Knowing Your Audience
The Who, the How and the What

Growing Agri-Food KTT in Ontario
Guelph • April 17, 2019
What do we know about our agriculture, food and/or rural audiences?

- There are **many different ways** farmers engage and obtain their information, ranging from social media gurus to mail/fax/phone only
- How farmers engage may **be different than how rural municipal staff or councillors engage**
- **Language/terminology is important** and can be interpreted differently
- **Timing/season is important**: remember, farmers have busy seasons (e.g. “planting” and “harvesting” times of year), also provide daytime and evening opportunities
- **Availability of broadband internet** for webinars/videos
- Identify scheduling of large ag meetings/events ahead of time to **avoid conflicts**
How do we know that? Which methodologies do we use to find out about our target audiences?

- As a general farm organization, we hear from our membership on a daily basis and when they are concerned about an issue or have questions.
- They indicate how they would like to hear from us, and their challenges obtaining information.
- We ask a polling question each week (Yes/No) on our website and social media.
- We undertake surveys or distribute surveys electronically.
- We participate in academic studies.
What knowledge sharing strategies are we using based on knowing about our target audiences?

- Website
- E-newsletter/e-commentaries
- Social media
- Mail-outs
- In-person meetings
- Member Service Representatives (field) and Member Relations Representatives (head office)
- Presentations by Policy Analysts/Other experts
- Through our Partner Organizations
- Webinars (and recordings)
- Better Farming magazine (in partnership with OFA)
- OFA In Sight/OFA Today/From the Field
Reducing red tape responsibly

OFAs is once again among the first to champion the need for an outright moratorium on red tape initiatives. Our strong advocacy efforts are paying off. The province’s minister of agriculture and food has agreed to withdraw the most onerous new initiatives.

The minister’s decision is a direct result of our collective efforts to reduce red tape in our sector. We applaud the minister’s decision and look forward to continued engagement with his office on this important issue.

The OFAs continues to work with an all-party committee of MPPs to develop a comprehensive plan to reduce red tape in the farming sector. We will continue to work with our partners to ensure that our sector can operate efficiently and effectively.

Thank you for your support and for making a difference in supporting our sector.

FROM THE PRESIDENT

Keith Currie
Ontario Federation of Agriculture
Agriculture Economic Development and Planning Community of Practice

The Ontario Federation of Agriculture (OFA) and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) have coordinated a free quarterly series of webinars meant to support economic development and planning professionals facing challenges related to agricultural issues. The quarterly meeting topics will cover a range of development policies, procedures and programming impacting our communities.

- Voice your challenges and receive feedback and support from others.
- Speak with experts in the field and hear the latest research and tools.
- Network with other municipal staff and professionals.
- Learn best practices and strategies that can be applied to your community.

**Join the Email List:** We will notify you about upcoming webinars.

**Past Webinars**

**Access the Google Drive:** View content from past webinars

- Canadian Agricultural Partnership Funding Q&A with OSCIA and OMAFRA Staff
- Navigating Ag Data to Tell Your Story
- Communicating Agriculture to Municipal Council
- Succession Planning: Supporting the Transition for Farm Businesses
- Enhancing Agri-Tourism and Culinary Initiatives in Your Community
- Canadian Agricultural Partnership Funding Q&A with OMAFRA Program Staff
- Changing Times, Evolving Agri-Food Workforce. Are We Ready?
- Making the Case for Local Food: A New OMAFRA Data Tool
- Supporting Agri-Food Infrastructure Through Funding, Programs and Resources
- Connecting the Dots to Strengthen the Agri-Business Value Chain
- Understanding Your Agri-Food Community Through Data
- Pilot: Farm Property Assessment and Taxation
### AGRI-FOOD INITIATIVES ONTARIO DIRECTORY

An online collection of projects, programs and policies to help you support agriculture and food. To view, click the topic button. A Google Drive folder will open in your web browser.

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[ofa.on.ca/GrowAg]
Thank You

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