

Future of farming



PUBLICATION DATE: Wednesday, September 25
GET INVOLVED BY: Thursday, June 27
MATERIAL DUE: Wednesday, September 11

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

To feed a population of nine billion people by 2025, global food production needs to increase by at least 50 per cent. Yet at the same time, the depletion of land and other forms of natural capital is accelerating across the globe, and climate change is expected to impact crop yields significantly. How can Canadian farming practices and innovation help to achieve greater food security and sustainability?

Proposed topics:

- CANADIAN FARMS** – Balancing profitability with consumer, environmental and market needs.
- RESEARCH & INNOVATION** – Advancing knowledge and technology supporting sustainable food systems.
- FOOD TRENDS** – Meeting consumer demands for healthy foods, and ethical and environmentally friendly practices.
- MADE-IN-CANADA** – Building international recognition for food safety and quality.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager, rdeacon@globeandmail.com

REACH YOUR TARGET

IN PRINT
1,148,000
READERS IN THE PRINT EDITION

1,730,000
READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE
7 MILLION
MONTHLY UNIQUE VISITORS
(Globe and Mail multi-platform)
Source: comScore Q2 2017

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

WITH POWERFUL INTERACTIVITY RESULTS...

35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE

3X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a previous feature on this or similar topics

