

# Workshops & Presentations

## Speak Up! Getting the Message Out about Agriculture

For people who work in agriculture, it's sometimes hard to find the words when tough questions or inaccurate claims are raised. The Speak Up! workshop describes the average Canadian consumer, what they know about farming and how they think about food. It gives participants the ability to tell their stories in an easy-to-understand and compelling manner and explains how to have a positive, meaningful conversation about food and farming, providing pointers on handling difficult subjects. This is valuable for media interviews, farm tours, council meetings, service clubs, school groups and other situations where you are tasked with answering tough consumer questions about how food is produced.



Suitable for up to 50 people, this 4-hour workshop is a great professional development opportunity for the agriculture industry.

**Member Fees\*: \$3,000 per workshop**

**+ travel expenses\*\***

**Non-Member Fees\*: \$4,000 per workshop**

## Opening Farm Gates: How to Host a Farm Tour

This workshop is designed for farmers and ranchers who have hosted tours or would like to offer tours of their farms to non-farming consumers. It will help farmers answer tough questions, rephrase industry jargon, and present their operations in a simple chronological order that consumers will understand. Topics include: focusing on shared values, conversation etiquette, tour do's and don'ts, and question & answer techniques.

Suitable for 20 or more people, this 4-hour workshop is great for individuals who are interested in hosting tours of their operation to non-farmers.

**Fees\*: \$1,500 per workshop**

**+ travel expenses\*\***

## Interview Preparation Media Training

This hands-on training provides participants with the tools to calmly and confidently respond to questions and demands from media and other stakeholders. A small group size allows for each participant to experience mock television interviews and receive personalized coaching and feedback. Strengthen your confidence for future engagements with the press!

Designed for groups of 10, this 6-hour media training workshop is great for industry spokespeople (farmers/ranchers and staff who are the public face of their organization).

**Fees\*: \$495 per person**

**+ travel expenses\*\***

## Presentation Service

Tailored to your agenda, this general presentation is great for annual meetings, conference or industry events and provides an overview of Farm & Food Care Saskatchewan, explores Canadian consumers view on food production and provides insights on how farmers and ranchers can help build public trust in agriculture.

**Fees\*: Please Contact for Quote**

\* Fees subject to 5% GST

\*\* Travel Expense Schedule: Travel expenses to be agreed upon when booking. Mileage rate is \$0.50/km. Travel long distances may include a \$250 per diem. Travel could include the following: travel (air), travel to and from the airport (if applicable), accommodations and meals

**Disclaimer:**

Filling out this form acts as a request and will be reviewed by Farm & Food Care staff. Speaking requests will be considered once a completed request form is received. This does NOT guarantee that Farm & Food Care will be speaking at your event. If Farm & Food Care is available, we will contact you for more information. To assist with scheduling, we would ask that speaking requests for meetings and events be made at least one month prior to the date of the event. If someone from Farm & Food Care is available, we will contact you for more information.

# Request a Speaker

<b>Organization/Business Name</b>					
<b>Requested Presentation</b>			<b>Requested Date</b>		
<b>Contact Name</b>					
<b>Phone</b>			<b>Email</b>		
<b>Audience Size</b>		<b>Industry Sector</b>			
<b>Location Address</b>					
<b>Is this workshop in conjunction with another meeting or event?</b>	<input type="checkbox"/> YES (if Yes complete below) <input type="checkbox"/> NO				
<b>Name of Event</b>			<b>Date of Event</b>		
<b>Event Start Time</b>		<b>Presentation Start Time</b>		<b>Presentation Length</b>	

Please provide a **screen, media projector and lunch** for the workshop.

How did you hear about Farm & Food Care?

Member     
  Previous Farm & Food Care Presentation     
  Recommendation

Other (please specify) \_\_\_\_\_

**Submit your completed form to [office@farmfoodcaresk.org](mailto:office@farmfoodcaresk.org) or by mail to:  
 Farm & Food Care Saskatchewan Bay 6A-3602 Taylor St. E Saskatoon SK S7H 5H9**

\* Fees subject to 5% GST

\*\* Travel Expense Schedule: Travel expenses to be agreed upon when booking. Mileage rate follows the posted rate of the Saskatchewan Government. Travel long distances may include a \$500 per diem. Travel could include the following: travel (air), travel to and from the airport (if applicable), accommodations and meals

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