotia agriculture is needed.

Project Inspiration

The career promotion brand will focus on the wide array of opportunities for a career in agriculture.

Currently, perceptions of careers in agriculture are typically limited to on-farm and production roles with a perception of low pay, physical demand, and a limited future. This campaign aims to challenge and reshape those views and to promote the range and diversity that careers in agriculture have to offer.

It will showcase primary production, aiming to dispel existing stereotypes, and spotlight the diversity of the many roles that support agriculture.



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Agriculture is more than farming. It is processing, transportation, technology, government, non-profit, research, marketing, accounting – the list goes on and on. There are many ways to have a career in agriculture, whether that is boots on the ground (or in the dirt) or playing a vital supporting role in another part of the industry. There is something for everyone.

The career promotions campaign will be an ongoing project with specific pieces of work for this year and in future years. Parts of the campaign are designed to be flexible and supplemented over time.

Please refer to the [*Identifying and Addressing Barriers to Careers in Agriculture*](#) report by the Canadian Centre for Food Integrity and the Canadian Agricultural Human Resources Council to gain additional insight into career promotion in agriculture.

Project Overview

Objective

- Establish a career promotions brand for the Nova Scotia Federation of Agriculture. Understanding that this is an ongoing initiative, rather than a time-limited project, ensuring it is seen as a continuous effort that evolves over time rather than having a defined start and end date.
- Develop branded material, content and collateral for promoting agriculture careers.
 - To inspire students to consider careers in agriculture by showcasing the variety of career options, in both primary production and support roles, that involve innovation, growth, and the potential to match a diverse spectrum of interests.
 - To inform educators, students, families and the public about the variety of opportunities for a career in agriculture and to encourage them to share them as viable options for students to pursue.
 - To introduce the idea of a career in Nova Scotia agriculture to newcomers.
 - To position careers in agriculture as sought-after options for current employees wanting to switch careers, act as consultants or fill term positions.

These objectives also aim to address labour challenges such as workforce gaps and the aging demographic of our current farmers.

Target Audiences

- **Primary Target Audience:** Junior and senior high school students who are considering their next steps and are open to exploring career options and pathways following graduation.
- **Secondary Target Audience:** Families, teachers, and guidance counselors who influence a students' career choices.
- **Tertiary Target Audience:** Those currently in the workforce seeking a change in employment. Looking to make a meaningful difference and impact.



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The brand and campaign will need to illustrate key attractions for agriculture including job stability, good salaries, lifestyle balance, contributions to feeding our province, increasing food security, and addressing environmental and sustainability concerns.

Brand Name

To be developed in collaboration with the consultant, considering NSFA's recommendation of:

Grow Your Future

Deliverables

Jurisdictional Scan

- Conduct a jurisdictional scan for existing agriculture career branding or campaigns in Canada and relevant international models to identify best practices, key strategies, and actionable insights for developing a career promotion brand for agriculture in Nova Scotia.
- Provide a summary report with:
 - Findings and recommendations for the messaging, target audiences, and media strategies to include in a Nova Scotia-based agriculture career promotion campaign.
 - Suggested partners, stakeholders, and resources (e.g., government bodies, industry groups, educational institutions) to support the branding initiative.
 - A summary of potential challenges and barriers to consider, along with strategies to overcome them.

Brand Identity

- Campaign logo (primary and secondary variations).
 - The logo should convey growth, opportunity, and personal satisfaction.
 - The lines should be clean and crisp giving a modern, professional feel.
 - Elements of the logo design should be taken from innovative and progressive agricultural career roles as well as natural elements. For example, drones, computers, precision agriculture, leaves, seedlings.
- Color palette (primary, secondary, and accent colors).
- Typography (headline, subhead, and body fonts).
- Visual style guide (examples of imagery, iconography, and textures).
- Please ensure the brand coordinates with existing NSFA brand. [Guidelines NSFA-Branding 2024.pdf](#)

Key Messaging and Taglines

- Development of core campaign messaging and tagline variations.
 - Consider emphasizing the role of technology, sustainability, and innovation in modern agriculture to better engage younger audiences.



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- Tone of voice guidelines.

Marketing Collateral

- Social media graphics
- Print materials such as:
 - [Career Sheets.](#)
 - Template for information sheets
 - Posters
 - Rack cards
 - Stickers
- Digital Materials such as:
 - Video templates and ads
 - PowerPoint
- Booth display:
 - Recommendation for a tradeshow booth design and interactive displays.

Website Design Assets

- Website banner graphics.
- Custom icons and imagery for key sections.
- Landing page layout recommendations.

Campaign Launch Kit

- Event signage
- Rollout plan for suggested activities for employer and student engagement

Timeline

- **Project Kickoff:** March 26, 2025
- **Jurisdictional Scan:** April 9, 2025
- **Concept Development:** May 7, 2025
- **Revisions:** May 16, 2025
- **Final Asset Delivery:** June 6, 2025
- **Ongoing Implementation Plan:** To ensure longevity of the campaign



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Roles & Responsibilities

Client Responsibilities

- Provide background information, brand history, and relevant research (e.g., CCFI/CAHRC report)
- Provide existing career promotional items, workshop outlines and other information on current aspects that are to be included in the plan.
- Approve milestones and provide timely feedback.

Consultant Responsibilities

- Conduct jurisdictional research and develop a brand strategy.
- Design and deliver all brand identity assets and marketing materials as outlined.
- Develop messaging and outreach strategies.
- Communicate project updates and adhere to deadlines.

Budget & Payment Terms

Total Allocated Budget: \$10,000

Payment Schedule: To be determined.

Revisions & Feedback

Expectations: Include up to two rounds of revisions per deliverable.

Project Management & Communication

Primary Point of Contact

- Margaret Ells, Training and Awareness Coordinator for NS Federation of Agriculture - Email mells@nsfa-fane.ca Office phone: 902-893-2293, Cell phone: 902-957-7817

Communication Tools

- Communication will be via email, Zoom and Google Drive
- Weekly status updates or check-ins.

Approval Process

- Margaret Ells, Katherine Tuttle and Carolyn Van Den Heuvel will approve the major deliverables including the logo concept and final brand kit.
- Approvals will be given within three business days of receiving the drafts from the consultant.
- Final approval process for major deliverables (e.g., logo concepts, key messages, and final brand kit) to be established.