



2025/2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Smart Farming

Driving Innovation and Efficiency with Technology

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

Click on the report below to see a similar past feature



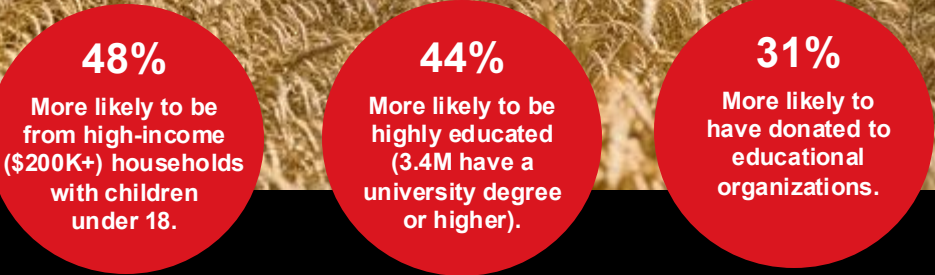
As the agricultural industry continues to evolve, technology is becoming a crucial tool for optimizing farming processes and reducing costs. This special feature will highlight how technology-fuelled innovation is helping farmers make better decisions, improve crop yields, and increase sustainability. By leveraging data-driven solutions, farmers can streamline operations and maximize profitability, ensuring long-term success in an increasingly competitive market.

- Proposed topic highlights:**
- Precision Agriculture:** How advanced technologies are reducing waste and improving productivity.
 - Cost Optimization:** Exploring the ways technology helps reduce input costs, leading to more efficient use of resources.
 - Sustainability in farming & packaging:** The role of tech innovations in promoting environmentally friendly practices.
 - Growth of Indoor Farming** -Exploring continuous crop production and optimized growing condition with benefits
 - Data-Driven Decision Making:** How real-time data analysis is empowering farmers to make informed decisions.
 - Boosting Productivity:** Tools and platforms that allow farmers to increase yields while minimizing labor.
 - Technology Trends in Agriculture:** A look at the latest developments in farming technology and what's on the horizon.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

Content produced by Randall Anthony Communications, a Globe-approved provider



Print/Digital Weekly Readers – **5,286,000**
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
August 12	September 23	September 30
September 3	October 7	October 14
September 30	November 4	November 11
January 8	February 12	February 19, 2026