

# AGRICULTURE is a Canadian success story



**98%**

of farms are family farms

The world will need

**70%**

more food by 2050

and we'll help fill that demand



2012 2050

The **BEEF** INDUSTRY

contributes almost

**\$25 billion**

to the Canadian economy annually



It takes

**50,000**

fewer gallons of water

to grow an acre of corn today

than in **1990**



**1 in 8** Canadian jobs are in ag and agri-food

Almost **25,000** farm operators are under the age of **35**

**#1** producer of canola in the **WORLD**

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# Three steps you can take to champion our industry

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## 1 Speak up and speak positively

Become an advocate and look for opportunities to talk about what's going well in agriculture. Fill in information gaps, help dispel myths and learn more about the industry.

## 2 Remember: image matters

What you say about agriculture influences how people view the industry. Promoting our industry will attract financing, build consumer trust and get young people excited about opportunities in ag.

## 3 Get involved and make a difference

It's easy to join the conversation. Follow us on Twitter, like us on Facebook and visit us at [AgMoreThanEver.ca](http://AgMoreThanEver.ca) for stories, information and resources you can share. We're counting on you to help tell the real story of Canadian agriculture.

Never has Canadian agriculture  
**mattered more** to Canada and the world

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