



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Leadership in food and agriculture

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Canada’s agricultural sector contributes over \$150 billion annually to the nation’s economy and employs over 2 million people, highlighting its importance as a global leader in food production and innovation. This special feature will explore the advancements, strategies, and leadership shaping the future of food and agriculture in Canada and beyond.

### Proposed topic highlights:

**Sustainable Farming Practices:** Innovations reducing environmental impact and enhancing productivity.

**Agri-Tech Breakthroughs:** The role of technology in modernizing food production.

**Food Security Solutions:** Strategies addressing challenges in feeding a growing population.

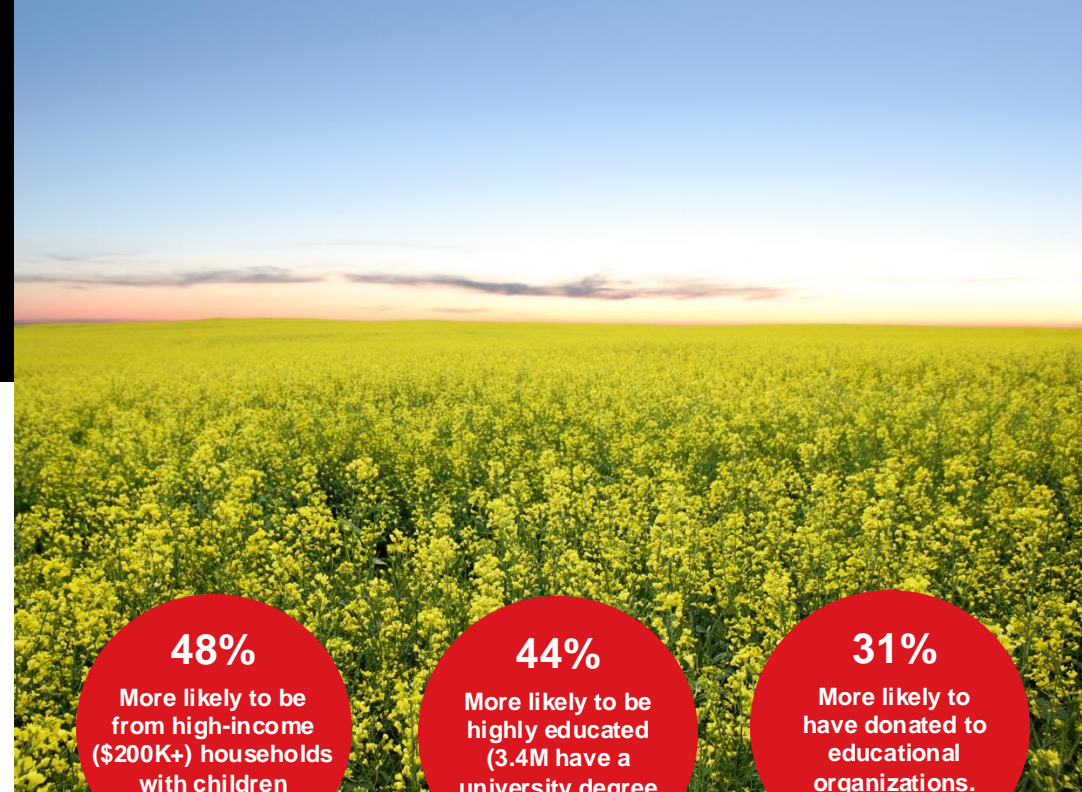
**Leadership in Exports:** Canada’s role in meeting global food demand.

**Cultivating Talent:** Programs and initiatives preparing the next generation of agricultural leaders.

### GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**  
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

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

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| June 13                   | August 1          | August 8        | June 13                          |