

# ***PNWER 2016 Annual Summit***

## **License to Farm**

*The conversation continues...*

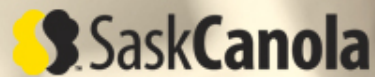
*Janice Tranberg  
Executive Director*



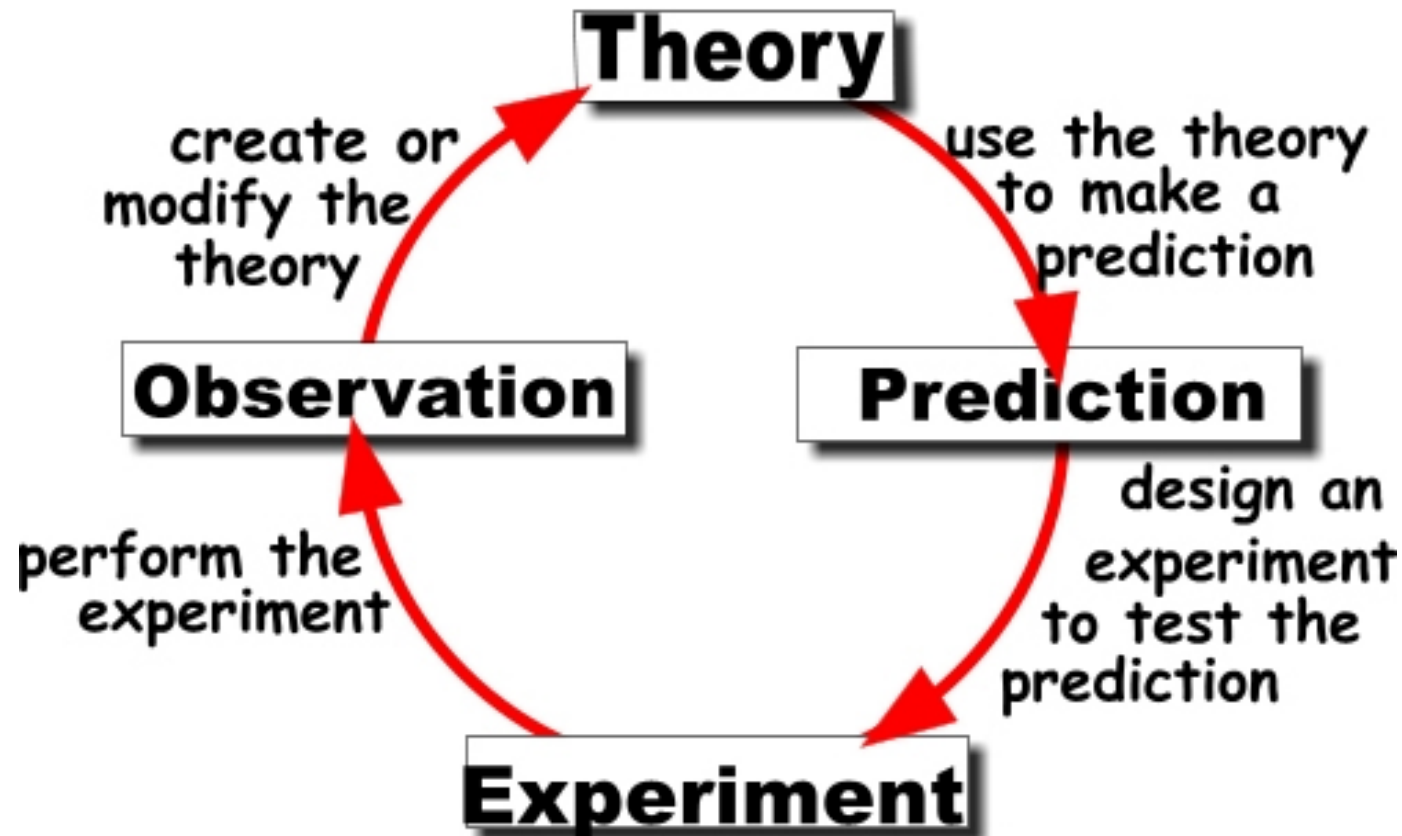
*From our fields to the world.*

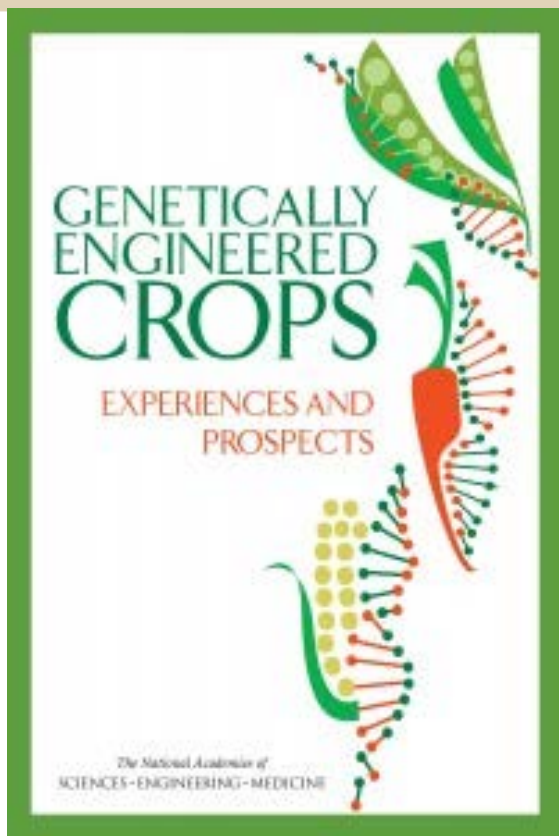


Canada's canola industry adds  
\$19.3 billion to the Canadian economy



From *our fields* to the world.



