



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Next generation of farming

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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FUTURE OF FARMING

FEEDING THE WORLD, SUSTAINABLY

AWARENESS

TRENDS

STEWARDSHIP

FUTURE OF FOOD

The Canadian agricultural sector has evolved in response to a range of challenges and opportunities, including changing market conditions and evolving technological development. This special feature will shine a light on how the next generation of farmers will ensure a secure food supply and deliver the best possible products from farm to fork for the future. Farmers rely on technology and innovation, policies that support good stewardship practices, reliable data and knowledge-sharing networks.

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Proposed topic highlights:
AWARENESS — the importance of supporting Canadian farmers
TRENDS — policies and initiatives that are helping to strengthen the food value chain
STEWARDSHIP — How Canadian farmers serving as leaders of food safety
FUTURE OF FOOD — How the food systems of tomorrow are taking shape

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Print/Digital Weekly Readers – 5,898,000
Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 28	November 23	November 30	September 28