



Producer Workshops:

1. How to Host a Farm Tour Workshop - Saturday, January 27, 2018 | 9AM - 12PM

Location: BMO room at Tradex, Abbotsford (during Pacific Ag Show)

Please encourage producers to register early. This will be the only workshop on this topic hosted at this time. Expert speaker, Clinton Monchuk from Farm & Food Care Saskatchewan will be leading the workshop.

How to Host a Farm Tour workshop highlights include:

- Why tours are important for the agriculture industry and consumers who have questions.
- Tour is designed for farmers/ranchers who have hosted tours or would like to offer tours on their farms.
- It will help 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 dos and don'ts, as well as question and answer techniques.
- Tips for hosting crop tours: logistics, common questions.
- Tips for hosting livestock tours: logistics, biosecurity considerations, common questions.
- Questions to prepare for.
- How to engage students and teachers.

2. Speak Up Training - January 25, 26, 27, 2018

Sessions available:

- Thursday, January 25: 9:00 AM - 12:30 PM at the Sandman Hotel, 32720 Simon Ave, Abbotsford (lunch provided)
- Friday, January 26: 9:00 AM - 12:30 PM at the Sandman Hotel, 32720 Simon Ave, Abbotsford (lunch provided)
- Saturday, January 27: 1:00 PM - 4:00 PM at the Pacific Agriculture Show (Tradex), BMO Room.

For farmers and people who work in agriculture, it's sometimes hard to find the words when tough questions or inaccurate claims are raised. The *Speak Up!* Training workshop teaches how to tell their stories in an easy-to-understand and compelling manner. Here's more on what will be covered:

- Leading a generational journey in public trust - the "Experience Age"
- Describing the average Canadian consumer - what they know about farming and how they think about food
- Coaching on how to have a positive, truthful conversation about food and farming
- Tips on handling difficult subjects
- Speaking to media
- How to communicate effectively to large groups where you are tasked with answering tough consumer questions about how food is produced.

Register by e-mailing Sharon Eistetter, Manager Public Trust at seistetter@bcac.ca or phone 778-345-7750.