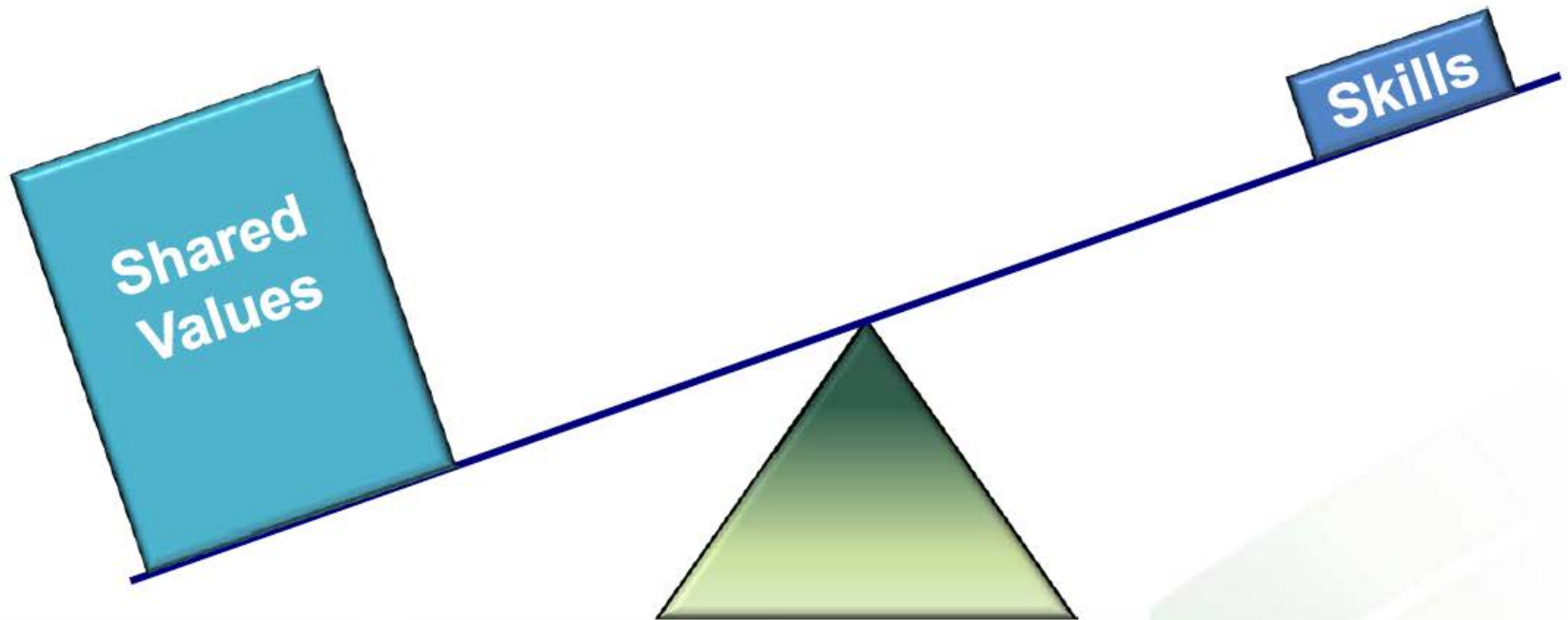


“This consensus report examines a range of questions and opinions about the economic, agronomic, health, safety, or other effects of genetically engineered (GE) crops and food. ... This report is intended to provide an independent, objective examination of what has been learned since the introduction of GE crops, based on current evidence.



From *our fields* to the world.

# What Drives Consumer Trust?



Shared values are 3-5X more important in building trust than demonstrating competence



Trust research was published in December, 2009 – *Journal of Rural Sociology*





Social license – the level of public trust granted to an industry sector or entity by the community at large and its key consumer base.

LICENSE  
TO FARM



From *our fields* to the world.

cosmetic-pesticides  
chemicals  
pesticides  
gluten-free  
antibiotics  
GMOs  
science  
social-license  
environment  
sustainable  
genetic-engineering  
lactose-free  
organics  
farming  
hormones  
animal-welfare  
agriculture  
Earls  
labels  
foodies  
AandW  
pasteurize  
animal-welfare



From *our fields* to the world.

