



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Next generation of farming

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The Canadian agricultural sector is evolving to meet changing market conditions and technological advancements. The next generation of farmers is driving this transformation by embracing technology and innovation, promoting good stewardship practices, and fostering knowledge-sharing networks. This special feature will spotlight the next generation of farmers, and how they are key to ensuring a secure food supply and delivering top-quality products from farm to fork for the future.

**Proposed topic highlights:**

- LEADERSHIP** — How Canadian farmers are leaders of food safety.
- SUPPORT** — The importance of supporting Canadian farming to ensure a thriving future.
- SUSTAINABILITY** — Focus on eco-friendly practices and climate resilience.
- DIVERSIFICATION** — Exploring new crops and markets.
- FUTURE OF FOOD** — insights into the food systems of tomorrow.

**GET INVOLVED TODAY. CONTACT:**

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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
January 11	February 22	February 29	January 11
March 28	May 9	May 16	March 28
October 9	November 20	November 27	October 9