



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Future of Farming

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In an era of rapid change and evolving agricultural practices, the future of farming in Canada holds immense significance. From sustainable farming practices to cutting-edge technologies to climate change resilience, and the importance of local food systems for food security, this feature will explore the dynamic forces driving the future of farming in Canada. It will delve into the trends, innovations, and challenges that will shape the way farming evolves and nourishes the nation.

**Proposed topic highlights:**

**CANADIAN FARMERS** — Balancing profitability with consumer, environmental and market needs.

**GLOBAL LEADERSHIP** — Building international recognition for food safety and quality.

**TECHNOLOGY & INNOVATION** — Exploring tech's impact on farming.

**SUSTAINABLE AGRICULTURE** — Highlighting eco-friendly farming practices in Canada.

**CLIMATE CHANGE RESILIENCE** — Adapting Canadian farming to climate challenges.

**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
February 8	March 21	March 28	February 8