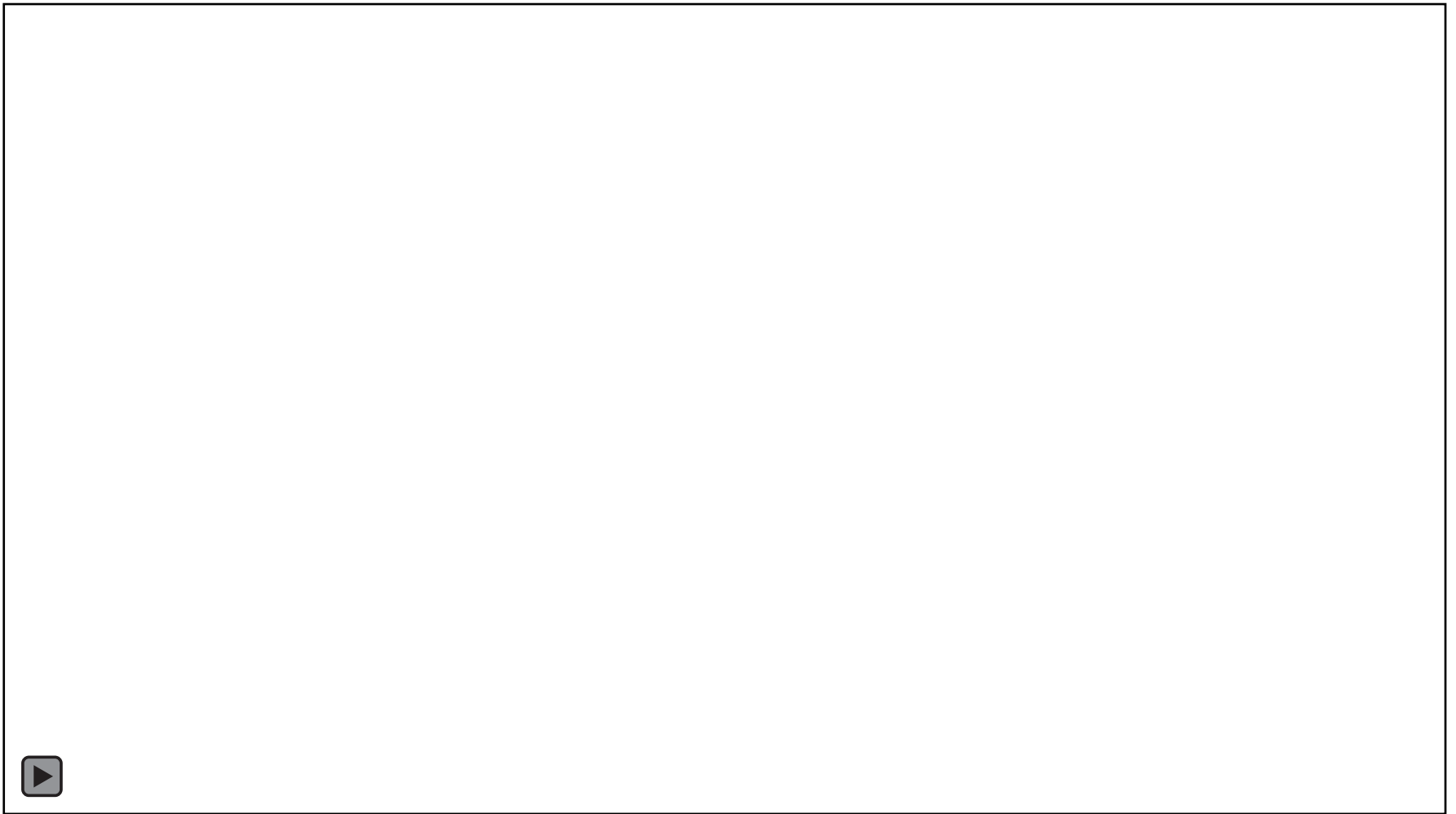




Agriculture contributed \$103 billion to Canada's economy in 2012 and employs 2.1 million Canadians



From *our fields* to the world.

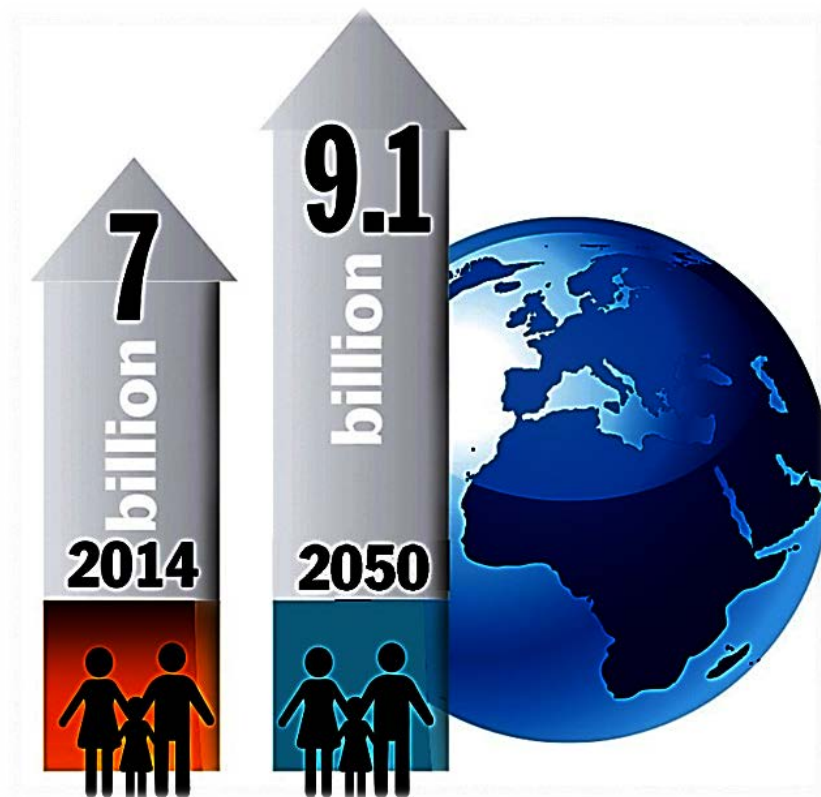


 **SaskCanola**  
From *our fields* to the world.

# Farming: *The REALLY Big Picture*

- **How do we feed the world?** Population expected to grow from 7 billion to 9 billion by 2050.
- How do we feed our country with only 2% of the population farming?

*Did you know...* Hunger kills more people annually than AIDS, malaria and tuberculosis combined.





 **SaskCanola**  
From *our fields* to the world.



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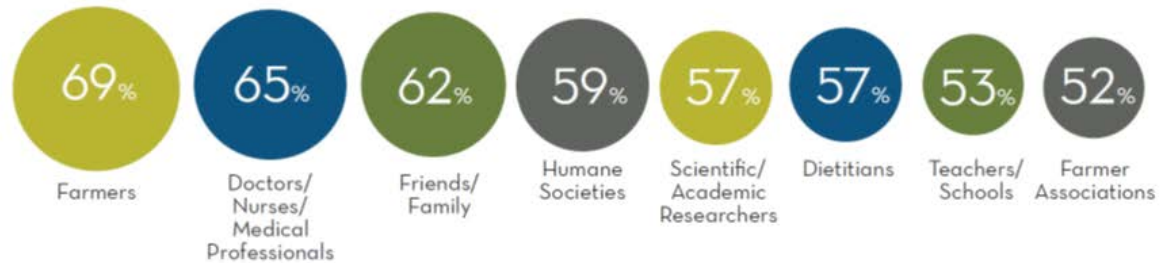
## TOP 5 INFORMATION SOURCES



## IMPRESSIONS OF FOOD AND FARMING SOURCES

Canadians' impressions of farmers grew to be more warm and favourable than any other group with an increase from 61% in 2012 to 69%, the highest level seen in 10 years. Overall, there were increases in warm and favourable impressions across many categories.

### Top eight viewed favourably by half or more



### Those viewed less warm and favourably

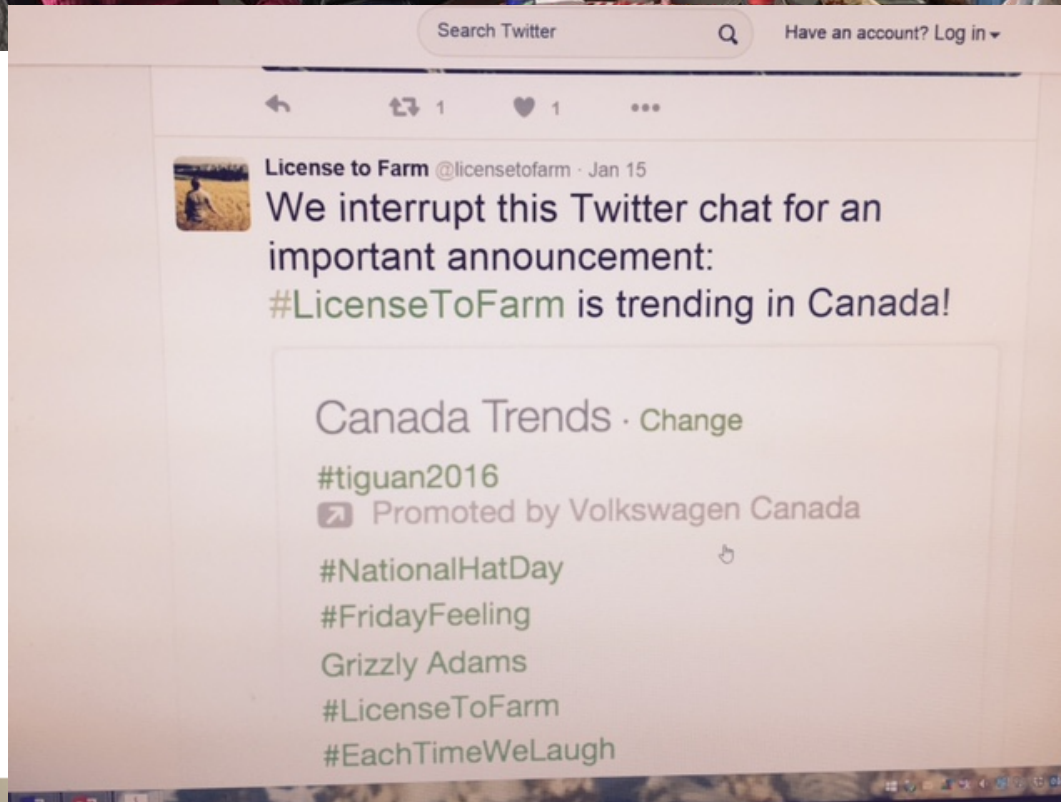


# VIP Launch January 13, 2016





# Launched live online - January 15, 2016



From *our fields* to the world.



# Outreach

- **Total Views = 80 thousand +**
- **Total Reach = 2 million +**
- **Over 166 countries**
- **Awards = Canadian Public Relations Society Bronze Award in the category of *'Canadian Advocacy and Social Marketing Campaign of the Year'***

[www.licensetofarm](http://www.licensetofarm)

@licensetofarm



# Reviews

 **Sheldon Kennedy**   
@ShelKenn

[licensetofarm.com](https://www.licensetofarm.com)

Watched for the 2nd time. As a individual involved in farming we need all our voices  
[@WBrettWilson](#) [@licensetofarm](#)

 **License to Farm - Building Trust One Acre at a Time**  
A documentary exploring the role of science, sustainability and food safety in modern agriculture, encouraging farmers to stand up for their right to farm.  
[licensetofarm.com](https://www.licensetofarm.com)

RETWEETS 20 LIKES 26



 **Kevin M. Folta**  
January 16 · 🌐

Beautifully done from an artistic and informational perspective. I just wish Dr. Wilf would blink more often. If you have to watch one thing today let this be it. 30 valuable minutes.

 **License to Farm - Official Documentary**  
YOUTUBE.COM

Like Comment Share

 Megan Madden, Ellen Grueter and 311 others Top Comments -

87 shares


 **\* W. Brett Wilson \***   
@WBrettWilson





I have watched this twice - giving voice to the [#farming](#) community - thoughtful insight into everyday issues ...

 **Terry Youzwa** [@hugewalleye](#)  
2 weeks 47000 views watch it use it share it [#licensetofarm](#)  
[#elevateyourvoiceinyourcommunity](#) [@WBrettWilson](#)



RETWEETS 55 LIKES 62



 **#AgChat** [@agchat](#) · Jan 16  
Have you seen [#LicenseToFarm](#)?! [ow.ly/X9wWY](https://ow.ly/X9wWY) via [@licensetofarm](#) [#AgChat](#)

  10  7 

[View summary](#)


 **Paul William Laqua**   
@Goldenthistle79


[@agchat](#) [@licensetofarm](#) Finally. A reference I can use and share. The most important documentary of my generation. Must be in the classroom.

 **Julie Borlaug** [@JulieBorlaug](#) · Jan 20  
Take time to hear how we can "take it 2 the public" & have our voices heard. [licensetofarm.com](https://www.licensetofarm.com) [@licensetofarm](#) [@FarmersFeeding](#)

  4  10 

[View summary](#)

 **Julie Borlaug** [@JulieBorlaug](#) · Jan 20  
In reply to License to Farm  
[@licensetofarm](#) Loved it! Amazing. THANK U! My grandfather said "take it 2 the farmer." I've added "Take it 2 the public." [@mark\\_lynas](#)

  7  10 

[View conversation](#)

# Conversations



**Frontball**

Seriously? Why would the government step in for this! This should be sponsored by the businesses that support the GMO crops, not taxpayers. Once wages start falling and people realize that Organic growers are in it for the money, then they'll think twice about buying organics at the grocery store. Their wallets will be the deciding factor on whether or not to buy organic in the years to come.

If you want organic, grow it yourself. That's the best option.

7 hours ago 1 Like

[Like](#) [Reply](#) [Share](#)



**Frontball**

@Frontball

Well... I actually watched this now... totally switched my opinion. Watch, heck even just listen to it. Very good input. Even if most tax payers hate this, the farmers of Saskatchewan won't. This is what people need to hear.

6 hours ago 1 Like

[Like](#) [Reply](#) [Share](#)



**Hidden Harvest Ott** @hiddenharvest · Jan 15

Urban pesticide bans increase # of beneficial insects which help us harvest more #ottcity fruit. #Licensetofarm

**License to Farm** @licensetofarm

Q4 What's one thing you would like non-farmers to know about how you use pesticides & technology on your farm? #LicenseToFarm



3



**Tom Wolf**

@nozzle\_guy

Follow

.@hiddenharvest Good point. Farmers avoid pesticides when possible, driven by economics. Urban settings can learn from that.

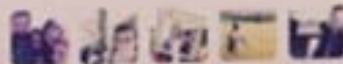
#LicenseToFarm

RETWEET

1

LIKES

4



*"I really think that if the urban foodie  
could just talk to a few farmers,  
they'd realize our food  
is being produced  
by really caring people."  
- Alexei Berteig, Berteig Imaging*



From *our fields* to the world.

